WE RISE UP FOR PARKS AND RECREATION

NRPA'S PARK AND RECREATION MONTH

2022 OUTREACH TOOLKIT

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Toolkit Purpose

This toolkit is meant to make promoting and celebrating Park and Recreation Month in your community a little easier! It is designed to help you generate positive media coverage and support for your Park and Recreation Month activities, and ultimately, the essential work you do and the benefits you bring to your community.

This toolkit includes template media materials, including:

- media alerts for special events
- press releases
- fact sheets
- key messages for use during interviews
- social media posts
- a sample editorial article you can submit to local 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 #RiseUpJuly.

Don’t forget, we want to see how you’re celebrating too. Be sure to send us photos and videos from your Park and Recreation Month activities and the creative ways you have used these materials.

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

**General Park and Recreation Month Questions**
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I hope this toolkit helps you generate great support for Park and Recreation Month and awareness for the essential work you do.

Happy Park and Recreation Month!
Park and Recreation Month 2022 Fact Sheet

• This Park and Recreation Month, we are bringing attention to how important it is to rise up and support parks and recreation, because every day, park and recreation professionals rise up for their communities in service of equity, climate-readiness, and overall health and well-being.

• During Park and Recreation Month, NRPA is encouraging park and recreation agencies to showcase the ways in which they faithfully serve their communities all year long, as well as how community members can support the work of their local agencies.

• Parks are at the center of so many experiences and memories — moments that park and recreation professionals help make happen. Our local parks are often our first experiences in nature, our introduction to a favorite hobby or physical activity. They are places to gather with friends and family, spaces to celebrate life’s special moments, spots of respite and healing, sites that connect us with essential community services and so much more.

• Local parks have been essential throughout the COVID-19 pandemic, with many of your community members finding a new appreciation for the essential spaces you manage and vital programs you provide. This year for Park and Recreation Month, we want to hear your community’s stories about what their local parks and recreation mean to them.

• In addition to encouraging your community to visit your parks or recreation areas during July, you can get involved in Park and Recreation Month by:
  
  o Officially proclaiming July as Park and Recreation Month in your community using the [proclamation template](#).
  o Using the [official logo](#) and the hashtag [#RiseUpJuly](#) throughout the month on social media.
  o Sharing stories from your community members about how parks and recreation benefits their lives on social media with the hashtag [#RiseUpJuly](#).
  o Downloading the official [Park and Recreation Month poster](#) and hanging it up, taking pictures with it or sharing copies of it with your community.
  o Participating in NRPA’s Park and Recreation Month [online learning event](#) on July 21.
  o Rise up for parks and recreation by [signing up for NRPA’s advocacy alerts](#) to take action on important legislative items throughout the year.

• You can learn more about Park and Recreation Month and find additional resources by visiting: [www.nrpa.org/July](#).

• Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) with the hashtag [#RiseUpJuly](#).
NRPA 2022 Park and Recreation Month Key Messages

General Key Messages

- Since 1985, people in the United States have celebrated Park and Recreation Month in July to promote building strong, vibrant and resilient communities through the power of parks and recreation and to recognize the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — that maintain our country’s local, state and community parks.

- Through efforts by NRPA, the U.S. House of Representatives passed an official resolution for Park and Recreation Month in 2009 and introduced the resolution in 2017 and 2018.

- Park and recreation agencies across the country are recognizing the month with summer programs, events, contests, commemorations and celebrations.

- The services that park and recreation professionals provide are vital for our communities — from protecting open space and natural resources to helping fight obesity and providing activities and resources for all people. This has been especially true throughout the COVID-19 pandemic. Park and Recreation Month encourages everyone to reflect on the exponential value park and recreation professionals bring to communities.

2022 Key Messages

- It’s time to share how We Rise Up for Parks and Recreation! We’re celebrating Park and Recreation Month this July by highlighting all the ways our communities are stronger, more vibrant and more resilient because of parks and recreation.

- NRPA encourages all people that support parks and recreation to share how parks and recreation has improved their lives on social media using #RiseUpJuly.

