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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 to tag NRPA in your Facebook, Twitter and Instagram posts and use the hashtags #WhereCommunityGrows and #ParkAndRecMonth23.

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.

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We hope this toolkit helps you generate support for Park and Recreation Month and awareness for the essential work you do in growing your community.

**Happy Park and Recreation Month!**
Park and Recreation Month 2023 Fact Sheet

- This Park and Recreation Month, we are celebrating the vital role park and recreation professionals play in bringing people together, providing essential services and fostering the growth of our communities. Park and recreation professionals make a positive impact on their community members every single day. Let’s come together this year and show the world just how much parks and recreation means to our communities.

- During Park and Recreation Month, NRPA encourages park and recreation agencies to showcase the ways they build strong, vibrant and resilient communities all year long, as well as how community members can support the work of their local agencies.

- In addition to encouraging your community to visit your parks or recreation areas during July, here are more ways you can get involved in Park and Recreation Month:
  
  o Officially proclaim July as Park and Recreation Month in your community using the [proclamation template](#).
  
  o Use the [official logo and graphics](#) and the hashtag #WhereCommunityGrows throughout the month on social media.
  
  o Share stories from your community members about how parks and recreation benefits their lives on social media with the hashtag #WhereCommunityGrows.
  
  
  o Download the official [Park and Recreation Month poster](#) and hang it up, take pictures with it or share copies of it with your community.
  
  o Submit a photo and story for the [Parks & Recreation magazine cover contest](#).
  
  o Sign up for [NRPA Advocacy Alerts](#) and let your elected officials know why parks and recreation is essential in your community.

- 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 #WhereCommunityGrows and be sure to follow NPRA for contests, giveaways and more throughout July.
NRPA 2023 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 nation 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 spaces and natural resources to helping fight obesity and providing activities and resources for all people. Park and Recreation Month encourages everyone to reflect on the exponential value park and recreation professionals bring to communities.

2023 Key Messages

• It’s time to share why local parks and recreation is Where Community Grows! We’re celebrating Park and Recreation Month this July by celebrating the vital role park and recreation professionals play in bringing people together, providing essential services and fostering the growth of our communities.

• NRPA encourages everyone who supports parks and recreation to share how it has improved their community on social media using #WhereCommunityGrows.

• For more information, visit nrpa.org/july.
**Supporting Key Research**

**Messages promoting growing support for parks and recreation:**

- According to NRPA’s 2022 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.
  
  - 275 million people in the United States visited a local park or recreation facility at least once during the past year.
  
  - Nearly three in four U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes.
  
  - 84 percent of U.S. adults seek high-quality parks and recreation when choosing a place to live.
  
  - Nine in 10 people agree parks and recreation is an important service provided by their local government.
  
  - Nearly three in four people agree equity should be an extremely or very important goal for their local park and recreation agency.
  
  - According to a 2022 NRPA Park Pulse poll, more than three in five U.S. adults say they are likely to vote for a political candidate who make parks and recreation funding a priority. Parents and millennials show the strongest support for these candidates.

**TIP:** To show how your community values what your park and recreation agency offers, use some of your own data and research in your communications, such as the number of visitors to your parks or an increase in out-of-school time program participation.

**Messages promoting how parks and recreation grows community 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, nine in 10 park and recreation agencies take specific actions to ensure their health and wellness programs and services promote health equity.
• Local park and recreation agencies provide spaces, programs and services that are essential to a community’s vitality. They also serve as key factors in advancing health equity, improving individual and community-level health outcomes, and enhancing quality of life.

• In the United States, 86 percent of adults think it is helpful that they and their families have access to the outdoors and nature during stressful times.

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

• Park and recreation professionals play a key role in ensuring all community members have equitable opportunities to get active.

• Park and recreation professionals continue to be on the frontline of coronavirus (COVID-19) recovery efforts, homelessness, food insecurity, substance use disorder, the obesity epidemic and other chronic health issues.

Messages promoting how parks and recreation grows environmental resilience:

• Local park and recreation professionals are champions in addressing our most pressing environmental challenges and play a vital role in the protection of our environment through green infrastructure, maintenance of public lands, preserving wildlife habitats and more.

• According to NRPA’s Sustainability in Parks and Recreation report, park and recreation leaders place high importance on strategies that protect the natural habitat, embrace park infrastructure for stormwater management and lower agency water usage.

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

• The most common park and recreation agency sustainability actions are planting trees; transitioning to native and climate-adaptable plants and trees; and updating and retrofitting buildings and other park infrastructure.

