

**June 10, 2017**

**Family Health & Fitness Day**

**OUTREACH TOOLKIT**

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# Toolkit Purpose

This toolkit is meant to make promoting and celebrating Family Health & Fitness Day in your community a little easier! This kit is designed to help you generate positive media coverage and support for your Family Health & Fitness Day activities and ultimately the work of your agency and the benefits you bring to your community.

This kit includes template media materials such as media alerts for special events, press releases, fact sheets, social media posts, and a sample web and email copy you can use in your publications. Feel free to customize these materials with localized information, quotes and details that best meet your needs.

When using social media, please make sure you are tagging NRPA in your Facebook, Twitter and Instagram posts and using the hashtag #NRPAFamilyFitDay.

Don’t forget, we want to *see* your successes too – send us photos and videos from your Family Health & Fitness Day events or the creative ways you have used the marketing materials!

If you have questions or need further assistance, please don’t hesitate to contact us.

**General Family Health & Fitness Day, Toolkit or Media Questions**

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We hope this toolkit helps you generate great support for Family Health & Fitness Day!

Thank you,

Heather, Roxanne and Catrina

# 2017 Family Health & Fitness Day Fact Sheet

* NRPA’s Family Health & Fitness Day — celebrated the second Saturday in June each year — promotes the importance of parks and recreation in keeping communities healthy. Agencies everywhere are encouraged to participate by inviting families to get active at their local park or recreation center, or by hosting an event, such as a health fair or family fun run, on June 10. Members of the healthcare community are encouraged to participate, as well, even as sponsors.
* Various research studies are confirming that community parks and recreation, green space and time outdoors is critical for creating healthy, active and sustainable communities. You can experience the benefits by visiting your community parks and recreation any time of the year, and especially on Family Health & Fitness Day.
* In addition to visiting a park or recreation area on June 10, you can get involved in Family Health & Fitness Day by:
  + Using the social media images and #NRPAFamilyFitDay leading up to and on June 10.
  + Downloading the official Family Health & Fit Day poster and hanging it up, taking pictures with it or sharing copies of it with your community.
* Join the conversation on [Facebook](https://www.facebook.com/NationalRecreationandParkAssociation), [Twitter](https://twitter.com/NRPA_news) and [Instagram](http://instagram.com/nrpa) with the hashtag #NRPAFamilyFitDay.
* For more information visit [www.nrpa.org/familyfitness](http://www.nrpa.org/familyfitness).

# 2017 Family Health & Fitness Day Template Media Advisory

[GROUP LOGO/LETTERHEAD]

**MEDIA ADVISORY**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**[Agency Name] to host Family Health & Fitness Day at [Park/Facility Name]**

*[Agency Name] joins the National Recreation and Park Association and parks across the country to celebrate and promote healthy lifestyles*

**WHO/WHAT: [Name of major public officials, celebrities or local organizations who are participating, as well as the number of people who will be in attendance.]**

**[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]**

WHEN: [Date/Time]

[Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]

[Provide parking information, if relevant.]

WHY: Celebrated the second Saturday of June each year, Family Health & Fitness Day is an opportunity for local community members to get out and discover all of the health benefits provided by their local parks and recreation department. An initiative of the National Recreation and Park Association, [Agency Name] joins parks and recreation departments around the country in showcasing easily accessible, close-to-home health and wellness opportunities.

For more information about the national event, go to [www.nrpa.org/familyfitness](http://www.nrpa.org/familyfitness) or search #NRPAFamilyFitDay on social media.

EDITOR’S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

# # #

# 2017 Family Health & Fitness Day Template Press Release

[GROUP LOGO/LETTERHEAD]

**FOR IMMEDIATE RELEASE**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**[Agency Name] Invites [Town/City] Residents to Celebrate Family Health & Fitness Day**

*Family Health & Fitness Day organized by the National Recreation and Park Association*

[CITY, STATE ABRV] – [DATE] – [Agency Name] invites all [Town/City] residents to join them on Saturday, June 10 for the twentieth annual Family Health & Fitness Day. Organized by the National Recreation and Park Association (NRPA), Family Health & Fitness Day promotes the importance of local parks and recreation in keeping communities healthy.

To celebrate, [Agency Name] encourages everyone to gather with family and friends to get active at [Park/Facility Name]. [Insert Health/Wellness Program Details and/or Event Details]

[Insert Quote from Program Director on the Importance of Parks and Recreation in Keeping Communities Active and Healthy]

Parks and recreation departments nationwide offer year-round opportunities for families and individuals to stay active and fit. In fact, living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. To learn more about the health and wellness opportunities offered at [Park/Facility Name], visit [Insert Website].

