

Clean Across America Campaign

Please accept this invitation to participate in PWNA's Clean Across America Campaign



July 24 - 31



Each summer, The PWNA members roll up their sleeves and pitch in to help their own communities. During the week of July 24 - 31 these power washing companies will be contributing time, workers, and materials to various organizations and groups working at schools, hospitals, shelters, parks, government buildings, as well as police and fire stations. Teams will help clean dirt and grime, graffiti, mold, mildew from our public buildings, streets, parks, and other public areas. All work is to be performed using environmentally safe procedures.

This volunteer effort is being organized by Power Washers of North America (PWNA) in an effort to make a difference in our own communities. So far we have donated over \$200,000 in services since the program began. We are reaching out to community leaders and the media to suggest projects and locations that need our professional experience.

Many contractors already have a favorite project they want to do. Your favorite project is welcomed as part of the Clean Across America Campaign.

Some of our volunteers from last year provided the following sorts of services in their communities:

- Washed sidewalks outside the local senior home.
- Cleaned a local community playground or park.
- Cleaned the years of grime off an elderly neighbor's home.
- Cleaned the graffiti off the walls of a local school.

Participating companies should submit a Pledge Form to indicate their interest in being part of the weeklong campaign. The form is available at www.thepwna.org. Once the form is submitted, you will receive your Clean Across America packet.

Clean Across America Campaign

Additional Idea List

Here are some possible activities you might want to consider. You may want to perform different tasks on different days to demonstrate various techniques and capabilities.

- Clean the years of grime off your elderly neighbor's home
- Clean the graffiti off the walls of a local school
- Clean the local playground equipment or park picnic table areas.
- Clean an area around a public library
- Clean an area of your local church buildings or walk areas
- Help restore a historic site
- Clean an area of your local hospital
- Clean an area of the orphanage or senior center
- Clean sidewalks outside the local homeless shelter or welfare center
- Work with local police and firefighters to clean a site
- Explore needs with local community college or campus
- Contact animal shelters for their needs
- Clean a local shopping center building or park area
- Work with the local Red Cross for a needy site
- Contact the Rebuilding Together organization in your area for projects
- Clean exhaust system for soup kitchen
- Clean exhaust system for community hospital
- Clean wood decks at a seniors home
- Restore boardwalks at public beach areas
- Contact your local government office for the environment for opportunities and needs

You are welcome to select your own project(s) as well.



Power Washers of North America
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Quakertown, PA 18951
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Web: www.thepwna.org



Clean Across America Campaign Information Form

A National Campaign for the Week of July 24-31

This national campaign is a unique way for power washers to help their own community while shining a positive light on their organization. So join with other contractors across the nation this summer and make a real difference in your community! During the week of July 24-31 power washing firms will help their communities by volunteering power washing services to neighbors in need. To volunteer to be a part of Clean Across America Week, power washing firms should first submit a Pledge Form. (see next page)

Our Goal

Our goal is to do \$200,000 in services for those who need a hand. If we get 200 contractors to participate, and the average project is worth \$1,000 or more, we will have no problem hitting that goal. That's 200 projects that will know all about PWNA and will see the best side of our member companies.

Fill Out Pledge Form

Fill out & return Pledge Form before July 1st. We do require that all participants provide PWNA with a Certificate of Insurance, practice all appropriate safety procedures, protect the environment, and exhibit good conduct as a power washer.

Media Exposure

A press release will go out from headquarters in May asking community and media leaders to identify projects in need of our services. We believe that any person or group requesting our assistance will help arrange for media coverage of the event, particularly if a member of the media is presenting the request. In the event a project is identified in your area, we will put you in contact with the people involved.

Participants should involve their local media as much as possible. See Press Release template for your use. The resulting free publicity could be fantastic for the contractor and will let more people know what PWNA and its Members stand for.

Submit Final Report

After the work is completed, we ask that participants send in a written report to headquarters describing the projects they did for their community. We ask that these reports be sent in by August 5 so that all participants can be identified in a follow-up press release. We will post pictures and encourage all participants to share their project stories and photos.

Receive a Certificate of Completion

Participating firms who complete their project as pledged and submit a final report will be awarded a Certificate of Completion and receive a wrap-up news release for their local media with the details of their project included alongside the overall nationwide results.

Clean Across America Campaign

Pledge Form

July 24-31

- Yes, we are looking forward to participating in the PWNA Clean Across America Campaign.

PRINT: Company Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Project Choice: _____

Check here if you need assistance in choosing a project:

Fill out & return Pledge Form before July 1st. We do require that all participants provide PWNA with a Certificate of Insurance, practice all appropriate safety procedures, protect the environment, and exhibit good conduct as a power washer.

Please return this pledge form to:



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NEWS

FOR IMMEDIATE RELEASE

CONTACT: Heather
1.800.393.7962

PWNA Clean Across America Week

Power Washers of North America volunteer to help clean America

(City/State) - (Date) – As part of a national campaign, Power Washers across North America (PWNA) members are helping communities all across our nation by donating power washing services to neighbors in need.

During the week of July 24 - 31 (insert name of company) is contributing time, workers, and materials to various organizations and groups to work at (insert names and/or places). Teams will help clean up accumulated dirt and grime, graffiti, mold, mildew from our public buildings, streets, parks, and other public areas. All work is performed with environmentally safe procedures (or describe specific tasks and projects).

This all-volunteer effort is organized by the PWNA each year as a way for its members to contribute services to their communities and to local charitable venues.

