

Don't Pass It Up, Pick It Up!

Class of XXVI Project
March 2018



Mission Statement



The mission of the Leadership Monroe County Class of XXVI Project is to create an awareness for the continual clean up of Monroe County beyond the situation created by Hurricane Irma.

We want to build a mindset among locals, which would spread to visitors, that no person in the Keys should ever walk past a piece of trash without picking it up.

Project Scope



- Initiate a viral video campaign challenge called “Don’t Pass It Up, Pick It Up!”.
- The Campaign would address
 - The continuous need to keep the Keys litter-free
 - Dealing with the small hurricane debris left behind after the major government-funded debris collection has ended
- The class will spread out, and in true “force multiplier” fashion challenge local groups to create short videos about encouraging other locals to clean up.
- The class will create a target master list and approach various groups to participate by making a video, although the challenge would be open to the general public.
- The contest would open on September 10th and end on Nov 30th.
- Fundraising will be held to obtain a minimum \$500 prize for the winning video (i.e. most popular)
- The winners would be announced on Dec. 15th.

Project Scope (continued)

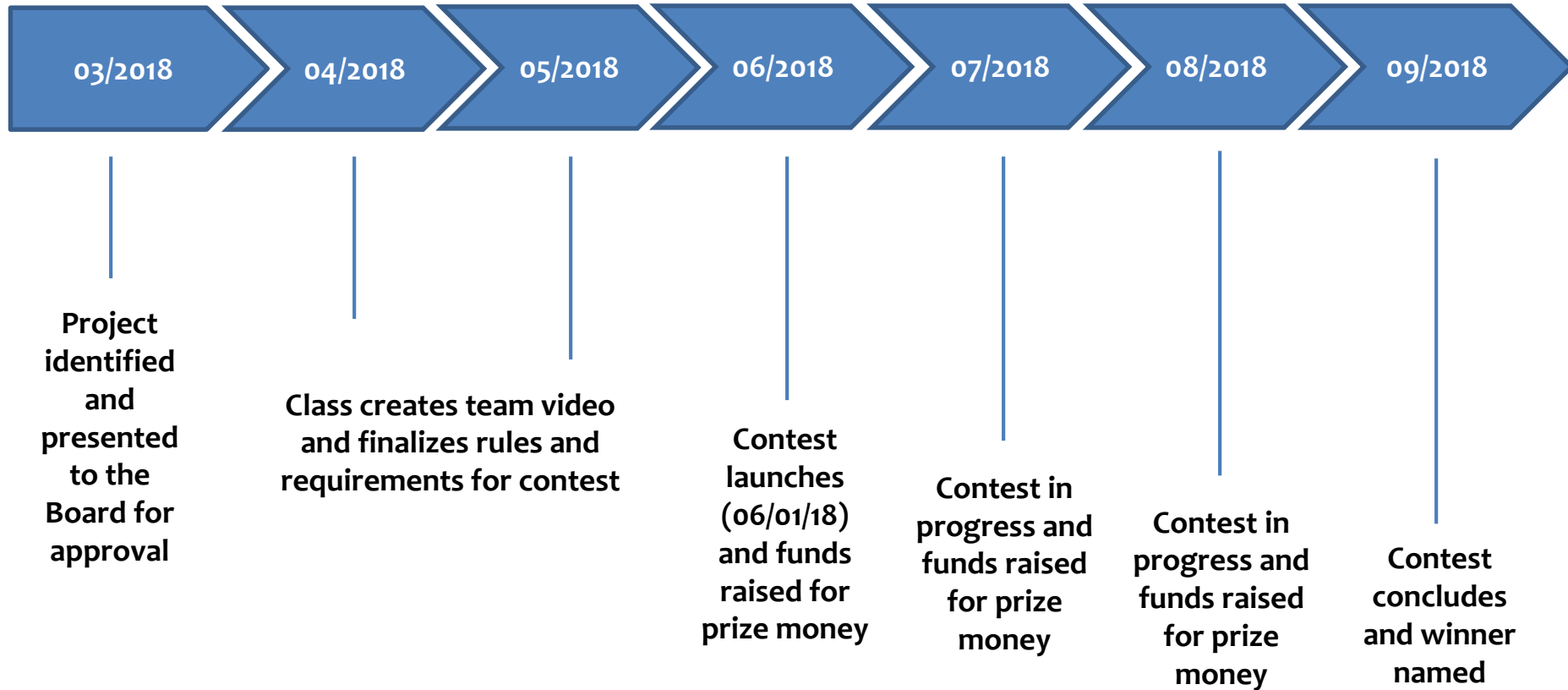
- Intent is to launch a marketing campaign, explaining the contest on May 1
- Short videos could be created by various groups such as
 - Dolphin Research Center employees
 - A local dance troupe
 - High school drama students.
- Videos requirements would include
 - Message needs to be encouraging and inspirational so the community will want to participate
 - Use of the unifying motto “Don’t Pass It Up, Pick It Up!” must be displayed in the video
 - Specific props
 - Time limit (90 seconds)
- The rest of the content of the video can be the creative brainchild of the creators.
- Videos would be emailed to a class committee for review and editing before they are posted.
- The videos will be distributed via a Facebook page
- Facebook analytics will determine the winner



