



# How You Can Leverage National Cleaning Week

With John Nothdurft  
Director of Government Affairs



# National Cleaning Week

What? To celebrate the value of clean and the important, positive impact cleaning has on public health, the environment, and the economy. [www.ISSA.com/NCW](http://www.ISSA.com/NCW)

When? The fourth Sunday of March. This year it runs from March 26 – April 1, 2023.

Why? This represents a unique opportunity for you to celebrate the [value of clean](#), raise public awareness, honor cleaning professionals, and promote your business.

Who? This is the 4<sup>th</sup> year ISSA is encouraging the industry to celebrate NCW and the value of clean.



# Ways You Can Participate!



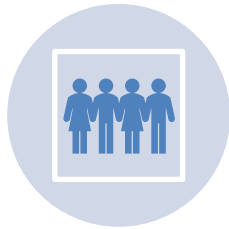
**MARKETING**



**EVENTS**



**HELP US MAKE  
IT OFFICIAL**



**RECOGNIZE  
EMPLOYEES**



**EDUCATION**



**PHILANTHROPY**

# Marketing: Ways To Promote The Week

Download the Toolkit

Share the official National Cleaning Week graphics on social media, websites, and promotional materials.

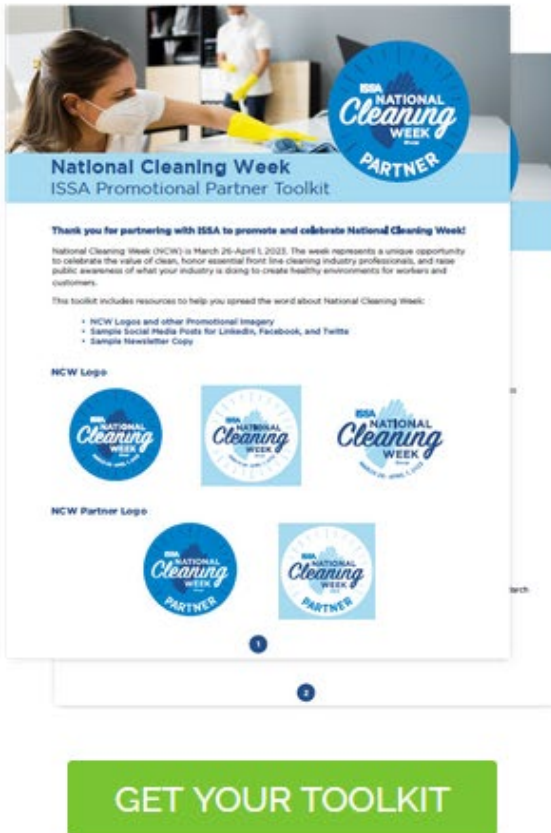
Make sure to include #NCW in each of your posts, and tag ISSA's social channels:

@ISSA – The Worldwide Cleaning Industry Association on LinkedIn and Facebook

@issaworldwide on Twitter and Instagram



# Marketing: Download the Partner Toolkit



Get featured on the **list of supporting companies & organizations** when you download the toolkit:

- Cardinal Cleaning
- Jan-Pro Systems International
- Normi
- Flo-Line Services
- RCF Commercial Cleaning



# Marketing: Use the Partner Toolkit



**National Cleaning Week**  
ISSA Promotional Partner Toolkit

- Includes:
- Social Media Graphics
- Social Media Templates
- Newsletter Copy
- Value of Clean Facts
- Company Proclamations

Timing	Facebook/LinkedIn	Twitter
As soon as you get this toolkit	About 40% of employees globally often worry about becoming ill due to poor hygiene. Cleanliness is more important than ever, and we are excited to highlight our industry's commitment to cleanliness. We look forward to celebrating National Cleaning Week March 26-April 1! Learn more at <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	About 40% of employees globally often worry about becoming ill due to poor hygiene. We are excited to highlight our industry's commitment to cleanliness. Join us in celebrating National Cleaning Week March 26-April 1! Learn more at <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSAworldwide
Any time before March 13	Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization's dedication to cleanliness during the upcoming National Cleaning Week (March 26-April 1): <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization's dedication to cleanliness during the upcoming National Cleaning Week (March 26-April 1): <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSAworldwide
Any time before March 13	Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us in promoting National Cleaning Week March 26-April 1. Learn more at <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSA-The Worldwide Cleaning Industry Association	Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us in promoting National Cleaning Week March 26-April 1. Learn more at <a href="http://www.Issa.com/ncw">www.Issa.com/ncw</a> #NCW @ISSAworldwide