• 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 also that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer!
Messages promoting how parks and recreation contributes to economic growth:

- According to NRPA’s The Economic Impact of Local Parks report, local public park and recreation agencies in the United States generated nearly $218 billion in economic activity and supported almost 1.3 million jobs that boosted labor income by more than $68 billion from their operations and capital spending in 2019.

- The outdoor recreation economy, which includes local parks and recreation, accounted for $454 billion of the 2021 U.S. Gross Domestic Product (GDP), or 1.9 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.

- Local park and recreation agencies employed more than 385,000 full-time and part-time employees in 2019, according to the U.S. Census Bureau. That translates to almost $49 billion of operations spending by the nation’s more than 10,000 local park and recreation agencies.

- Four in five U.S. adults say 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 growing 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 access to local parks and recreation is very or extremely essential to their mental and physical health.

- In the United States, 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.

- 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 Zers 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 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 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 participation in Park and Recreation Month and the activities you have going on throughout the month, customize the media advisory and press release templates and distribute them to the appropriate reporters, bloggers and broadcast media in your local area.

**May: Search**

- Search online for the “news desk” emails and/or submission guidelines of your local publications, TV stations and radio stations.

- Search for 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. This way, you can tailor your outreach to meet their interests. Most reporters prefer email.

- Search online or on social media for bloggers/influencers in your area. These folks can spread the word on social media about the events you have going on for Park and Recreation Month and help take them viral.

**June: Prepare Pitches**

- 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.

- 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**

- 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.

- 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.

- 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.
• Put an engaging tag line or sentence in the subject line of the email to entice reporters.

• Once you send 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 interested in receiving pre-written editorial content they can instantly use in their outlets. The template editorial article is a great way to get coverage for your agency and its plans for Park and Recreation Month.

**May: Research**

• Contact your local community publications and ask them if they take “drop-in” articles or editorial content submissions.

• Find out if they have any requirements, such as a particular word count and preferences for the 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.

• If they accept submissions, keep note of that in your records for future reference. You may even want to explore the option of regularly contributing content from your agency.

• Confirm the lead time, or the time it takes for content to appear once submitted. Make sure to provide the article with enough lead time, so that it is published in alignment with the event you may be highlighting or within the month of July.

**June: Write**

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

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

• 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, use this timeline and tips as reference:

**May: Search**

- Search online for the “news desk” emails and/or submission guidelines of your local TV stations and radio stations.

- Search for 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.

- Consider inviting local bloggers/influencers to your event or creating a special opportunity for them to come out and get a sneak peek of your Park and Recreation Month event. These folks can spread the word on social media about the events you have going on for Park and Recreation Month and help take them viral.

**June: Prepare Media Advisory**

- Customize the [media advisory template](#) with the appropriate information, as marked with brackets and yellow highlights, EX: [NAME].

- 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.”

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

- 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**

- Once you send your media advisory, follow up with a phone call to reporters you are particularly interested in covering your event. 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**

- 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.
• Reach back out to the reporters who you previously contacted. If possible, offer footage from the event or high-resolution photos.

**Tips and Tactics**

• Remember that timeliness is a big factor in press coverage. Give reporters 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, the nation 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 United States.

This July, [Agency Name] is celebrating with the theme Where Community Grows. 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 nrpa.org/july or search Twitter and Instagram using the hashtag #WhereCommunityGrows.

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

# # #
This July, Celebrate “Where Community Grows” 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 how parks and recreation has benefitted them and positively impacted their quality of life. With everything from [list examples of offerings], there are plenty of ways that you can celebrate, 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 who 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 #WhereCommunityGrows.

To learn more about Park and Recreation Month, visit [Add local website information] and 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 nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit parksandrecreation.org.

# # #
[City/Town Name] Highlighted “Where Community Grows”
Month-long celebration highlighted the impact parks and recreation has on our community.

[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 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 nrpa.org. For digital access to NRPA’s flagship publication, Parks & Recreation, visit parksandrecreation.org.

# # #
Since 1985, July has been celebrated 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 will celebrate the vital role park and recreation professionals play in bringing people together, providing essential services and fostering the growth of our communities.

