**Tasks and Roles**

Based on the tasks that need to be undertaken to make this project a success, here are the various roles which need to be allocated to suitable team members.

Remember – No business owner has to do anything you ask of them. You are just encouraging them to participate in the project and offering to promote the plastic-free changes their business is making on your Project Facebook Group. It’s all about POSITIVE change!

1. Email this website and let us know that you’re getting started! We’re here to help.
2. Spend some time familiarising yourselves with the Sending a Message in a Bottle website. It has everything you’ll need as well as useful documents for the people that you’re going to be dealing with. You can then guide them through it as necessary.
3. The idea is to create a ‘showcase’ for your town. Get all the local entertainers and musicians on board to do free entertainment on the day! Get things donated that you might need. Ask for help from EVERYBODY! This is about community and it really works if you can get people enthused. Everybody wants to reduce plastic in the environment but many people don’t know what to do so you need to help and guide them. The true aim of the project is to make people think and to feel that their small actions can make a difference.
4. Contact local schools and arrange to carry out presentations to special assemblies using the videos and Powerpoint presentations provided. This should get the schools involved in the plastic-free movement. Point them towards the guides provided under ‘Schools’.
5. Contact all businesses in your town/district using the documents provided to guide you. Use the posters provided to be put up in their windows and aim to get every single business on board. Ask your local council if they will print the posters off for you on A4. Ask each business if it’s ok to take photos to put onto Facebook. Ask for raffle prizes from every business as you will need to carry out a fund-raiser. A raffle is also great for spreading awareness of the campaign! Make a note of who donated which prize.
6. Set up a Facebook Group Page to spread the good news about the project. Call it ‘’(Your Town Name) is Sending a Message in a Bottle’’. This should include as many local residents and businesses as possible. It is reliant on numbers so it needs focus and dedication to build it up. Start with your own family and friends and keep adding others and ask them to add their friends, too. Make sure that it is a ‘Group’ that you create, not a ‘Page’ as they are a different entity. Add anyone you like to the group and then they will either stay or leave as they choose. Send a link for your new page to this website’s email address for promotion.
7. Contact all organisations on the list and ask for their support as necessary. Add them all to the Facebook Group. All businesses and organisations should have their photo posted on Facebook with their correct business name and the catchphrase: ‘’xxx xxxxxx is Sending a Message in a Bottle’’. This generates ‘Likes’ and ‘Shares’ as well as interest in their business and the project. Encourage businesses to add their plastic-free news to their photo on your Facebook Group Page.
8. Source the items you’ll need for a massive litter-pick. Bin-bags from your local council and possibly other items can be borrowed from them, too, such as litter-pickers and hoops. If not then they’ll need to be bought. Ask your Town Council for a grant to purchase them and/or carry out fundraising activities such as the raffle. 50 litter-pickers or more will be needed.
9. If you already have insurance for activities then great. If not, you can join Surfers Against Sewage or Marine Conservation Society and follow their instructions to get free Risk Assessments and Insurance. This can take a few weeks so get going nice and early to avoid problems and make sure you follow their guidance to the letter.
10. Hold a public meeting – advertise it on Facebook – and show the videos and Community Presentation to raise awareness and gain support. Invite as many people as you can!
11. Keep aiming for the launch date! Check the website for action taking place elsewhere and share this on your Facebook Group Page.