

Fayetteville Beautiful Cleanup Event Proposal

Submitted by: The City of Fayetteville – Parks, Recreation, & Maintenance

Project Dates: July 1, 2025 – February 27, 2026

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Project Description & Community Awareness

The Fayetteville Beautiful Cleanup is a biannual community event that brings together residents, schools, local organizations, and volunteers to remove litter and beautify the city. Originally founded by former City Council Member Bobby Hurst, this initiative has become a trusted, community-driven effort to improve quality of life, increase civic pride, and educate the public about the environmental impact of litter.

This year, with the support of the Greatest American Cleanup grant, we will enhance our October 2025 cleanup event to include broader outreach, environmental education, and pledge promotion. Our goal is to build a cleaner Fayetteville while inspiring long-term change and commitment to sustainability.

Goals

- Beautify the community by removing litter from streets, parks, and neighborhoods.
- Educate residents on the environmental and economic impact of litter.
- Promote the Greatest American Cleanup Pledge to inspire sustained community action.
- Engage new audiences, including youth, local businesses, and underserved neighborhoods.
- Increase visibility of environmental efforts through signage, social media, and community partnerships.

Activities & Timeline

Activity	Timeline
Project Launch & Planning	July – August 2025
Community Outreach & Pledge Promotion	August – September 2025
Volunteer Recruitment & Engagement	September – October 2025
Fayetteville Beautiful Cleanup Event	October 2025
Interim Report Submission	January 5, 2026
Final Evaluation & Community Recognition	November 2025 – February 2026
Final Report Submission	March 20, 2026

Engaging the Community with the Greatest American Cleanup

We will actively promote the Greatest American Cleanup Pledge before and during the event through:

- Group presentations to neighborhood associations, schools, and local civic groups.
- Email and letter campaigns to local leaders and past volunteers.
- Social media campaigns encouraging residents to take the pledge and share their commitment.
- Onsite signage and pledge stations at the cleanup event.
- Public recognition for pledge signers through banners, social media, and press releases.

We will also distribute educational materials about litter prevention and sustainable practices to all volunteers and community members.

Engagement with Elected Officials & Leaders

We plan to formally invite elected officials, including the Mayor, City Council members, and local government leaders, to take the Greatest American Cleanup pledge and participate in our cleanup efforts. We will provide a draft proclamation or declaration they can adopt, and invite them to sign it during the event kickoff or in a public statement.

Additionally, we will engage community influencers, businesses, and schools to join the movement and encourage pledge participation in their networks, helping expand our reach and impact.

High-Level Budget

Expense	Amount
Cleanup supplies (bags, gloves, tools)	\$1,200
Educational & promotional materials	\$1,000
Event signage & banners	\$800
Volunteer refreshments & incentives	\$1,000
Event logistics & setup	\$1,000
Total	\$5,000

Note: Labor and coordination will be provided as an in-kind contribution from our affiliate staff and volunteers.

Conclusion

This grant will allow us to build on the legacy of the Fayetteville Beautiful initiative by enhancing our reach, visibility, and environmental impact. With strong community ties, support from elected leaders, and a growing base of committed volunteers, we are positioned to make Fayetteville cleaner, more connected, and more committed to long-term environmental health.