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] contribute to the overall health, well-being and growth of our community,” said [Agency Leader]. “We encourage everyone in [city/town] to come celebrate the power of 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 bring 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 who supports parks and recreation to share how it has impacted their lives with the hashtag #WhereCommunityGrows. 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].
2023 Park and Recreation Month Social Media Materials

If you have social media platforms, such as Facebook, Twitter and Instagram, we created 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 2023 Park and Recreation Month Hashtags:

- #WhereCommunityGrows
- #OurCommunityGrows
- #ParkandRecMonth
- #ParkandRecMonth23

Weekly Topic Suggestions:

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 (June 30–July 1)**: Kick off Park and Recreation Month
- **Week 2 (July 2-8)**: Growth Through Health and Well-Being
- **Week 3 (July 9-15)**: Growth Through Environmental Resilience
- **Week 4 (July 16-22)**: Growth Through Economic Impact/Employment Opportunities
- **Week 5 (July 23-29)**: Our Community Grows Through; Celebrate your activities, programs, events and people.
- **Week 6 (July 30 - 31)**: The Seeds We’ve Planted; Wrap up and reflect on the month, where is your community going/growing due to parks and recreation?

There are also **general social media posts** on the following pages that you can customize and use throughout the entire month of July, as well as suggestions for **daily themes**.
June 30–July 1: Kick off Park and Recreation Month

**Agency sample posts for Facebook:**

- It’s Park and Recreation Month! This July, we are highlighting how #OurCommunityGrows through the essential services offered by (insert park/facility/agency name). Join us and @National Recreation and Park Association in celebrating! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 (insert staff photos)

- Join us and @National Recreation and Park Association to celebrate #WhereCommunityGrows during Park and Recreation Month! #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows (share the Park and Recreation Month poster image or graphics)

- Stop by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @National Recreation and Park Association #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows #WhereCommunityGrows (insert a link to the event details on your website)

**Agency sample posts for Twitter:**

- #OurCommunityGrows through parks and recreation! Join us and @NRPA_news as we celebrate #ParkandRecMonth23! (insert Park and Recreation Month logo or graphics)

- There are more than 10,000 park and recreation agencies, providing parks, trails, and other public outdoor and indoor spaces in nearly every city, town, and county across the United States. @NRPA_news #WhereCommunityGrows #ParkandRecMonth23

**Agency sample posts for Instagram:**

- It’s Park and Recreation Month! This July, we are highlighting how #OurCommunityGrows through the essential services offered by (insert park/facility/agency name). Join us and @nrpa in celebrating! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 (insert staff photos or Park and Recreation Month graphics or both)

- Stop by (insert event location event and time) to help us celebrate Park and Recreation Month and create a new park memory! @nrpa #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows #WhereCommunityGrows (insert a photo of the event details)
July 2-8: Growth Through Health and Well-being

Agency sample posts for Facebook:

- We are (Insert park/facility/agency name) and #OurCommunityGrows through Parks and Recreation. Did you know we offer (insert lesser-known activities/programs) and more? #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 (insert photo from activity/event)

- At (insert park/facility/agency name), we provide essential services, fostering growth across our community. #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows (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, memorable experience for everyone! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows (insert photos of staff)

- Park quantity, quality and accessibility are predictors of overall well-being. Has parks and recreation made you happier and healthier? Share with us and @National Recreation and Park Association as we celebrate the #PowerofParks during Park and Recreation Month! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows

Agency sample posts for Twitter:

- We are (Insert park/facility/agency name) and this is how #OurCommunityGrows. Did you know we offer (insert activities/programs) and more? #ParkandRecMonth23 #WhereCommunityGrows (insert photo from activity/event)

- We provide essential services to all people in (insert city/town/state). That’s how #OurCommunityGrows through Parks and Recreation! #ParkandRecMonth23 #WhereCommunityGrows (insert Park and Recreation Month logo or graphics)

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

- Have you felt lighter and brighter after participating in our recreation programs? Share it with us for #ParkandRecMonth @NRPA_news! #WhereCommunityGrows
• 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! #WhereCommunityGrows (insert photos of staff)

**Agency sample posts for Instagram:**

• How has (Insert park/facility/agency name) improved the quality of your life or the lives of those in your community? Share it with us and @nrpa in the comments below! #WhereCommunityGrows (insert photo from an event, program, etc.)