Power Washers of North America (PWNA) is a nonprofit trade association committed to communicating the highest standards in ethical business practices, environmental awareness, and safety through continuing education and active representation of the membership. PWNA has nearly 300 member companies. For additional information, visit www.thepwna.org.

For additional information please contact:
(insert name of contact, company name, address, telephone)

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Guidelines for Working with the Media

Media refers to newspapers, radio, television and other outlets that disseminate news. There is no single way to approach the news pool therefore be creative and explore as many diverse methods as you can. Saturation will hopefully produce some level of success and put your company in the spotlight.

Definitions

Media contact person - the designated person in your group a reporter should interview or ask for information.
Photo opportunity - an event that looks visually interesting, so that TV reporters and photographers will cover it.

Quick tips

- always have one person in your group who is the media contact
- nothing you ever say is “off the record”
- make it easy for reporters to make news about

Deciding your media strategy

The media takes your group and the work you do and makes it into a story. This “story,” or narrative, will not equal the reality of what you’re doing, it will only portray a tiny piece of your work. Make sure the right parts get reflected by planning a media strategy. Remember, a lot of the image you convey isn’t actually what you talk

What do you want your media campaign to accomplish? Promote an event? Get new members for your group? Decide what kind of image you want and what kind of reaction you’re looking for. This will help you figure out how to create the story you want portrayed. If you don’t decide what the story is - the reporter will.

Appoint a media contact person

Journalists like to deal with one person - it’s less confusing for them. If you’ve never given an interview to the media before, have them role play with a friend first, or have them sit in on someone else’s interview.

Nothing is ever “off the record.” Don’t contradict yourself, blurt out something or confide in a journalist and think they didn’t notice because they didn’t write it down.

Be available at all times. Journalists work with very short timelines. Your media contact should be able to respond quickly to requests for quotes and interviews.



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Draw up a media contact list

Find out where to send a press release or announcement. Ideally, you should also know the reporter you want to receive it. If you can't get a name, try asking for the City Editor, Assignment Editor or Features Editor. Also include newsletters, small community papers, multi-lingual papers, church bulletins and so on.

Make sure you know the deadlines for sending in your material. There are often different deadlines for writing a letter to the editor, a feature story, a community calendar listing and a classified ad.

Make repeated contact with the media as deadlines approach. Send an advisory note about an event well in advance, and then follow it up with a formal press release and a phone call later.

Create your event with media in mind

Make your event easy to photograph. TV stations and newspapers are always looking for good images (called photo opportunities). Make everything into an event.

Provide all the information needed

If you do the background research, they will quote you. Check your sources because they won't forgive you if you make them look foolish.

The less work a reporter has to do on your story, the easier it is for them to fit your news into their schedule. You also want to attract their interest; they receive many more announcements that they can use. Try and catch their attention by being clear, brief and interesting. They are looking for something that's new and of particular interest to their audience.

If you are holding an event, offer them your help in arranging for interviews and photographs. Have any relevant information or background material on hand, and wear badges to identify the organizing crew.

Additional website resources:

- Working with the Media (http://www.dawninfo.org/co/tools/work_media.cfm)
- Media How To's (<http://www.nchealthystart.org/outreach/media/>)
- Working with the Media to Boost your Fundraiser
(<http://cda.dummies.com/WileyCDA/DummiesArticle/id-902.html>)
- Working the Media (http://www.leadtrac.com/working_the_media.htm)



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Working with Charitable & Non-Profit Organizations

In general, a nonprofit is a tax-exempt organization that serves the public interest. The purpose of this type of organization must be charitable, educational, scientific, religious or literary.

Tips on working with charitable and non-profits organizations about your event:

- Find the right contact person that has the authority to discuss and approve the event
- Provide them with a single available point of contact - don't expect repeat call backs
- Agree on all terms of what you will provide and do for them
- Agree on the media to be invited and how it will be handled, i.e. live media, reporters and/or photographers, in-house staff
- Know the public spokesperson for the organization with the media... is it the same?
- Can the spokesperson be quoted directly
- Who is the spokesperson for interviews from your company at the event
- Is the area safe and secure as a work site
- Are all liabilities discussed and agreed
- Inviting media to attend will more assure they will run the article than submitting after the fact
- Has media been fully informed and invited?
- Can the site provide parking and make it convenient for them to attend, get their story and leave quickly?

It is possible that your work may be tax deductible... contact your tax consultant.



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Clean Across America Campaign Report Form

Due Date: August 15th

After each event, please prepare a form outlining the details of your successful activities and submit them to PWNA Headquarters to be included in the organization's final press release.

Project (task and organization): _____

Highlights: _____

_____ (continue on back if needed)

Clean Across America Campaign **Project Value**

Number of project hours: _____

Materials/Supplies used: _____

Total Estimated Value: \$ _____

Number of Company Participants: _____

Submit all materials by August 15th to:



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Power-washing Contractors from all around the country are reaching out to community leaders and the media to suggest projects and locations that need our professional experience. Do you have a project that should be considered for Clean Across America? If so, please let us know about it.

Project Description: _____

Project Location: _____

Your Name: _____

Your Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____

Email: _____

Best Time To Call: _____

Additional Comments: _____

If selected for a project, I will give the donating contractor permission to photograph the project - before, during and after - for record keeping and marketing purposes. I will further permit the donating contractor to post project photos and the Organization name to a website and provide the project information and photos to the PWNA Organization for national marketing.

All information regarding email addresses, phone numbers and contact information will not be distributed to anyone other than immediate personnel involved in the project administration.



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