- For more information visit www.nrpa.org/july.
Supporting Key Research

Messages promoting support for parks and recreation:

- According to NRPA’s 2021 Engagement with Parks Report, people place a high value on the programs and services that park and recreation agencies deliver to their local communities every day and strongly support their mission.
  - 260 million people in the United States visited a local park or recreation facility at least once during the past year.
  - More than seven in 10 U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes.
  - Four in five U.S. adults seek high-quality parks and recreation when choosing a place to live.
  - 87 percent of people agree that parks and recreation is an important service provided by their local government.
  - Nearly nine in 10 people agree that it is important to fund local park and recreation agencies to ensure every member of the community has equitable access to amenities, infrastructure and programming.

- According to a 2021 NRPA Park Pulse poll, more than nine in ten U.S. adults say it is important for local government to invest in community infrastructure, such as parks, community centers, recreation facilities and senior centers.

  TIP: To show how your community values what your park and recreation agency offers, use some of your own data and research, such as the number of visitors to your parks or an increase in local youth sports participation.

Messages promoting how parks and recreation rises up for health and well-being:

- Local park and recreation agencies are uniquely suited to serve as Community Wellness Hubs, connecting all members of the community to programs and services that advance health equity, improve health outcomes and enhance quality of life.

- Living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. Moreover, parks provide a connection to nature, which studies demonstrate relieves stress, strengthens interpersonal relationships and improves mental health.

- According to NRPA’s Parks and Recreation: Advancing Community Health and Well-Being report, 9 in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity.
• Parks and recreation encourages physical activity by providing space for popular sports, hiking trails, swimming pools and many other activities designed to promote active lifestyles.

• In the U.S., 93 percent of adults say their mental health is improved by services offered by local park and recreation professionals and agencies.

• Parks and recreation is a leading provider of healthy meals, nutrition services and education.

• The nation’s park and recreation professionals are on the frontline in the battle against the COVID-19 pandemic, homelessness, substance use disorder, the obesity epidemic and other chronic health issues.

**Messages promoting how parks and recreation rises up for environmental resilience:**

• Local park and recreation agencies play a vital role in the protection of our environment through green infrastructure, maintenance of public lands, preserving wildlife habitats and more.

• In addition to helping connect people to nature, local parks create essential environmental stewards that advocate for and protect our most precious public resources — our land, water, trees, open spaces and wildlife.

• Local park and recreation agencies collectively manage more than 11 million acres of open space across the United States.

• Climate-ready parks provide proven, cost effective and sustainable environmental solutions.

• Parks lower ground temperatures with tree canopy, clean water, reduce flooding and contribute to healthier air.

• Parks reduce the impact of large storms and flooding by serving as sponges that soak up runoff from nearby paved surfaces during rain events. This in turn prevents flooding and decreases property damage. Well-designed parks also reduce water usage by recycling and storing this water for use during times of low precipitation.

• Evidence not only shows that parks are cooler than their surrounding cities, but that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer!

• According to a 2021 NRPA Park Pulse poll, six in seven adults in the U.S. support their local park and recreation agency’s environmental initiatives.
Messages promoting how parks and recreation rises up for economic opportunity:

- According to a study conducted by the Center for Regional Analysis at George Mason University and NRPA, local park and recreation agencies in the U.S. generated more than $166 billion in economic activity and supported more than 1 million jobs from their operations and capital spending alone in 2017.

- The outdoor recreation economy, which includes local parks and recreation, accounted for $373.3 billion of 2020 U.S. Gross Domestic Product (GDP), or 1.8 percent of the U.S. economy.

- 92 percent of U.S. adults agree that it is important for youth and young adults to have access to employment opportunities. Park and recreation departments across the country are among the biggest employers of youth.

- The more than 10,000 local park and recreation agencies across the U.S. employ more than 165,000 full-time and hundreds of thousands part-time and seasonal park and recreation professionals.

- Four in five U.S. adults say that access to a nearby park, playground, open space or recreation center is an important factor in deciding where they want to live.

