



HOW YOU CAN HELP THE GENERAL LAND OFFICE ADOPT-A-BEACH PROGRAM SUCCEED

BRANDING

Here are some ways you can help the Texas General Land Office Adopt-A-Beach Program coalesce into a highly visible, highly successful statewide effort synonymous with clean beaches!

- ❑ **In all interviews (TV/Radio/Print) please mention your position as Volunteer Coordinator for the General Land Office Adopt-A-Beach Program.**

Sounds like a mouthful, but most reporters will accommodate you on your title. Use of our name in your title really helps people identify with the program all across the state. Naturally, we want you to mention your full-time employment if you wish, but please ask to be credited as mentioned above.

- ❑ **Please memorize the GLO Adopt-A-Beach toll-free number (1-877-TXCOAST) and website (www.texasadoptabeach.org) and repeat them as often as possible during an interview.**

These are the lifelines for our program and will ensure that the program will continue to grow and succeed!

- ❑ **Please use official trademarked Adopt-A-Beach logo in any cleanup printed or web-based material.**

With the Adopt-A-Beach logo we hope to create an instantly recognizable symbol synonymous with clean beaches. With one unified Adopt-A-Beach logo all along the coast, people can recognize this is a statewide effort and involves thousands of volunteers. Also, we've made it easy to use the Adopt-A-Beach logo with clearly defined graphic standards. If you want to use the Adopt-A-Beach logo in your T-shirt design, handouts or flyers, we can provide that Adopt-A-Beach logo to you or your commercial printer in any format.

- ❑ **Please prominently display any official Land Office Adopt-A-Beach signage at the check-in site.**

For the same reason as above.

- ❑ **Please wear your provided Adopt-A-Beach polo shirts at each cleanup and especially during TV interviews.**

Again, wearing the official coordinator materials will help identify you and your cleanup with the statewide coastal cleanup effort. As a part of a larger team, this identification will help the program succeed. (We realize that some of the cleanup sites are State Parks and National Parks, and that there are requirements by the employers to wear designated uniforms).

LOGISTICS

Here are some ways you can help your cleanup site to be recognized by volunteers and GLO representatives as a highly organized, well managed and successful site.

- ❑ **The Volunteer Coordinator has a designated area for check-in at the cleanup.**

Please display your Adopt-A-Beach banners (both safety and logo banners), have a sign-in table or tables, and tent if you can arrange for one.

- ❑ **Ease of check-in and assistance.**

Please be sure that you or your designee(s) are at the check-in site location for the duration of the cleanup to provide assistance for your volunteers.

- ❑ **The Volunteer Coordinator plans accordingly to have enough water and supplies at their site.**

Please remember to have adequate supplies and water located at your check-in site, and at stations positioned along the cleanup areas, so that volunteers have the necessary items to perform their duties during the 3-hour event.

- ❑ **The Volunteer Coordinator has someone appointed to handle first aid emergency situations at their check-in site location.**

Please have a first aid kit and/or standby emergency personnel at your site, and know the location of the nearest hospital.

- ❑ **The Volunteer Coordinator, or his or her designee(s), is located at the official check-in site location for the duration of the cleanup event.**

In the event of rainfall, please stay in your car or a location at your site - if it is safe to do so. Often volunteers arrive late as they have traveled quite a long distance, or they come back in early from cleaning the beach. This rule applies unless there is torrential weather conditions – flooding, hail, lightning, high winds, hurricanes, tornadoes, etc.

DATA

Because of crucial deadlines, it is imperative that Austin receives information from you in a timely manner. Listed below, are a few ways to help make the program function most effectively.

- ❑ **The Volunteer Coordinator responds in a timely manner and meets deadlines associated with cleanup planning and wrap up reporting.**

Please be sure to provide your check-in site information, contact information, supply request forms, result reporting forms, data cards, and liability release/registration forms on time, prior to, and following the event.

- ❑ **The Volunteer Coordinator knows how to use and can instruct volunteers on how to use the data cards.**

Please be sure and explain to the volunteers how important the data cards are to us and that they need to be properly completed in order for the data to be entered into an International database. This database helps to identify trends and patterns, and ultimately helps to define solutions to rid these problems in the future. (You may want to ask that 3 or 4 volunteers work together per card, one to record the data on the card, one to hold the bag, and two to pick up trash).

BEING A GOOD PARTNER

By working with Austin and other market coordinators, you can help the Adopt-A-Beach Program continue to thrive and grow and we can all work together for cleaner beaches.

- ❑ **The Volunteer Coordinator responds in a timely manner to Austin for requests for assistance.**

Please provide a timely response to requests for information and assistance in getting *adopters* signed up for the Beach Adopter program, general assistance in signing up volunteers for cleanup events, and assistance in organizing “special” cleanups.

- ❑ **The Volunteer Coordinator notifies Austin immediately of any changes to their contact information and/or check-in site location.**

Please let us know immediately if you have changes to any of your phone numbers, mailing or shipping addresses, email addresses, or to your check-in site location.

- ❑ **The Volunteer Coordinator positively interacts with volunteers before, during, and after the cleanup.**

Please be a positive role model for your volunteers and represent the GLO in a professional demeanor.

- ❑ **The Volunteer Coordinator always follows the “Notify Austin First” rule.**

Please, please be sure and contact us first whenever there are changes to your check-in site locations due to weather conditions, or if the site has to be canceled due to safety concerns. (In the event this occurs on the Friday before the cleanup, or the morning of the event, please contact:

Renee – 512-636-6166 (cell)