



Town Coordinator Guide to Front Porch Forum



Hello and welcome to the Green Up Team! This guide is to help assist you, with using Front Porch Forum (FPF), as we get closer to Green Up day, which this year will be on May 4th. In this guide you will find ways to advertise town activities, alert volunteers, explain how to donate, and then follow up with the town about the success of each Green Up Day,! Thank you for your support! Please visit our site, or call us at 1-800-974-3259, or 1-802-229-4586.

www.greenupvermont.com

Email: greenup@greenupvermont.com

How to notify the community

It's really easy to notify the community and keep them up to date on current events using FPF. If you don't have a FPF, don't worry, it's easy to create one! You can sign up at www.frontporchforum.com and follow their very simple directions. If you are already a member that's great -- you are already half way done! All you need to do to post is log in or reply to the digest you get every day.

Calendar

The Calendar is a great tool to use to inform your neighbors that Green Up Day is just around the corner. Using the Calendar you can create an event in your community by clicking the "Add event" button and creating the event. This will be very helpful to inform every one of the date, time, and place of Green up Day. Additionally everyone can import or share this calendar so that they have a constant reminder, if they so choose.

Composing a Post

If you are having problems with what to write to promote Green up Day here are a few examples:

Here are a sample messages. Cut, paste, and personalize this message or write your own. Messages can be sent in a chronological order starting on March 31.

March 31- Focus on the new income tax deduction for volunteering

Hi neighbors -- This is **(insert your name here)**, reaching out to you about Green Up Day. On **(Date of Green Up Day)**, we'll gather as a community to pick up roadside trash in (insert location name). Last year, over 22,000 volunteers collected more than 55,000 bright green bags of trash statewide. This year, we hope to have more volunteers than ever! Green Up Vermont is on the charitable section of the Vermont State income tax form IN-111 in section 6. Please consider supporting Green Up Vermont through a donation on your state tax form. Because Green Up Vermont is a non-profit organization, programs like Green Up Day are only possible with public contributions. I'll be in touch soon with more information about this year's Green Up Day and how we in (insert location name) can participate. To learn more, visit www.greenupvermont.org. Thank you!

April 15- Focus on marking calendars/ Donating

Hi neighbors, it's **(insert your name here)** reaching out to you all about Green Up Day. As a friendly reminder to mark your calendars, if you haven't already done it, for **(Date of Green Up**

Day). It's nice to help out a good cause! Help keep Vermont strong by donating to Green Up Vermont! To learn more, please visit www.greenupvermont.org. Thank you! #GreenUpVermont #GreenUpDay

April 30- April 30- make people aware of when and where everyone is meeting up

Well hello again everyone! It's me, **(insert your name here)** again. Just a reminder that Green Up Day is fast approaching, **(Date of Green Up Day)**, and I can't tell you just how excited I am! We will be meeting up at **(Location)**, at **(Time)**. Looking forward to seeing everyone.

Green Up Day

Today is the day! I will see you all soon! #GreenUpVermont #GreenUpDay

May 15- Follow up

Hi neighbors! I just wanted to thank you all for coming out for our town's celebration of Green Up Day! We collected **(How many bags of trash picked up)**. Let me know how your Green Up Day went for you, and what I can do better on in the future. Parents, do you have any great pictures of your kids from Green Up Day? Go on Facebook, Instagram, or Twitter, and post photos to their pages or tag them! Thank you to everyone, especially our town's workers who picked up the trash bags. I can't wait for next year!

Again thank you for your continued support as we help to preserve the natural beauty of Vermont!

If you enjoy communicating through social media, we encourage you to post on your town's Facebook page, create an email roster of your town's volunteers, and post on Green Up Vermont's Facebook, Twitter, and Instagram pages with the hashtags #GreenUpDay and #GreenUpVermont. Social media can really help you reach volunteers.