Messages promoting the essential need for parks:

- Ninety-three percent of U.S. adults say their mental health is improved by services offered by local park and recreation professionals and agencies. However, we estimate that as many as 100 million people — 30 percent of the U.S. population — lack access to the lifesaving and life-enhancing benefits parks and recreation provides.

- Nearly three in five adults say that access to these amenities is very or extremely essential to their mental and physical health.

- In the U.S., people of color, low-income communities and Indigenous populations have been disproportionately exposed to environmental conditions that can harm their health. Across the country, race is the most significant predictor of a person living near contaminated air, water or soil.

- According to Landscape and Urban Planning, among other sources, many communities of color and other marginalized groups, such as LGBTQ+, immigrants, people with low income and people with disabilities, lack the opportunity to experience and engage in high-quality parks and recreation — because these resources do not exist near them, or, if they do, they are not safe, welcoming or inclusive.

- According to one study, non-white and low-income neighborhoods are 50 percent less likely to have one recreational facility in their community, as compared to predominantly white and high-income neighborhoods.
• Millennials and Gen Z-ers are more likely than Baby Boomers to say it is very or extremely essential to do physical activities at their local parks, trails and open spaces to maintain their mental and physical health (68 percent and 65 percent vs. 54 percent, respectively).

*Be sure to explore more of these research-based statements that showcase the fundamental role of parks and recreation.*

You can use this messaging as a starting point to talk about the work that you do in these areas for your community. A few examples:

• “Our agency serves as a Community Wellness Hub for members of our community, connecting them to programs and services that advance health equity, improve health outcomes and enhance quality of life, such as [list programs/services].”

• “In addition to helping connect people to nature, local parks foster environmental stewards who advocate for and protect our most precious public resources — our land, water, trees, open spaces and wildlife. Our agency recently started a new [insert project contributing to environmental resilience in your community].”

• “92 percent of U.S. adults agree that it is important for youth and young adults to have access to employment opportunities. Park and recreation departments across the country are among the biggest employers of youth. This summer, our agency has employed [insert number of staff] of youth and young adults in essential positions not only for the community, but as a starting point for their careers.”
**Media Outreach – “How To”**

The following are general guidelines for conducting media outreach for both special events you may be hosting in July and in general for Park and Recreation Month.

**Leveraging the Media Advisory/Press Release**

To announce your involvement in Park and Recreation Month and what activities you will have going on throughout the month, customize the media advisory and press release templates and distribute them to appropriate reporters, bloggers and broadcast media in your local area.

**May: Search**

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 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 Park and Recreation Month.

**June: Prepare Pitches**

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. Customize the press release template with the appropriate information, as marked with brackets and yellow highlights, EX: [NAME].

**End of June/Beginning of July: Distribute Press Release**

6. You’ll want to send the press 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.

7. You can distribute your press release on any newswires you subscribe to or use regularly. This will give you added visibility in newsrooms 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 Park and Recreation Month.

**May: Research**

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 the event you may be highlighting or within the month of July.

**June: Write**

5. Customize the sample editorial article with the appropriate information, as marked with brackets and yellow highlights, EX: [NAME].

**End of June/Beginning of July: Submit**

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 in July and would like to invite reporters to cover your event on site:

May: Search

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 a sneak peek of your Park and Recreation Month event. These social media journalists are powerful influencers and can virally spread the word about the events you have going on for Park and Recreation Month.

June: Prepare Media Advisory

4. Customize the media advisory template with the appropriate information, as marked.

5. 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.”

6. Put an engaging tag line or sentence in the “subject” line of the email to entice reporters.

7. 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.

July: Send Media Advisory and Follow Up

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 attend.”

July: After the Event

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. Oftentimes, 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. Give them enough time to plan to attend and send a reminder as the date gets closer.

- 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. Try to write it in the same style as the outlet you’re pitching, so your story seamlessly fits into their content.

- 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 number 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 promptly.

_Let us know if your Park and Recreation Month event is covered in the news and send us links of online coverage!_
[Agency Name] to Kick Off Park and Recreation Month at [Park/Facility/Event Name]

[Add a second-line description for a special appearance by VIP or specific highlight.]