• Park quantity, quality and accessibility are predictors of overall well-being. Has parks and recreation made you happier and healthier? Share with us and @nrpa Association as we celebrate the #PowerofParks during Park and Recreation Month! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 #OurCommunityGrows

**July 9-15: Growth Through Environmental Resilience**

**Agency sample posts for Facebook:**

• Trees and vegetation in parks help reduce air pollution directly by removing pollutants and reducing air temperature. Come take a breath of fresh air at (Insert park/facility/agency name) as we celebrate #WhereCommunityGrows with @National Recreation and Park Association! #ParkandRecMonth23

• 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 celebrate the value parks bring to our community. #WhereCommunityGrows (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 celebrate how #OurCommunityGrows towards a more climate ready future through parks and recreation! #WhereCommunityGrows #ParkandRecMonth #ParkandRecMonth23 (insert photo from activity/event/natural environment in your parks)

**Agency sample posts for Twitter:**

• Trees and vegetation in parks help reduce air pollution directly by removing pollutants and reducing air temperature. Come take a breath of fresh air at (Insert park/facility/agency name) as we celebrate #WhereCommunityGrows with @NRPA_news!
• Did you know that parks help keep your town/community cooler? Join us and @NRPA_news this month to cool down and celebrate #WhereCommunityGrows during #ParkandRecMonth23.

• 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 celebrate how #OurCommunityGrows towards a climate ready future through parks and recreation. #WhereCommunityGrows #ParkandRecMonth23 (insert photo from activity/event/natural environment in your parks)

Agency sample posts for Instagram:

• Trees and vegetation in parks help reduce air pollution directly by removing pollutants and reducing air temperature. Come take a breath of fresh air at (Insert park/facility/agency name) as we celebrate #WhereCommunityGrows with @nrpa! (insert photo from activity/event/natural environment in your parks)

• 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 @nrpa this month to cool down and celebrate the value parks bring to our community. #WhereCommunityGrows (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 celebrate how #OurCommunityGrows towards a climate ready future through parks and recreation. #WhereCommunityGrows #ParkandRecMonth23 (insert photo from activity/event/natural environment in your parks)

July 16-22: Growth Through Economic Impact/Employment Opportunities

Agency sample posts for Facebook:

• The more than 10,000 local park and recreation agencies across the United States employ more than 160,000 full-time and hundreds of thousands part-time and seasonal park and recreation professionals. To all those who build better parks, thank you! #OurCommunityGrows because of you. #WhereCommunityGrows #ParkandRecMonth23 (insert photos of staff)

• 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 spend their summers working with us, #OurCommunityGrows because of you! Join us and @National Recreation and Park Association in celebrating
them #ParkandRecMonth23. #WhereCommunityGrows (insert photos of staff)

**Agency sample posts for Twitter:**

- Local park and rec agencies across the U.S. employ more than 160,000 full-time and hundreds of thousands part-time and seasonal park and rec professionals. To all those who build better parks, thank you! #OurCommunityGrows because of you. #WhereCommunityGrows #ParkandRecMonth23 (insert photos of staff)

- This summer, our agency employs (X number) of young adults and teens. We’re so grateful for young people who spend their summers working with us, #OurCommunityGrows because of you! Join us and @NRPA_news in celebrating them for #ParkandRecMonth23! #WhereCommunityGrows (insert photos of staff)

**Agency sample posts for Instagram:**

- The more than 10,000 local park and recreation agencies across the United States employ more than 160,000 full-and hundreds of thousands part-time and seasonal park and recreation professionals. To all those who build better parks, thank you! @nrpa #WhereCommunityGrows #ParkandRecMonth23 (insert photos of staff)

- 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 spend their summers working with us, #OurCommunityGrows because of you! Join us and @nrpa in celebrating them #ParkandRecMonth23. #WhereCommunityGrows (insert photos of staff)

**July 23 - 29: Our Community Grows Through; Celebrate your activities, programs, events and people.**

**Agency sample posts for Facebook:**

- Since the foundation of (Insert park/facility/agency name) in (X year), we have grown so much as a community! @National Recreation and Park Association #WhereCommunityGrows (Insert first photo of park/facility and recent photo)

- #OurCommunityGrows through the #PowerofParks! Share your park and recreation stories with us and @National Recreation and Park Association as we celebrate #WhereCommunityGrows (insert photos of community/city/town/parks/trails/rec centers)
**Agency sample posts for Twitter:**

- **#OurCommunityGrows** because of *(Insert park/facility/agency name)! @NRPA_news #WhereCommunityGrows *(Insert first photo of park/facility and recent photo)*

- **#OurCommunityGrows** through the #PowerofParks! Share your park and recreation stories with us and @NRPA_news as we celebrate #WhereCommunityGrows *(insert photos of community/city/town/parks/trails/rec centers)*

**Agency sample posts for Instagram:**

- **#OurCommunityGrows** because of *(Insert park/facility/agency name)! Since our foundation in *(X year)*, we have seen so much progress in *(Insert key areas of growth)* across our community. @nrpa #WhereCommunityGrows *(Insert first photo of park/facility and recent photo)*