Celebrated the second Saturday in June each year, Family Health & Fitness Day is an opportunity for everyone to get out and discover all of the health benefits provided by their local parks and recreation department. To learn more about Family Health & Fitness Day, visit [www.nrpa.org/familyfitness](http://www.nrpa.org/familyfitness).

[Agency boilerplate/ “about” information]

**About The National Recreation and Park Association**

The National Recreation and Park Association is a national not-for-profit organization dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity. Through its network of nearly 60,000 recreation and park professionals and advocates, NRPA encourages the promotion of healthy and active lifestyles, conservation initiatives and equitable access to parks and public space. For more information, visit [www.nrpa.org](http://www.nrpa.org). For digital access to NRPA’s flagship publication, *Parks & Recreation*, visit [www.parksandrecreation.org](http://www.parksandrecreation.org).

# # #

# 2017 Family Health & Fitness Day Social Media Materials

Social Covers and Badges

You can find social media images at [www.nrpa.org/familyfitness](http://www.nrpa.org/familyfitness). We encourage you to update your Facebook and Twitter pages with these images to show your support of Family Health & Fitness Day!

   

   

Sample Social Media Posts

If you have social media platforms such as Facebook, Twitter and Instagram, here are some sample messages to generate awareness among your friends and followers. Customize these posts for **Family Health & Fitness Day on June 10** and feel free to develop some more on your own!

Tag NRPA in your posts, too.

* Facebook: @National Recreation and Park Association
* Twitter: @NRPA\_News
* Instagram: @nrpa

**Official Family Health & Fitness Day Hashtags**

* #NRPAFamilyFitDay

**Sample posts for Facebook:**

* Today we’re celebrating all of the ways families can get healthy and stay fit using their local parks and recreation! What’s your family’s favorite way to get healthy? #NRPAFamilyFitDay.
* We’re celebrating Family Health & Fitness Day at (insert park/facility name)! #NRPAFamilyFitDay
* Family Health & Fitness Day encourages families to use their local parks and recreation to stay healthy and active. #NRPAFamilyFitDay
* Check out how families in our community get active at (insert park/facility name)! #NRPAFamilyFitDay (include photos from activity)
* Parks and recreation play a vital role in the health and wellbeing of families in our community. Your (community) parks are the best places to get fit and stay healthy! #NRPAFamilyFitDay

**Sample posts for Twitter:**

* We’re celebrating #NRPAFamilyFitDay by getting active at (insert park/facility name)! (insert photos of your Family Fit Day events)
* Your (community) parks are a great place to get healthy with your family! #NRPAFamilyFitDay
* Parks and recreation play a vital role in the wellbeing and health of the families in our community. Celebrate #NRPAFamilyFitDay with us!
* What’s your favorite way to get fit and stay healthy with your family? #NRPAFamilyFitDay
* Celebrate #NRPAFamilyFitDay with us and @NRPA\_News by visiting your local (community) park!

**Sample post for Instagram:**

* In honor of #NRPAFamilyFitDay we’re getting active at (insert park/facility name)!
* (Community) parks are the perfect places to take your family to get active and have fun! #NRPAFamilyFitDay

# 2017 Family Health & Fitness Day Web and Email Copy

Ensure that your community members can find out all the information they need to know about your Family Health & Fitness Day event by updating your website with the event information. If you already have a template you use for events, use it! If you need some inspiration for copy, feel free to modify and edit the below.

You can also use the copy in an email to those who have opted in to any of your email lists.

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**Family Health & Fitness Day – June 10, 2017**

Join us in celebrating the amazing health and wellness resources located right here in [COMMUNITY]. We’ll be celebrating Family Health & Fitness Day — an initiative of the National Recreation and Park Association — by [list event details, include any prizes or fun activities taking place].

You can participate by [insert details about how to participate].

Family Health & Fitness Day occurs each year on the second Saturday of June. The day was created to showcase the vital role of local parks and recreation in creating healthy and active communities. The day is an opportunity for local community members to discover all of close-to-home health and wellness benefits available to them.

[Agency Name] takes pride in providing health and wellness resources for the community and we hope you’ll come out and discover the many diverse opportunities we offer.

Time:

Location:

Partners: [List any partners working with you to host your event]

# 2017 Family Health & Fitness Day Media Outreach – “How To”

*The following are general guidelines for conducting media outreach for special events you may be hosting on June 10 for Family Health & Fitness Day.*

Leveraging the Press Release

To announce your involvement in Family Health & Fitness Day and what activities you will have happening on June 10, customize the **Press Release** template and distribute it to appropriate reporters, bloggers and broadcast media in your local area.

1. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
2. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. It is a good idea to review the stories the reporter writes to get a feel for what they are most interested in so that you can tailor your outreach to meet their interests. Most reporters prefer email.
3. Search online for bloggers in your area; these social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
4. Once you have your list together, prepare your pitches. Make sure you tailor the pitch for the type of outlet and personalize it as much as possible for the journalist or blogger you are contacting. Keep it brief.
5. You’ll want to send the release out at the end of June or beginning of July to journalists and reporters, and to TV/radio stations approximately two days before an event you want them to attend.
6. Customize the press release template with the appropriate information, as marked with brackets and yellow highlight, EX: [NAME].
7. You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in news rooms and with online media.
8. In addition to wire distribution, reach out directly via email to journalists and bloggers. Insert your pitch and paste the text of the press release into the email.
9. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.
10. Once you have sent your release, follow up with a phone call to reporters. Be sure to have a short pitch ready, and be prepared to answer questions about why your event or story is a “must see/cover.”

Using the Editorial Article Template

Many local newspapers and online media outlets are very interested in receiving already written editorial content that they can instantly use in their outlets. The template editorial article is a great way to get coverage for your agency and what you are doing for Family Health & Fitness Day.

1. Contact your local community print publications and ask them if they take “drop in” articles or editorial content submissions.
2. Find out if they have any requirements such as a particular word count and preferences such as submission process and deadline. They may only take submissions on a certain day or require that submissions be made via an online entry form only.
3. If they take submissions, keep note of that in your records for the future. You may even want to explore the option of regularly contributing content from your agency.
4. Confirm the lead time, or time it takes for content to appear once submitted. You will want to make sure that you provide the article in enough time to the publication so that it appears timed to your event you may be highlighting.
5. Customize the sample editorial article with the appropriate information, as marked with brackets and yellow highlight, EX: [NAME].
6. Submit your completed article per the outlet’s instructions and confirm when you can expect to see the coverage in print or online.

Inviting Press to Your Event

If you are hosting a special event on June 10 and would like to invite reporters to cover your event on site:

1. Search online for the “**news desk**” emails and/or submission guidelines of your local TV stations and radio stations.
2. Search for the contact information for reporters and publications in your local area that cover topics related to parks, the outdoors, and community affairs. Be sure to pitch to only one reporter from each newspaper/print agency. Most reporters prefer email.
3. Consider inviting local bloggers to your event as well or creating a special opportunity for them to come out and get sneak peek of your Family Health & Fitness Day event. These social media journalists are powerful influencers and can virally spread the word about the events you have going on for Family Health & Fitness Day.
4. It’s a good idea to send Media Advisories to journalists and reporters at least two weeks in advance and to TV/radio stations approximately two days before an event.
5. Customize the media alert template with the appropriate information, as marked.
6. Write a brief, one-paragraph pitch to the reporter, and attach the Media Advisory as a PDF or Word Document, or paste the text into the email, beginning with “Media Advisory.”
7. Put an engaging tag line or sentence in the “Subject” line of the email to entice reporters.
8. Once you have sent your Media Advisory, follow up with a phone call to reporters you are particularly interested in having attend. Be sure to have a short pitch ready, and be prepared to answer questions about why your event is a “must see.”
9. Consider sending a post-event press release to generate coverage after the event. It is a good idea to send this immediately following the event or the next morning. Often times, this means drafting most of the release in advance, and adding a few pertinent details afterward.
10. Reach back out to the reporters that you previously contacted. If you can, offer footage from the event or high resolution photos.

Tips and Tactics

* Remember that timeliness is a big factor in press coverage.
* Try to keep the message brief. One page is best—do not exceed two.
* Don't forget to add complete contact information. If a reporter is interested, they may wish to email or call you with questions or requests for clarification.
* Write using short paragraphs and sentences, and in the third person—don’t refer to yourself as “I” or “we,” except in a direct quote.
* Avoid testimonials or other promotional language. A press release is news; not advertising.
* Don’t be discouraged if you do not receive interest, or if a reporter doesn’t make it to your event. Reporters receive hundreds of press releases every day and cover news based on many factors (timeliness, the amount of current events taking place/space, editor approval, capacity, etc.). It’s never personal.
* If a reporter does email or call with interest, be sure to respond in a very timely manner.

***Let us know if your Family Health & Fitness Day event is covered in the news! Send links of online coverage to*** [***cbelt@nrpa.org***](mailto:cbelt@nrpa.org)***.***