



What is *The BIG Sweep*?

- ◆ *The BIG Sweep* is Volunteer Frederick's county-wide beautification program which also serves as a fundraiser for non-profit participants. In 2007, *The Big Sweep* raised close to \$50,000!
- ◆ On **April 26, 2008**, businesses as well as environmental groups, schools, religious groups, and other local non-profit agencies will pick up trash at selected local roadsides, illegal dumpsites, parks, and waterways within Frederick County.
- ◆ Structured like a walk-a-thon, participants solicit family, friends and neighbors to sponsor their clean-up efforts throughout select areas of Frederick County. Organizations keep at least 75% of the money raised with 25% going to cover event costs.

Why should we choose to participate in *The BIG Sweep*?

- ◆ Unlike most "a-thons," by participating in *The BIG Sweep* your organization can raise money for your favorite non-profit while doing something tangible to help Frederick County.
- ◆ *The BIG Sweep* falls on National & Global Youth Service Day, the largest service event in the world. This provides a unique opportunity to engage youth and facilitate interest in community service.
- ◆ Use *The BIG Sweep* to increase your organization's networking, recruitment, and visibility!

How will Volunteer Frederick help?

- ◆ We will coordinate the entire event including promotions, training workshops, clean-up site coordination, trash bag pick-up, and a free Kick-Off Breakfast.
- ◆ We will provide all supplies including promotional materials and contribution forms, safety vests and signs, gloves, trash bags, and, of course, t-shirts.
- ◆ We provide ample public recognition for all businesses that are participating or serving as event sponsors. We will also provide special training for youth team leaders and their adult mentors.

How can we participate in *The BIG Sweep*?

- ◆ Put together one or more teams to participate and earn money for your non-profit!
- ◆ Even if you can not form a team, you can still participate by sponsoring the event or a team from another non-profit!
- ◆ Contact Volunteer Frederick for registration and fundraising information.



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