WHO/WHAT: [Name of major public officials or celebrities who are participating]

[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: Since 1985, America has celebrated July as Park and Recreation Month. A program of the National Recreation and Park Association (NRPA), the goal is to raise awareness of the essential services that park and recreation professionals provide to communities across the U.S.

This July, [Agency Name] is celebrating with the theme We Rise Up for Parks and Recreation. All month long, we’ll be highlighting the ways our community is stronger, more vibrant and more resilient because of parks and recreation. For more information, go to www.nrpa.org/july or search Twitter and Instagram using the hashtag #RiseUpJuly.

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

# # #
This July, “We Rise Up for Parks and Recreation” at [Agency Name]
Month-long celebration highlights the impact of parks and recreation

[CITY, STATE ABRV] – [DATE] – This July, join [Agency Name] for Park and Recreation Month, as we celebrate how [Your City/Town Name] is stronger, more vibrant and more resilient because of parks and recreation. A variety of activities are planned for residents of all ages and abilities — including [list top activities/events].

[Agency Name] is celebrating Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA), by inviting our community to share their experiences, memories and stories about what parks and recreation mean to them. With everything from [list examples of offerings], there are plenty of ways that you can celebrate with us, as well!

[QUOTE from Agency leadership, discussing ways you impact your community through health and wellness, equity, conservation, etc. and tie to the celebration.]

NRPA and [Agency Name] encourage everyone that supports parks and recreation to share how it has improved their quality of life, as well as why their local park and recreation professionals are important to them, on social media with the hashtag #RiseUpJuly.

To learn more about Park and Recreation Month, visit [Add local website information] and www.nrpa.org/July.

[Agency boilerplate/ “about” information]

**About the National Recreation and Park Association**
The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

# # #
[GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE
Media Contact:
[Contact Name]
[Agency Name]
[Phone]
[Email]

[CITY, STATE ABRV] - [DATE] - This July, [Agency Name] celebrated Park and Recreation Month to recognize how [Your City/Town Name] is stronger, more vibrant and more resilient because of parks and recreation.

To celebrate, [number of people] attended [special event/program details].

[QUOTE from Agency leadership, thanking the community and partners who joined in on the celebration.]

[CITY/Town Name] joined communities across the country to celebrate Park and Recreation Month, an initiative of the National Recreation and Park Association (NRPA).

[Insert quote from participant/attendee about how parks and recreation impacts their life/community and tie it to the celebration of Park and Recreation Month.]

To learn more about [Agency Name], visit [Add local website information]. To learn more about Park and Recreation Month, visit www.nrpa.org/July.

[Agency boilerplate/“about” information]

About the National Recreation and Park Association
The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant and resilient communities through the power of parks and recreation. With more than 60,000 members, NRPA advances this mission by investing in and championing the work of park and recreation professionals and advocates — the catalysts for positive change in service of equity, climate-readiness, and overall health and well-being. For more information, visit www.nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit www.parksandrecreation.org.

# # #
Since 1985, America has celebrated July as the nation’s official Park and Recreation Month. Created by the National Recreation and Park Association (NRPA), Park and Recreation Month specifically highlights the essential and powerful role local park and recreation professionals — such as our staff at [Agency Name] — play in building stronger, more vibrant and more resilient communities all across the country.

This July, we are bringing attention to how important it is to rise up and support the field of parks and recreation, because every day, park and recreation professionals rise up for their communities in service of equity, climate-readiness, and overall health and well-being.

In [city/town], you can celebrate Park and Recreation Month by [complete sentence with local activities/events/contests etc].

“July is the perfect time to share how our park and recreation professionals in [city/town] rise up for members of the community and provide essential services,” said [Agency Leader]. “We encourage everyone in [city/town] to come rise up for parks and recreation with us this July.”

[Agency name] is leading initiatives and providing opportunities for people of all ages, abilities and identities to achieve healthier lifestyles, promote and understand nature and environmental resilience, as well as bringing the community closer through a variety of programs and services. [Add more details on any specific ways you make a difference in your community or any stats or success stories you may have that back up the impact you make.]

