3 PIECES

Pickup Party Guide

Make a difference, 3 pieces at a time.



www.3pieces.org

What is a Pickup Party?

A Pickup Party is a gathering of 15–20 people who come together to clean up an area of their community, ideally an underserved neighborhood where impact is needed most.

But it's more than just a cleanup. Each participant takes the 3 Pieces Pledge, committing to pick up 3 pieces of trash every day going forward. That's how real, lasting change happens.



One

COMMUNITY PICKUP PARTY

Dozens

OF NEW DAILY HABITS

Thousands

OF PIECES OF TRASH REMOVED

How to Host

1 CHOOSE YOUR LOCATION

Select an area that needs attention—parks, sidewalks, vacant lots, or riverbanks in underserved neighborhoods make the biggest impact. Look for areas that are accessible, visible to the community, and safe for participants. Consider proximity to parking and public transit to make it easy for everyone to get there.

2 PICK A DATE & TIME

Weekend mornings work best—aim for a 9:00 or 10:00 AM start. Plan for 2–3 hours, which is enough time to make a real impact without burning people out. Always check the weather forecast and have a rain date ready. Avoid holiday weekends when people tend to have other plans.

3 RECRUIT 15-20 PEOPLE

Invite friends, family, coworkers, and neighbors. Use social media, community boards, and word of mouth. Quality over quantity—15–20 people is the sweet spot where the group is large enough to make an impact but small enough to manage and keep social. Over-invite by 25% to account for no-shows.

4 GATHER SUPPLIES

Stock up on trash bags, gloves, and grabbers. Keep it simple—most items are optional or can be shared among the group. See the full supplies checklist at the end of this guide. Ask participants to bring their own water bottles and wear comfortable, closed-toe shoes.

How to Host

5 HOST THE EVENT

Start with introductions and have every participant take the 3 Pieces Pledge. Assign cleanup zones to pairs or small groups, set a specific time for regrouping, and let the cleanup begin. Circulate during the event to check in on teams, swap out full trash bags, and keep morale high.

6 CELEBRATE & SHARE

Take a group photo with your haul—this is your trophy shot. Share it on social media with #3pieces and #pickupparty. Consider gathering at a nearby coffee shop or park bench for snacks afterward. The social bonding after the work is done is what turns participants into advocates.







Recruiting Participants

Building your crew is half the fun. Here's how to get the right people excited about joining your Pickup Party.

1 START WITH YOUR INNER CIRCLE

Friends and family who already know you are most likely to say yes. Ask them to each bring one more person to expand the group naturally. A personal ask is far more effective than a mass message—people want to feel specifically invited, not generally broadcast to.

2 TAP INTO EXISTING GROUPS

Reach out to neighborhood associations, schools, religious groups, fitness clubs, or workplace teams. Groups with shared values make great partners. Many organizations are looking for community service opportunities—your Pickup Party is a perfect fit.

3 USE SOCIAL MEDIA WISELY

Post in local Facebook groups, Nextdoor, and community forums. Create a simple event with clear details—date, time, location, and what to bring. Share the 3 Pieces mission so people understand they're joining a movement, not just a one-off cleanup. Always be careful when engaging with people you don't know and never meet anyone alone.

4 MAKE IT SOCIAL

Emphasize the community aspect—meeting neighbors, making friends, doing good together. Promise coffee or snacks afterward for extra appeal. People are more likely to show up when there's a fun, social element beyond just the work itself.

5 FOLLOW UP PERSONALLY

Send reminder messages a few days before and the morning of. Personal touches—texts, calls, voice notes—show you care and boost attendance. A quick "See you Saturday at 10!" text the night before can be the difference between 10 and 20 people showing up.

SAMPLE POSTS

Our [NEIGHBORHOOD/AREA] deserves better. Let's give it some love. 💚

I'm organizing a community cleanup on [DATE] at [TIME]. Meet at [LOCATION]. Bring yourself, I'll bring the bags and gloves.

Who's joining me?
#3pieces #pickupparty

Hey neighbors! 👋 I'm hosting a Pickup Party on [DATE] at [TIME] in [LOCATION]. We'll spend a couple hours cleaning up together to make our community a better place.

No experience needed—just show up ready to make a difference. Who's in?
#3pieces #pickupparty

Best Practices for Success

Tips from experienced hosts to make your Pickup Party safe, fun, and impactful.

1 SCOUT THE LOCATION IN ADVANCE

Visit your chosen area beforehand to assess trash levels, identify hazards, find parking, and locate trash disposal options like nearby dumpsters or public waste bins. Take note of restroom access and shaded areas for breaks. Know what you're working with so there are no surprises on event day.

2 SAFETY FIRST, ALWAYS

Brief everyone at the start on what NOT to pick up: needles, broken glass, chemicals, or anything suspicious. When in doubt, leave it and report it to local authorities. Make sure at least one person has a basic first aid kit, and that everyone knows who to contact in case of emergency.

3 USE THE BUDDY SYSTEM

Pair people up, especially in larger areas. It's safer, more social, and ensures no one feels lost or isolated during the cleanup. Buddies can also help carry heavy bags and keep each other motivated.

