



NATIONAL RECREATION  
AND PARK ASSOCIATION

*Presented by*

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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 **#WhereYouBelong** and **#ParkAndRecMonth2024**.

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 Toolkit Questions***

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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 2024 Fact Sheet

- This year’s Park and Recreation Month theme — **“Where You Belong”** — celebrates the many ways park and recreation professionals across the country foster a sense of belonging in their community by providing welcoming and inclusive programs, essential services for all ages and abilities, and safe, accessible spaces to build meaningful connection
- During Park and Recreation Month, NRPA encourages park and recreation agencies to showcase the ways in which they contribute to strong, vibrant and resilient communities all year and how community members can support their local agency’s work.
- This July let’s unite and share the many reasons why local parks and recreation truly embodies the essence of belonging. Together, we can demonstrate why these spaces are Where You Belong.
- In addition to encouraging community members to visit local parks or recreation areas during July, you can get involved in Park and Recreation Month by:
  - Officially proclaiming July as Park and Recreation Month in your community using the [proclamation template](#)
  - Using the [official logo](#) and the hashtag **#WhereYouBelong** on social media
  - Sharing stories from your community members about how parks and recreation benefits their lives on social media with the hashtag **#WhereYouBelong**
  - Participating in [Park and Recreation Professionals Day](#) on July 19, 2024
  - Downloading the official [Park and Recreation Month poster](#) and hanging it up, taking pictures with it or sharing copies with your community
  - Submitting a photo for the [Parks & Recreation magazine cover contest](#)
- Learn more about Park and Recreation Month and find additional resources at [nrpa.org/July](https://nrpa.org/July).
- Join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) with **#WhereYouBelong**.

## NRPA 2024 Park and Recreation Month Key Messages

### *General Key Messages*

- Since 1985, the United States has 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 — who 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 nationwide are recognizing the month with summer programs, events, contests, commemorations and celebrations.
- The services that park and recreation professionals provide are vital to 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.

### *2024 Key Messages*

- It’s time to share why parks and recreation is *Where You Belong!* We’re celebrating Park and Recreation Month this July by highlighting all the ways parks and recreation builds belonging in communities across the country.
- NRPA encourages all people to share how parks and recreation has improved their lives on social media using **#WhereYouBelong**.
- For more information visit [nrpa.org/july](https://nrpa.org/july).

## Supporting Key Research

Messages promoting support for parks and recreation:

- According to [NRPA's 2023 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.
  - More than 280 million people in the United States visited a local park or recreation facility at least once during the past year.
  - Seven in 10 U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes.
  - In the United States, 84 percent of adults seek high-quality parks and recreation when choosing a place to live.
  - Eighty-eight percent of U.S. adults agree it is vital for local park and recreation agencies to engage with every member of their community to ensure offerings meet their needs.
  - Visitors who find their parks and recreation facilities to be inclusive visit these areas nearly two times as often as those who do not hold this view.
- According to a [2023 NRPA Park Pulse poll](#), nearly nine in 10 U.S. adults look to their local park and recreation agency to take the necessary steps to ensure everyone in their community feels welcome. This is especially important to parents and individuals who identify as Black.
- 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.
- Nine in 10 adults agree that their local and state governments must sufficiently fund local park and recreation agencies to ensure every community member has access to the amenities, infrastructure and programming offered.

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 fosters belonging through 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.
- 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 United States, 92 percent of adults say they experience a positive mental health boost after spending time at their local parks.
- Parks and recreation is a leading provider of healthy meals, nutrition services and education.
- 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 believe it is helpful that they and their families have access to the outdoors and nature during stressful times.
- Park and recreation professionals play a key role in ensuring all community members have equitable opportunities to get active.

### Messages promoting how parks and recreation fosters belonging through 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 who 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 also that parks contribute to overall urban cooling — parks make our cities more comfortable in the summer!
- According to a [2023 NRPA Park Pulse poll](#), 84 percent of U.S. adults support their local park and recreation department undertaking or continuing environmental provisions or natural disaster prevention methods in their community.
- 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.
- 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.

#### Messages promoting how parks and recreation contributes to economic opportunity:

- According to NRPA's [The Economic Impact of Local Parks](#) report, local public park and recreation agencies in the United States generated nearly \$201 billion in economic activity and supported almost 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021.
- The outdoor recreation economy, which includes local parks and recreation, accounted for \$563 billion of the 2021 U.S. Gross Domestic Product (GDP), or 2.2 percent of the U.S. economy.
- Ninety-two 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 326,000 full-time and part-time employees in 2021, according to the U.S. Census Bureau. That translates to almost \$41 billion of operations spending by the nation's more than 10,000 local park and recreation agencies.



