

KEEP MAINE BEAUTIFUL

Schools Program

Welcome to the Crew

Your school is now part of Keep Maine Beautiful, and this box is where it starts.

The Community Crew is everyone who does this work with us, from a neighbor who walks a road with a bag to a teacher who runs the program in their building. A School Crew Lead is that person for one school.

Here's what we believe, plainly. Maine doesn't have a litter problem. Maine has a pride opportunity. The difference matters, because one of those asks people to feel bad and the other asks them to feel something worth keeping. We're after the second one.

That's why this program doesn't begin with a lecture about trash. It begins with your students being told the truth: this state belongs to them, it's worth caring for, and they're old enough to contribute, to add real value through simple daily habits of care and attention. What they do next is up to them and to you.

About the stickers.

In this box you'll find one acorn sticker for every student in your school. They're stamped with this year, and only this year.

A sticker isn't given out at your assembly, and it isn't a grade. It's earned in the classroom, when a student finishes something they set out to do. A project, a design, an investigation, a mission of their own making. It marks accomplishment, not attendance.

We send enough for everyone because we'd rather you never run short. Whether every one gets earned is up to your students.

What happens now.

Hold your launch. Let your teachers take it from there. At the end of the year your Crew Lead sends us three numbers, and we'll tell you exactly what we do with them. We publish how we count, in plain language, on our website.

An acorn is the beginning. It needs time, attention, watering, and care. So does a state.

Every acorn earned in your school reflects two things: a student's contribution, and our trust that Maine is in good, caring hands.

Thank you for planting these.

Karen O. Andrei

Founder and Executive Director