NRPA encourages everyone that supports parks and recreation to share how it has impacted their lives with the hashtag #RiseUpJuly. For more information, visit www.nrpa.org/July.

Learn about the exciting Park and Recreation Month activities planned for [town/city name] and more at [Fill-in local contact information here] or visit online at [Fill-in local park website URL here].
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 Park and Recreation Month and feel free to develop others on your own to best fit your needs!

Tag NRPA in your posts, too.
- Facebook: @National Recreation and Park Association
- Twitter: @NRPA_news
- Instagram: @nrpa

Official 2022 Park and Recreation Month Hashtag:
- #RiseUpJuly

One way you can organize your social media posts for the month is by focusing on a different topic each week, which not only helps you manage your content, but also reinforces key messages:

- **Week 1 (July 1 - 2):** Kick off Park and Recreation Month
- **Week 2 (July 3 - 9):** We Rise Up for Health and Well-being
- **Week 3 (July 10 - 16):** We Rise Up for Environmental Resilience
- **Week 4 (July 17 - 23):** We Rise Up for Economic Impact/Employment Opportunities
- **Week 5 (July 24 - 31):** We Rise Up for Our Community; Celebrate your activities, programs, events and people

There are also general social media posts that you can customize and use throughout the entire month of July, as well as suggestions for daily themes.
Agency sample posts for Facebook:

- July is Park and Recreation Month and we’re rising up for parks and recreation at (insert park/facility/agency name)! #RiseUpJuly (insert staff photos)

- Join us and @National Recreation and Park Association to celebrate #RiseUpJuly during Park and Recreation Month! (share toolkit poster image)

- Stop by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! #RiseUpJuly (insert a link to the event details on your website)

Agency sample posts for Twitter:

- It’s Park and Recreation Month! Join us and @NRPA_news as We Rise Up for Parks and Recreation! #RiseUpJuly (insert Park and Recreation Month logo)

Agency sample posts for Instagram:

- July is Park and Recreation Month! Join us and @nrpa as We Rise Up for Parks and Recreation at (insert park/facility/agency name)! #RiseUpJuly (insert staff photos)

- Stop by (insert event location event and time) as We Rise Up for Parks and Recreation in celebration of Park and Recreation Month! @nrpa #RiseUpJuly (insert photo of event, promo flyer, etc.)
July 3 – 9: We Rise Up for Health and Well-being

Agency sample posts for Facebook:

• We are (Insert park/facility/agency name) and this is how We Rise Up for Parks and Recreation. Did you know we offer (insert lesser-known activities/programs) and more? #RiseUpJuly (insert photo from activity/event)

• At (insert park/facility/agency name), We Rise Up for Parks and Recreation by providing essential services to all people in our community. #RiseUpJuly (insert photos of services provided)

• Want to get outside during Park and Recreation Month? Our staff at (park/facility/agency name) is working hard to ensure a safe experience for everyone! #RiseUpJuly (insert photos of staff)

• What is one way (agency name)’s parks or programs have improved your health and overall quality of life? Share it with us and @National Recreation and Park Association for Park and Recreation Month! #RiseUpJuly

• Have you felt better after visiting our parks or participating in our recreational activities? Share it with us and @National Recreation and Park Association for Park and Recreation Month! #RiseUpJuly

Agency sample posts for Twitter:

• We are (Insert park/facility/agency name) and this is how we #RiseUpJuly. Did you know we offer (insert activities/programs) and more? (insert photo from activity/event)

• We provide essential services to all people in (insert city/town/state). That’s how We Rise Up for Parks and Recreation! #RiseUpJuly (insert Park and Recreation Month logo)

• Has (Insert park/facility/agency name) improved your quality of life? Share how with us and @NRPA_news! #RiseUpJuly

• Have you felt better after participating in our recreation programs? Share it with us for Park and Recreation Month @NRPA_news! #RiseUpJuly

• Want to get outside during @nrpa_news Park and Recreation Month? Our staff at (park/facility/agency name) is working hard to ensure a safe experience for everyone! #RiseUpJuly (insert photos of staff)

