

Good Sam Club National Clean Up Day

Helping Preserve Our Public Lands



May 21st – 22nd, 2011
The Days our World Gets
A Little Cleaner!



CAMPING WORLD®

The Camper's Choice Since 1966



Good Sam Club

Dear Good Sam Chapter President,

Since 1996, the Good Sam club has held a National Cleanup Day to remove litter from our public roads and lands. Hundreds of Good Sam chapters and thousands of individuals take part each year, cleaning up tons of litter. To each and every one of you I give you a well deserved thank you and good job!

I am not alone in appreciating your efforts. Since this program's inception, more than sixty governors from Washington to Florida have thanked you, along with hundreds of mayors across the continent. Your efforts have been recognized by multiple newspapers, television and radio stations.

This year we have chosen the weekend of May 21st – 22nd, a week before Memorial Day weekend, so that we can help prepare our public lands for the traditional camping season.

This year's cleanup theme is "helping to Preserve our Public Lands" since so many roads, parks and other public recreation areas need help before the crush of summertime visitors. We have free trash bags for everyone participating, which we will ship to you upon request. Just send an email to cleanupday@goodsamclub.com or call us toll free at 888-765-4220 to request your bags. Please be sure to provide your name, chapter name, shipping address and quantity of bags needed.



CAMPING WORLD

The Camper's Choice Since 1966

This year's Cleanup Day is being co-sponsored by Camping world, Good Sam members' favorite RV accessory store. If there is a Camping world near you, let us know how many of your Chapter members will be participating this year. Camping World is inviting you and your members to bring your full trash bags to their store – they will have dumpsters available, but also want to recognize your efforts by offering you free refreshments. Last but certainly not least, every Good Sam member participating in Cleanup Day can enter a drawing to win lots of great Camping World merchandise.

You may be wondering, "What can I do to help?" the answer is "Almost anything!" For example:

- You can organize a chapter activity, such as an overnight camping trip or a one day get-together, and clean up a local public park, highway or other needy area as part of your event.
- You can call the mayor of your town, or the regional director of your state parks, and tell them you want to help them get ready for summer. Ask if there is a particular task they would like you to do.
- You can visit the Take Pride in America website www.takepride.gov for examples and ideas from past and current events they have held. While there, please register your event for the web calendar, so your event is visible to other prospective volunteers.
- You can call your local TV station, radio station or newspaper and ask them if they would like to join your cleanup campaign. They can help by informing the public about the cleanup, soliciting public participation.
- You can recruit others to work with you to make your community a little cleaner and better! Large companies often look for worthy projects they can support by encouraging their employees to participate. A call to their Community Affairs office can yield great results. Perhaps the Boy or Girl Scouts in your area would like to help – or even a classroom of children at your local school.
- Or, if your chapter can't get together, you can ask your members to pick up a piece of trash on any public property.
- If you want to participate but are not sure what to do, you can contact your state/provincial director or call the Good Sam Chapters department at (805) 667-4153; or email cleanupday@goodsamclub.com.
- Our hope is that, in one way or another, every Good Sam member will participate. This cleanup isn't limited to Good Sam members. Cleaning up the country is a BIG job. We'd like everyone to join in.

I have enclosed some materials to help you, including:

- ✓ Instructions concerning a letter to your mayor asking his/her help.
- ✓ A proclamation for the mayor to declare Saturday, May 21st, 2011 "Good Sam Cleanup Day"
- ✓ Letters asking the local media if they would like to pitch in and help.
- ✓ A questionnaire to be filled out after your event.

Should you have questions about how to proceed and would like help with any of these projects, please call your state/provincial director or Good Sam Chapters department at (805) 667-4153. They will be glad to answer your questions.

In closing, let me say I hope you can pitch in to make this a memorable event for Good Sam members everywhere! We have a dream – that everyone in the Club will pick up trash that day and make our world a little cleaner! Let's see if we can achieve our goal.

Sincerely,

Mike Siemens
Vice President, Clubs Division, Good Sam Enterprises

P.S. Please return your questionnaire to let us know how you did. We'll be publishing some photos and stories in Highways and displaying others on the Good Sam Club website, so send some pictures!

Plans for Good Sam's 2011 National Cleanup

- ✓ Hundreds of Good Sam chapters and thousands of members at large clean up public lands and highways.
- ✓ Local TV and radio stations are asked to enlist their audiences to help out.
- ✓ Participation by local newspapers asking everyone to pitch in.
- ✓ Camping world store locations act as depository for trash collected.
- ✓ Camping World sponsors refreshments and drawings for Cleanup Day participants!

INSTUCTIONS

Step One

At the end of this section there are 5 pages for your use. First there is a letter and proclamation to be sent to your mayor, asking for cooperation in recognizing Saturday, May 21st, as "Good Sam Cleanup Day". Please sign the letter and send it to the mayor. Then follow up by phone to ask if he or she will support your efforts for your cleanup project.

You might ask if there is a particular cleanup project that the mayor would like you to do. You can also ask help to bring your cleanup to the attention of the media.