# Marketing: Be Creative!

## What is National Cleaning Week?

National Cleaning Week celebrates the value of clean and the important, positive impact cleaning has on public health and the environment. B and B Maintenance has planned a week full of information and interactive virtual events to get everyone involved in promoting what the value of clean means to our company.

## Why do we celebrate?

National Cleaning Week represents a unique opportunity to celebrate the value of clean, raise public awareness for the cleaning industry, and for companies to promote their business. Most importantly, it is another opportunity to celebrate and recognize all of our amazing employees.

## Where can I participate in National Cleaning Week?

B and B  
[www.bbmainstaff.com](http://www.bbmainstaff.com)

B and B  
[www.facebook.com](http://www.facebook.com)

ISSA  
[www.issa.com/ever](http://www.issa.com/ever)



March 27 - April 2, 2022

### MONDAY, MARCH 28

#### Make It Count Monday!

Make It Count Monday is a new program B and B Maintenance has recently started where a short motivational video is sent out to get everyone geared up for the work week ahead.

### TUESDAY, MARCH 29

#### Safety Text Tuesday / The Value of Clean

Be on the look out for the release of a short video featuring our employees talking about what it means to be a B and B Employee and what it takes to be a successful cleaner.

Sign up for Safety Text Tuesday and receive an important safety reminder each week. - Text "Safety" to 33222

### WEDNESDAY, MARCH 30

#### Committed to Continuous Improvement

B and B Maintenance is committed to Continuous Improvement for our Company, Employees, and Customers. Let us know how we can improve [HERE!](#)



**LIVE**

Studio 10

**NATIONAL CLEANING WEEK**

SPONSORED BY: Dazzle Cleaning Service

SEVERE WEATHER  
 SEVERE THUNDERSTORM WATCH  
 MICHIGAN  
 EXP. 9:00 PM  
 BRANCH; HILLSDALE; LENAWE

ISSA NATIONAL CLEANING WEEK  
 MARCH 27 - APRIL 2, 2022

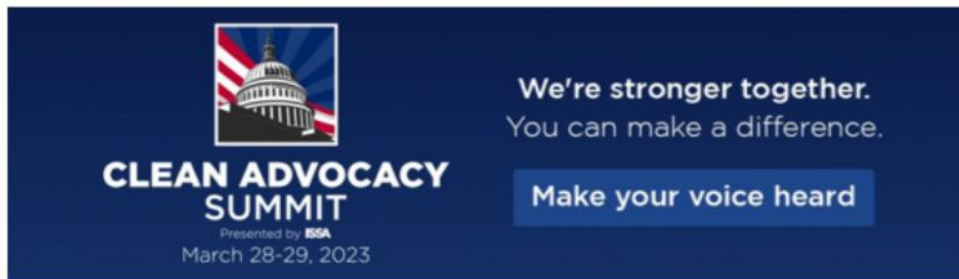
**CELEBRATE CLEANING WEEK!**  
 MARCH 27 - APRIL 2

**JAN PRO**  
 CLEANING & DISINFECTING

Cleaning and disinfecting services provided by independently owned and operated JAN PRO Cleaning & Disinfecting franchisees.



# Events: Celebrate, Advocated, and Connect



Two great events taking place back-to-back in Washington DC March 28-30 to:

- Network with industry leaders
- Learn how to grow your cleaning business
- Meet with policymakers on the top issues facing the industry
- Celebrate the industry





# Make it Official: Submit A Cleaning Week Proclamation



Help raise awareness about the industry by submitting a proclamation to designate national cleaning for your city and/or state. We need your help submitting the proclamations by **February 24**.