Agency sample posts for Instagram:

• How has (Insert park/facility/agency name) improved the quality of your life? Share it with us and @nrpa in the comments below! #RiseUpJuly (insert photo from an event, program, etc.)
July 10 – 16: We Rise Up for Environmental Resilience

Agency sample posts for Facebook:

- Evidence not only shows that parks are cooler than their surrounding cities, but that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer! Come join us and @National Recreation and Park Association this month to cool down and #RiseUpJuly to celebrate the value parks bring to our community. (insert photo from activity/event/natural environment in your parks)

- We are so proud to be our town’s environmental stewards and manage [X amount of] green space for our community. Join us and @National Recreation and Park Association to #RiseUpJuly and celebrate how parks make our town more climate-ready for Park and Recreation Month! (insert photo from activity/event/natural environment in your parks)

Agency sample posts for Twitter:

- Did you know that parks help keep [insert town/city/community name] cooler? Join us and @NRPA_news this month to cool down and #RiseUpJuly to celebrate the value parks bring to our community.

- We are so proud to be our town’s environmental stewards and manage [XX amount of] green space for our community. Join us and @NRPA_news to #RiseUpJuly and celebrate how parks make our town more climate-ready. (insert photo from activity/event/natural environment in your parks)

Agency sample posts for Instagram:

- Evidence not only shows that parks are cooler than their surrounding cities, but that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer! Join us and @nrpa this month to cool down and #RiseUpJuly to celebrate the value parks bring to our community. (insert photo from activity/event/natural environment in your parks)

- We are so proud to be our town’s environmental stewards and manage [XX amount of] green space for our community. Join us and @nrpa to #RiseUpJuly and celebrate how parks make our town more climate-ready. (insert photo from activity/event/natural environment in your parks)
**July 17 – 23: We Rise Up for Economic Impact/Employment**

*Agency sample posts for Facebook:*

- Park and recreation agencies across the country are among the biggest employers of youth. This summer, our agency has employed [X number] of young adults in important positions not only for the community, but as a jumping off point for their careers. We're so grateful for young people who say “We Rise Up for Parks and Recreation” by spending their summers working with us. Join us and @National Recreation and Park Association in celebrating them for #RiseUpJuly! (insert photos of staff)

*Agency sample posts for Twitter:*

- This summer our agency employs [X number] of young adults and teens. We're so grateful for young people who say “We Rise Up for Parks and Recreation” by spending their summers working with us. Join us and @NRPA_news in celebrating them for #RiseUpJuly! (insert photos of staff)

*Agency sample posts for Instagram:*

- Park and recreation agencies across the country are among the biggest employers of youth. This summer, our agency has employed [X number] of young adults in important positions not only for the community, but as a jumping off point for their careers. We're so grateful for young people who say “We Rise Up for Parks and Recreation” by spending their summers working with us. Join us and @nrpa in celebrating them for #RiseUpJuly! (insert photos of staff)

**July 24 – 31: We Rise Up for Our Community**

*Ideas for celebrating activities, events, programs and people:*

- If you haven't already, repost, retweet and share your community members’ posts from any of your parks, recreation centers or special events.

- Across all social media platforms, send out a big “THANK YOU” to everyone who has supported you during Park and Recreation Month and throughout the year.
Throughout July

**Agency sample posts for Facebook:**

- July is Park and Recreation Month and we’re rising up for parks and recreation at *(insert park/facility/agency name)! [#RiseUpJuly (insert staff photos)]*
- Stop by *(insert event location event and time)* to help us celebrate Park and Recreation Month and create a new park memory! [#RiseUpJuly *(insert a link to the event details on your website)*]

**Personal sample posts for Facebook:**

- Happy Park and Recreation Month! I am *[NAME]* and I am a *[Job Title]* at *[Agency Name]*. I rise up for parks and recreation by *[insert job duty, story or memory]*. [#RiseUpJuly]
- It’s Park and Recreation Month and this July, as a *[Job Title]* at *[Agency Name]*, I’m excited to rise up for parks and recreation in *[city/town/state]! [#RiseUpJuly]