- **#OurCommunityGrows** through the #PowerofParks! Share your park and recreation stories with us and @nrpa as we celebrate #WhereCommunityGrows *(insert photos of community/city/town/parks/trails/rec centers)*

**July 30 - 31: The Seeds We’ve Planted; Wrap up and reflect on the month, where is your community going/growing due to parks and recreation?**

**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.

- Share how your community is planting seeds for the future, to further foster community growth through the power of parks and recreation. Think about the seven dimensions of well-being in your park and recreation system (cultural, economic, emotional, environmental, intellectual, physical and social).
Throughout July

**Agency sample posts for Facebook:**

- July is Park and Recreation Month and #OurCommunityGrows at (insert park/facility/agency name)! #WhereCommunityGrows (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! #WhereCommunityGrows (insert a link to the event details on your website)

**Personal sample posts for Facebook:**

- It’s Park and Recreation Month and this July, as a [Job Title] at [Agency Name], I’m excited to foster growth in my community through parks and recreation in [city/town/state]! #WhereCommunityGrows

**Agency sample posts for Twitter:**

- Join us and @NRPA_news to celebrate #WhereCommunityGrows 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! #WhereCommunityGrows (insert a link to the event details on your website)

**Personal sample posts for Twitter:**

- Happy Park and Rec Month! As a [Job Title] at (Agency Name), I’m thrilled to celebrate the growth my community sees through parks and recreation. #WhereCommunityGrows @NRPA_news

**Agency sample posts for Instagram:**

- July is Park and Recreation Month! #OurCommunityGrows at (insert park/facility/agency name)! #WhereCommunityGrows (insert staff photos)
- Stop by (insert event location event and time) as we celebrate @nrpa’s #ParkandRecMonth23! #WhereCommunityGrows (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 have fostered growth for my community by providing essential services and helping people create memories that last a lifetime. @nrpa #WhereCommunityGrows (share photo of yourself at work)
- July is Park and Recreation Month, and as a park and recreation professional, I’m excited share how #OurCommunityGrows through parks and recreation! @nrpa #WhereCommunityGrows (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 (tag NRPA and include #WhereCommunityGrows, along with the hashtags below):

- **#MondayMood** – Parks and recreation is proven to improve mental wellbeing. Share how access to green space has made you feel a little brighter and happier on Monday!
- **#TrailsTuesday** – Does everyone in your community know how to get to your parks or trails? Share locations where your followers can visit!
- **#WellnessWednesday** – Highlight the programs, activities and spaces that foster cultural, economic, emotional, environmental, intellectual, physical and social growth in your community.
- **#ThrowbackThursday or #TBT** – Use throwback photos or before-and-after photos of pollinator gardens, playground renovations, conservation areas, accessible equipment, and all the ways your community has grown over the years.
- **#FrameItFriday** – Have a stunning photo of one of your parks? Share the frame-able photos on Friday!
- **#StaffSaturday** - Want a dedicated day to highlight staff? Use Saturday to give your team a shoutout! Especially those who work weekends to keep our parks open, safe and fun!
- **#SundayFunday** – Take some fun selfies with your friends and family doing the activities you love in your local parks!

General Social Media Guidance

- **Polish Your Language**
  Use good punctuation and spelling so that your messages will be easily understood. When dealing 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 one Instagram post a day and three Facebook posts a week. You can increase your postings over time, just try to avoid posting inconsistently.

- **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.

- **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**
  A single tweet inviting people to your parks or recreation centers may not do the trick — 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.” And, most importantly, always remember to share stories from your community members!
Thank you to our 2023 Park and Recreation Month sponsors:

**ACTIVE Network**, a Global Payments company, is the premier global marketplace for activities and events, connecting participants and activity organizers while offering intelligence solutions through its industry-leading data and insights platform. The enterprise-level ACTIVWORKs platform offers organizers advanced SaaS technology that streamlines the administration of activities and events. The ACTIVE Network Activity Cloud platform combines intelligence solutions and data tools to provide actionable insights that help organizers better manage their events and increase both revenue and participation. Founded in 1999, ACTIVE Network is headquartered in Dallas, Texas, with offices throughout North America, Europe and Asia.

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**Merrell**

Merrell exists to share the simple power of being outside. They believe the trail is for everyone. The goal is to provide thoughtfully designed, rigorously tested products that over-deliver on performance, versatility, and durability. Learn more at Merrell.com.
Thank you for helping us celebrate and spread the word about Park and Recreation Month!

#WhereCommunityGrows