Project Launch

- **Project is launched with Class involvement and team leading by action by creating a kick off video with the help of TV88 who has volunteered to assist.**
 - **Group shot with brief message about project and contest**
 - **Each member of team is filmed individually picking up piece(s) of trash, throwing it into the garbage and then turning to the camera challenging the next team member (or someone prominent in the community) to “pick it up”.**
 - **Upon Board approval, the Keys will be divided into upper/middle/lower areas between class members to focus on getting our message out and project launched.**
 - **Culminate contest with a “Don’t Pass It Up, Pick It Up” day after which the prize is awarded to the winner of the contest.**

Project Timeline



Financial Support

- **Project initially will be self-funded by donations of the 22 team members.**
 - **Amount is TBD and will be finalized at our next meeting.**
 - **We are estimating between \$40 - \$100 per person.**
 - **Will work to obtain sponsorship to increase the awards.**

Action List

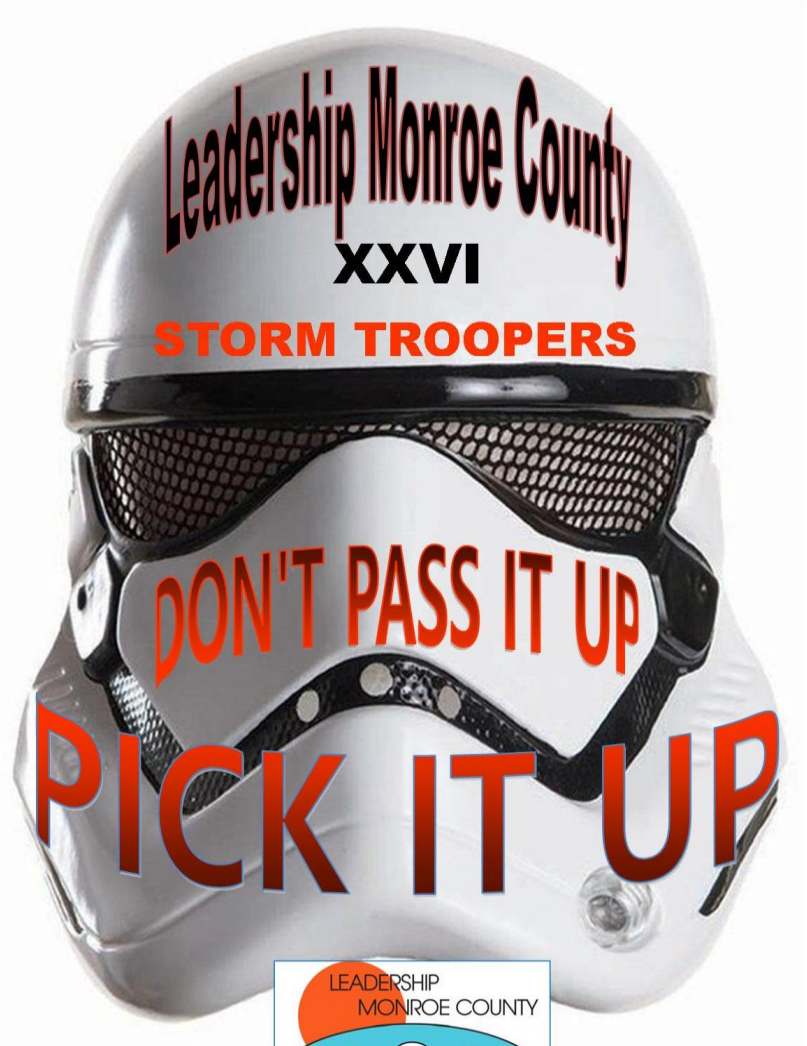


- **Create a class logo and a video logo**
 - **Begin outlining the class video**
 - **Create a committee to master basic video editing techniques**
 - **Create master list of potential video-making groups**
 - **Purchase props to be loaned to groups making videos**

- **Create a social media channel**

- **Design a marketing campaign**
 - **Write mass appeal letter**
 - **Chamber approach**
 - **Arrange radio and news coverage**
 - **Create public service announcements**

LMC Class XXVI
Approved Logo



Talking Points

- A lot of groups are doing cleanups, we want to change behavior long-term
 - we wanted individual people to feel the urge to pick up trash wherever they see it
 - in their neighborhoods, outside their corner store, on the water
 - to take pride in our beautiful surroundings
 - for our visitors to do their part
- Our class will create a video to launch our campaign
- Fun, silly – we want people to be encouraged to pick up, not feel like drudgery
- Storm trooper costume/masks to use in our video and for the other groups to use also
- “Don’t Pass It Up, Pick It Up!” Average White Band (looking into legality)
- Videos will be submitted to us – we review for suitability and we add the logo and post
 - We will post within 5 days of receipt
- It is the group submitting the video to share and get the most “likes”
- Their videos will include at least one storm trooper costume/mask
- Reach out to groups to invite participation – Monroe County residents can participate
 - Our class has access to list of groups doing cleanups currently
 - Each class member will contribute names and will reach out
- Piggyback on annual cleanup around September 16. Our winner(s) will be announced on December 15, the anniversary of Hurricane Irma. We can use this event to publicize annual cleanup.
- All members of the class will participate in some way in the project