Step Two

Next are three letters for you to sign and send to your local newspaper editor, TV news director and radio news director. Once you send these letters call a few days later to see if they are interested in helping.

Ask your local media if they can do the following:

- Run special announcements a few days before your cleanup.
- Put an announcement in their Community Calendar.
- Interview you and your chapter members.
- Send reports to cover your cleanup efforts.
- Adopt the Good Sam Cleanup as their community event of the year, and encourage the public to join them in cleaning up.

Step Three

Your input is vital to this project, so let us know what you did! We also want to recognize your effort on the Good Sam Club website and in Highways magazine so please promptly complete and return the enclosed questionnaire to the Good Sam Chapters department. Include any photos you took plus copies of newspaper articles or other media coverage. Kindly write the name of your chapter on the back of any photos, news clippings, etc. that you send so we don't get them mixed up. Thanks very much.

Help!

Please feel free to call the Good Sam Chapters department at (805) 667-4153 if you have any questions or would like help on the project.

Good luck and have fun!



Good Sam Club

Dear Mr. or Ms. Mayor,

I am president of the local Good Sam Club chapter. Good Sam is the largest RV owners' club in the world, with more than 900,000 family memberships representing nearly 2 million people.

For the sixteenth consecutive year, we are staging a nationwide litter cleanup. This year it will be over the weekend of May 21, 2011. Some 500+ Good Sam chapters will be out in force cleaning up their Adopt-A-Highway miles, as well as parks, playgrounds and other public areas. Do you have an eyesore you would like us to tackle?

We would like you to ask everyone in town to pick up at least one piece of trash that day. Would you please issue an official proclamation for our town naming Saturday, May 21st, "Good Sam Cleanup Day"?

Our hope is that this will help draw attention to the project in the media so other organizations will want to help.

Thank you for your interest. I will call in a few days to see if you would like to support our effort to make our world a little cleaner.

Sincerely,

Good Sam Chapter President

PROCLAMATION

by the Mayor
Saturday, May 21, 2011

WHEREAS RVing is a clean, healthful and wholesome recreational activity, and

WHEREAS The Good Sam Club, the world's largest RV owners' club including a number of local residents, is staging a nationwide trash cleanup, and

WHEREAS We see this activity as beneficial to all, and hope it receives widespread support throughout our populace, and

WHEREAS We wish to thank Good Sam for their efforts to make a better world,

NOW THEREFORE I hereby declare Saturday, may 21, 2011, "Good Sam Cleanup Day" throughout our city, and urge all citizens to join Good Sam in "Helping to preserve our public lands!"

Mayor's Signature _____



Good Sam Club

Dear TV News Director,

I want to tell you about an upcoming event that is both newsworthy and civic minded.

The weekend of May 21st – 22nd, thousands of members of the Good Sam Club, the largest RV club in the world, are going to make our world a little cleaner – including right here in town!

We are sponsoring a National Cleanup Day. We're hoping that everyone will join us that day and pick up at least one piece of trash. Imagine if everyone in the country did that – 260 million fewer pieces of litter in just one day!

Each year Good Sam members quietly clean up over a thousand miles of highways throughout the U.S. & Canada. We're one of the biggest Adopt-A-Highway groups anywhere. But on the weekend of May 21st – 22nd, we want to make a lot of noise about it so others will pitch in.

Would you like to join us in this campaign by asking your audience to participate? We'd love to have you adopt this as your favorite civic activity, helping to clean up the town while demonstrating to the community your commitment to a healthy environment.

As I said, there's also a news angle to this. We'll be out at a local highway or park picking up trash. You can cover us for our news. We have lots of interesting people in our Good Sam chapter.

I'll call you in a few days to see if you would like to join us. Thanks for considering this.

Sincerely,

Good Sam Chapter President



Good Sam Club

Dear Radio News Director,

I want to tell you about an upcoming event that is both newsworthy and civic minded.

The weekend of May 21st – 22nd, thousands of members of the Good Sam Club, the largest RV club in the world, are going to make our world a little cleaner – including right here in town!

We are sponsoring a National Cleanup Day. We're hoping that everyone will join us that day and pick up at least one piece of trash. Imagine if everyone in the country did that – 260 million fewer pieces of litter in just one day!

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Would you like to join us in this campaign by asking your audience to participate? We'd love to have you adopt this as your favorite civic activity, helping to clean up the town while demonstrating to the community your commitment to a healthy environment.

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Sincerely,

Good Sam Chapter President



**Questionnaire for the
Good Sam National Cleanup Day
May 21st and 22nd, 2010**

Name of Chapter: _____

City/State/Province: _____

How many people participated in this event with you? _____

Where did you cleanup? _____

Did you and your chapter enjoy this event? _____

Did you get any recognition from your local government or media? _____

If yes, please explain in detail: _____

Would you participate in this event again next year? _____

Chapter president's name and mailing address: _____

Please return this completed questionnaire by July 1, 2011, to the Good Sam Chapters Department, 2575 Vista Del Mar Dr., Ventura, CA 93001.

Thank you very much for your helpful input