

Organizing Your Sludge Fighting Group

Groups like United Sludge-Free Alliance are great for providing you with resources and information, but there is also a real value in forming a NIMBY (Not-In-My-Back-Yard) group in your own community. You know your local community, landscape and networking opportunities. If you want this issue to change, you must get involved - no bureaucracy or big business will do what is best for you. Create a name that seems to portray the most pressing concerns in your area and start your group.

- 1) Instead of the expense of a web site, refer folks to ours - www.usludgefree.org. The more 'hits' we have, the farther up the listing we move when some one searches sludge.
- 2) To save on expenses and still have internet access to your personal community fight, start a Facebook site or a blog. It's free! Surely there is some kid in your community who would love the opportunity to create the site and be your 'face-master'. And, it's free!
- 3) Have a sign-up sheet to collect phone numbers and email addresses at your meetings. If folks have an email address, it does not cost a thing to update everyone, gather people quickly and it helps build your base. Include some contact number on at least one paper so people can contact you. The networking is important and some folks do not have email, so a phone number is important.
- 4) Set out a 'donation' can at every gathering for folks to drop in a few bucks. As time goes on, you may have less people attending gatherings and this will help with expenses while interest is high.
- 5) If you photocopy flyers and information for meetings, copy in black-and-white. It's cheaper than color copies and you still get the info out. If you want some papers to be eye-catching, print them on color paper to save money. Can you get printing donations from local businesses?
- 6) Feel free to print our USFA info and article suggestions for your gatherings but also create flyers specific to your local issue, i.e. locations, tonnage, state and county laws, etc.

Good luck! We hope these suggestions are helpful. Please feel free to contact us with any questions or concerns.

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