Please [contact](#) ISSA Government Affairs Manager Stacy Seiden at [StacySeiden@issa.com](mailto:StacySeiden@issa.com)

*WHEREAS, the citizens of Alabama proudly support the cleaning industry and understand the importance of ensuring clean and sanitary conditions at work, in schools and at home;*

*NOW, THEREFORE, I, Kay Ivey, Governor of Alabama, do hereby proclaim March 26 through April 1, 2023, as*

## *Cleaning Week*

*in the state of Alabama.*



*Given Under My Hand and the Great Seal of the Office of the Governor at the State Capitol in the City of Montgomery on the 7th day of February 2023.*

*Kay Ivey*  
Kay Ivey, Governor

States confirmed: AL, GA, and OH!  
Chicago, Puerto Rico, and  
Washington DC.



# Recognize Your Essential Employees



**CORPORATE CLEANING GROUP**

**NATIONAL CLEANING WEEK**  
March 28 - April 3, 2021 | #NationalCleaningWeek

**THANK YOU TO ALL OUR CLEANERS  
FOR EVERYTHING YOU DO!**

"National Cleaning Week is a time to recognize the ongoing efforts of frontline cleaning professionals, provide essential workers with opportunities for growth, and advocate for our industry" - ISSA

Presented by  
**ISSA**  
Advancing Clean. Driving Innovation.




**Thank You**

**National CLEANING Week**  
March 28th-April 3rd

**We want to recognize our teachers and staff for their cleaning efforts too.**

**FCS APPRECIATES OUR CUSTODIAL STAFF!**

- Awesome
- Dedicated
- Essential
- Skilled



# Education: Special Discounts and Offers



Receive 25% off ISSA Membership when you join ISSA as a new member. Change the way the world views cleaning, with Promo code: NCW/2023.

[Join Now](#)



ISSA Members can take advantage of FREE cleaning for health training for frontline custodial professionals.

[Learn more](#)



Receive 25% off CMI's **newly updated Cleaning Times Book** and the newly updated **CMI Custodial Technician V7 Basic and Advanced Course** with promo code EDUNCW.



# Education: Use The Value of Clean and Rethink Clean to Educate The Public



**THE VALUE OF CLEAN**  
A modest investment in cleaning produces substantial returns

PRESENTED BY **ISSA**

**SICK EMPLOYEES ARE COSTING YOU MONEY**

**7.7 SICK DAYS** per employee per year

**COSTS \$225.8 BILLION PER YEAR**

UNPLANNED ABSENCES CAUSE WORKPLACE PROBLEMS

**54% DECREASE IN PRODUCTIVITY / OUTPUT**

**39% DROP IN SALES / CUSTOMER SERVICE**

**HOW DOES CLEAN EQUAL GREEN?**

**80%** of surfaces contaminated with viruses reduced

**62%** reduced absenteeism

**COMMON SURFACES WITH HIGH LEVELS OF CONTAMINATION**

- Handroom sink
- Microphone stand
- Softphone base
- Water fountain
- Meeting room table

**ALERT**

**FACILITY WELL-CLEANED.**

**WELL-BEING ON THE RISE.**

**rethink WHAT CLEAN MEANS**  
RETHINK-CLEAN.COM

**Click here to access the Rethink Clean Member Toolkit**

**rethink WHAT CLEAN MEANS**  
RETHINK-CLEAN.COM



# Philanthropy: Give Back



# Other Ways to Engage!

Send us a video about why you are celebrating National Cleaning Week!

Let us know if and how you plan to recognize any of your front-line “essential” workers.

Engage your customers and ask them to celebrate the importance of “clean”.

Check out our brand-new events page for additional networking and training events at [www.issa.com/events](http://www.issa.com/events)

Sponsorship opportunities are available for the Clean Advocacy Summit and National Cleaning Week. Contact John at [Johnn@issa.com](mailto:Johnn@issa.com)



ANY  
QUESTIONS  
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