4 SET CLEAR BOUNDARIES

Define the cleanup area clearly so nobody wanders too far. Assign specific zones to pairs or small groups. Set a clear time and visible meeting point for regrouping—use landmarks everyone can see.

5 STAY HYDRATED AND COMFORTABLE

Bring plenty of water, especially in warm weather. Encourage participants to wear comfortable clothes, closed-toe shoes, and sun protection. Build in short breaks every 30–45 minutes to rest and rehydrate.

6 START OR END WITH THE PLEDGE

Before everyone begins or before they leave, gather the group and have each person commit to the 3 Pieces Pledge: picking up 3 pieces of trash every single day. Explain the movement and its philosophy and ask them to become advocates for change.

7 PLAN THE NEXT ONE

Momentum matters. Before everyone parts ways, float the idea of a second Pickup Party—monthly cleanups create community and compound impact. Or ask participants to organize one of their own.



Maximizing Impact

Photos and social media are powerful tools for spreading the movement and creating new 3 Pieces advocates, and Pickup Parties are a great way to generate content.

PHOTO TIPS

Great photos can tell an inspirational story but be sure that all your participants consent to be photographed. Consider:

- **Before & After:** Capture the same spot before and after cleanup.
- **Action Shots:** Capture real moments of working together, laughing, and making a difference.
- **Group Photo:** Show the power of community and collective effort.
- **Detail Shots:** Close-ups of unusual or interesting trash items or close ups for visual interest
- **Designate a Photographer:** Assign one person to be the dedicated photographer so you don't miss a shot!

SOCIAL MEDIA STRATEGY

Social media amplifies your impact far beyond the people who attended. Every post is a chance to recruit future participants and pledge-takers.

- **Use the Hashtags:** Always include #3pieces, #3piecespledge, and #pickupparty so we can find, track, and reshare your posts.
- **Tag @3piecespledge:** Tag us on Instagram, Twitter/X, and Facebook. We love resharing community events, and it helps get your post in front of a wider audience.
- **Post in Real-Time:** Share Instagram stories and updates during the event to build excitement and FOMO. Live content feels authentic and encourages others to join next time.
- **Encourage Everyone to Post:** Ask every participant to share at least one photo from the event. More posts from more accounts means exponentially more reach and more potential advocates.
- **Write a Compelling Caption:** Share your story—where you cleaned, how many people came, how many bags you filled, and how it felt. Personal stories inspire action far more than statistics alone.
- **Follow Up Post:** A day or two after the event, post a recap with your best photos and results. Thank participants by name (with their permission) and include a call to action for the next event.

BUILDING ADVOCACY

Every Pickup Party participant is a potential lifelong 3 Pieces advocate. Here's how to maximize conversions from attendee to ambassador:

- **Start with the Pledge:** Have everyone verbally commit to the 3 Pieces Pledge before you begin the cleanup. This sets the tone and frames the event as the beginning of a daily practice, not a one-time activity.

- **Explain the "Why"**: Share the 3 Pieces story and the staggering waste statistics. Help people understand they're joining a movement, not just attending an event. When people understand the mission, they carry it with them.

- **Collect Contact Info:** Use a sign-in sheet to gather names, emails, and phone numbers. Follow up within 48 hours with a thank-you message and a direct link to take the pledge online at www.3pieces.org.

- **Assign Ambassadors:** Identify the most enthusiastic participants and encourage them to host their own Pickup Parties. Give them a copy of this guide and offer to help them plan their first event. Every new host multiplies your impact.

- **Celebrate Publicly:** Share your event photos and tag participants on social media. Public recognition reinforces their commitment, makes them feel valued, and shows their networks that being part of 3 Pieces is something worth sharing.

Measuring Your Impact

Tracking your results helps you celebrate wins, improve future events, and inspire others to join the movement.



After every Pickup Party, record the following metrics. This data tells the story of your impact and helps the broader 3 Pieces community track our collective progress.

METRIC	HOW TO MEASURE	WHY IT MATTERS
Participants	Sign-in sheet headcount	Shows community engagement and reach
Bags Collected	Count filled trash bags	Tangible, visible cleanup impact
New Pledges	Count pledge sign-ups at event	Tracks growth of the 3 Pieces movement
Social Posts	Search #3pieces and #pickupparty	Measures awareness and digital reach
Return Rate	Track repeat attendees over time	Indicates community loyalty and satisfaction

Share Your Results

Email your event summary to info@3pieces.org with your metrics and best photos. We track cumulative impact across all Pickup Parties nationwide and may feature your event on our website and social media channels. Your results also help us tell the story of the movement to potential sponsors, partners, and media outlets.





The Ripple Effect

Your impact extends well beyond your party. Every participant who takes the pledge and picks up 3 pieces of trash every day will remove over 1,000 pieces of trash per year. If your party of 20 people keep their pledge, that's over 20,000 pieces of trash removed annually—from a single afternoon event. And when those participants inspire their friends to join, the ripple effect grows exponentially.

3 PIECES

Thank you!

Because of you, we're making an even bigger difference.

Have questions? Email us:
info@3pieces.org

www.3pieces.org