**Agency sample posts for Twitter:**

- Join us and @NRPA_news to celebrate #RiseUpJuly during Park and Recreation Month! *(share toolkit poster image)*
- Stop by *(insert event location event and time)* to help us celebrate Park and Recreation Month and create a new park memory! [#RiseUpJuly *(insert a link to the event details on your website)*]

**Personal sample posts for Twitter:**

- July is Park and Recreation Month, and as a park and recreation professional, I rise up for my community by providing essential services and helping people create memories that last a lifetime. [#RiseUpJuly @NRPA_news]
- Happy Park and Rec Month! As a *[Job Title]* at *[Agency Name]*, I’m thrilled to rise up for parks and recreation in my community. [#RiseUpJuly @NRPA_news]

**Agency sample posts for Instagram:**

- July is Park and Recreation Month! Join us and @nrpa as We Rise Up for Parks and Recreation at *(insert park/facility/agency name)! [#RiseUpJuly (insert staff photos)]*
- Stop by *(insert event location event and time)* as We Rise Up for Parks and Recreation in celebration of @nrpa's Park and Recreation Month! [#RiseUpJuly *(insert photo of event, promo flyer, etc.)*]

**Personal sample posts for Instagram:**

- Happy Park and Rec Month! As a *[Job Title]* at *[Agency Name]*, I rise up for my community by providing essential services and helping people create memories that last a lifetime. @nrpa #RiseUpJuly *(share photo of yourself at work)*
- July is Park and Recreation Month, and as a park and recreation professional, I’m excited to rise up for parks and recreation this July! @nrpa #RiseUpJuly *(share photo of yourself and or colleagues at work)*
Sample social media themes for each day of the week
You can use these themes as social media prompts for each day of the week (and be sure to tag NRPA and include #RiseUpJuly, along with the hashtags below):

- **#MapItMonday** - Does everyone in your community know how to get to your parks or facilities? Use Monday as an opportunity to share locations where your followers can visit!
- **#TeamTuesday** - Want a dedicated day to highlight staff? Use Tuesday to give your team a shoutout!
- **#WowWednesday** - Have a stunning photo of one of your parks? Share the wow factor on Wednesday!
- **#ThrowbackThursday** - A favorite park memory is perfect for Throwback Thursday. Encourage your followers to share their favorite memories on Thursday!
- **#FamilyFriday** - Are your parks or recreation areas places that families tend to gather? Encourage your followers to share their family photos on Friday!
- **#SelfieSaturday or #SelfieSunday** - Encourage your followers to take a selfie in one of your parks or recreation areas and share it on social media!

General Social Media Guidance

- **Polish Your Language**
  Use good punctuation and spelling so that your messages will be easily understood. When posting on Twitter with character limits, try to rephrase your post versus just shortening and abbreviating words.

- **Be Consistent with Your Posts**
  Decide how often you plan to post and try to be consistent. Maybe you plan to post one Instagram post a day and three Facebook posts a week. You can increase your postings over time, just try to avoid posting 20 times in one day and then disappearing for two weeks.

- **Be Inclusive, Be Diverse and Be Positive**
  Use positive language and avoid any expressions that express or imply ideas that are sexist, racist, or otherwise biased, prejudiced or discriminating to any particular group of people. Be respectful of those you take photos of, etc.

- **Use Photos and Videos**
  Photos and videos catch people’s attention, but make sure you mix it up and post different types of photos, people, activities and events to keep your followers’ interest. Free web and mobile apps like Canva can help you create stylized photos/graphics that you can use, too.

- **Think of What You Want Your Audience to Do and Shape Your Message Around That**
  You may not raise a lot of interest in a single tweet by simply inviting people to your parks or recreation centers, but you can give them specific things they can do to let them know why they should visit. Instead of just saying, “Come to X park,” say, “Here are 5 things you and your family can do at X park.”
Thank you for helping us celebrate and spread the word about Park and Recreation Month!

#RiseUpJuly