

# WALKING FOR ROCHESTER

21 Floverton Street, Rochester, NY 14610

info@walkingforrochester.org

(585) 358-6888



Dear Sponsor:

Thank you for partnering with Walking For Rochester to help eliminate litter on our city streets. Your donation of \$100 may seem small, but our goal here is to show you what investing into Rochester has done.

We held a 1-time group clean up at The Angry Goat, on June 18th.

Leading up to this event, 1 post was shared on all four of our social media pages (Facebook, Instagram, Reddit, and Nextdoor). The post and caption goes as follows:



Matthew Apple

North Winton Villa... • 16 Jun

...

Join Walking For Rochester this Saturday at 5pm for a group cleanup, sponsored by The Angry Goat Pub.

Volunteers will be meeting at 938 S. Clinton Ave. This has been an area riddled with litter, according to multiple residents through our website! So please come out and lets respond with helping the environment.

Do you know another area that needs our attention? Go to our website at <https://walkingforrochester.org/do-you-see-an-area-of-need/>. This is where YOU can inform US of where litter is in Rochester.

I am Walking For Rochester, are you?

📍 938 South Clinton Avenue, Rochester, NY

Join us this Saturday at 5pm for a group cleanup

@ The Angry Goat



\$20 gift card to whomever collects the most litter!

## RESULTS

Date: June 27, 2022

| Social media platform | Likes | Comments | Views |
|-----------------------|-------|----------|-------|
| Facebook              | 3     | 0        | 50    |
| Instagram             | 4     | 0        | N/A   |
| Reddit                | 22    | 2        | 4,000 |
| nextdoor              | 7     | 2        | N/A   |

After the event, 1 post was made to share our results of the clean up. The post and caption goes as follows:



**Matthew Apple**

North Winton Villa... • 20 Jun

...

With just 2 volunteers, 23 POUNDS of litter were taken off the streets Saturday in 1 hour. Jason and Marya are now 2-time winners of the group clean up sponsored gift cards. This time sponsored by The Angry Goat Pub.

Want to get involved? Sign up on our website at [WalkingForRochester.org](http://WalkingForRochester.org)

I am Walking For Rochester, are you?

[📍 938 South Clinton Avenue, Rochester, NY](https://www.google.com/maps/place/938+South+Clinton+Avenue,+Rochester,+NY)



## RESULTS

Date: June 27, 2022

| Social media platform | Likes | Comments | Views  |
|-----------------------|-------|----------|--------|
| Facebook              | 2     | 0        | 30     |
| Instagram             | 7     | 0        | N/A    |
| Reddit                | 253   | 7        | 11,400 |
| nextdoor              | 62    | 16       | N/A    |

These posts generated over 15,480 views.

Your \$100 investment generated volunteers to gather 23 pounds of litter off the streets in your neighborhood. The social media posts will stay on all of our platforms indefinitely and will be added to our gallery on our website promptly.

We thank you for your sponsorship, and look forward to working with you in the future.

Sincerely,

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