



## An Obama Sweep – In Brief!

So: here's a brief rundown of things that you should keep in mind as you organize a Sweep. It's meant to be just a basic, bare-bones outline - for tips on how to get some of this stuff together, see our “Sweep Tips” document. And, as always, you can reach us at [contact@whyobamaworks.com](mailto:contact@whyobamaworks.com) with any further questions or concerns that you might have. We're thrilled you're interested in organizing an event, and we're happy to help!

### Event coordination:

- Location - Where are you going to hold your Sweep? Are you going to be cleaning along multiple routes, or just one?
- Participation – How big is your event going to be, and how are you going to get people to participate?
  - If you'd like the event to be bigger than just you and five or ten of your friends (which is perfectly okay!) use [my.barackobama.com](http://my.barackobama.com) to publicize the event and as a mechanism for RSVPing. Also, let us know at [contact@whyobamaworks.com](mailto:contact@whyobamaworks.com) and we'll put it on our website and in our newsletter!

### Logistics

- Setup logistics – table at the event location, signup sheets for volunteers, maps of the Sweep Routes
- Cleanup materials – trash and recycling bags, brooms, dustpans, trash sticks, gloves, etc.
- Disposal efforts – how will you collect and dispose of filled trash and recycling bags?
- Visibility efforts – Obama gear for volunteers, rally signs for visibility, fliers for interested members of the public\*
- Are you going to register voters? If so, contact your local Democratic Party organization for ideas. Voter registration is a *great* thing to do, but there are legal rules, so be careful!

### Publicity

- Press release\*
  - Fax it to local news outlets. (and national, if the event is big enough!) A list of them is [here](#).
- Photos and video:
  - Have volunteers bring cameras – upload photos to [our site](#), facebook, or flickr.
  - If able, enlist a friend who is good with video to take footage of the event, edit it, and upload it to YouTube.

Together, we can!

Yours,

David Manners-Weber

\*So you don't have to reinvent the wheel, we've made an (editable) flier and press release, along with a bunch of other stuff, available to you at [www.whyobamaworks.com/resources.html](http://www.whyobamaworks.com/resources.html)