- According to a [2023 NRPA Park Pulse poll](#), 84 percent of U.S. adults indicate proximity to high-quality parks, playgrounds, open spaces or other recreation facilities is important when choosing a neighborhood or area in which 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 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.
- 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.

## 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 involvement in Park and Recreation Month and what activities or programs you are offering throughout July, customize the media advisory and press release templates and distribute them to appropriate reporters, bloggers and broadcast media in your local area.

#### **May: Get prepped and find your reporters!**

- 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 news/events. 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.
- Search online or on social media for bloggers/influencers in your area. They can help share your news and events to help gain broader visibility.

#### **June: Fine tune your outreach pieces and release**

- Once you have your outreach list together, prepare outreach pieces. These could include email or phone talking points, a media advisory or a press release.
  - Use the key messages in this toolkit to create your talking points. Pick out a few compelling messages to tell the reporter, blogger or influencer why Park and Recreation Month is important! Keep these on hand for outreach and for interviews, too.
- Create an advisory pre-event to help draw people to your event! This should include information about the event (what the event is, when it is taking place, where it is happening and how people can attend — is pre-registration required? Is there a cost?). Be sure to provide as many details that you can! Send the media advisory at least a week in advance of your event.
- 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 your press release

- Send the press release out at the end of June or beginning of July to journalists and reporters, and to TV/radio stations approximately three to five 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. Feel free to ask if they have a photographer on staff who might want to snap some photos, too.
- 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 your talking points ready and be prepared to answer questions about why your event or story is a “must see/cover.”

## 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 you can, offer footage from the event or high-resolution photos.

## *Tips and Tactics*

- Remember that timeliness are 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!

# [GROUP LOGO/LETTERHEAD]

MEDIA ADVISORY

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

[Agency Name] to Kick Off Park and Recreation Month at [Park/Facility/Event Name]  
[Add a second-line description for a special appearance by a 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.]

WHEN: [Date/Time]

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

WHERE: [Location/Address - Provide parking information, if relevant.]

WHY: *For nearly 40 years, the nation has celebrated Park and Recreation Month in July to promote building strong, vibrant and resilient communities through the power of parks and recreation. This month is dedicated to recognizing and celebrating the more than 160,000 full-time park and recreation professionals — along with hundreds of thousands of part-time and seasonal workers and volunteers — who maintain our country’s local, state and community parks.*

*This year’s theme — “**Where You Belong**” — celebrates the many ways park and recreation professionals across the country foster a sense of belonging in their community by providing welcoming and inclusive programs, essential services for all ages and abilities, and safe, accessible spaces to build meaningful connections.*

For more information, go to [nrpa.org/july](http://nrpa.org/july) or search Twitter and Instagram using **#WhereYouBelong**.

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

###

## Template 2024 Park and Recreation Month Pre-Event Press Release

# [GROUP LOGO/LETTERHEAD]

FOR IMMEDIATE RELEASE

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

This July, Celebrate ‘Where You Belong’ 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 who supports parks and recreation to share how it has fostered belonging, as well as why their local park and recreation professionals are important to them, on social media with **#WhereYouBelong**.

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

## 2024 Park and Recreation Month Social Media Materials

### Sample Social Media Posts

If you have social media platforms like Facebook, X/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](#)
- X/Twitter: [@NRPA\\_news](#)
- Instagram: [@nrpa](#)
- LinkedIn: [@National Recreation and Park Association](#)

### Official 2024 Park and Recreation Month Hashtags:

- **#WhereYouBelong**
- **#WhereIBelong**
- **#ParkandRecMonth**
- **#ParkandRecMonth24**

### 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 \(June 30-July 6\)](#)**: Kick off Park and Recreation Month
- **[Week 2 \(July 7-13\)](#)**: Being an Advocate for Belonging: How fostering diversity, equity and inclusion builds community for all
- **[Week 3 \(July 14-20\)](#)**: “Fit” In: Highlight the Health and Wellness programs that re-kindle belonging through community, inclusion, and self-assurance
- **[Week 4 \(July 21-27\)](#)**: A Kinship With the Land: Promoting nature connectedness through harmony with the environment
- **[Week 5 \(July 28-August 3\)](#)**: Belonging today, tomorrow and beyond; wrap up and reflect on the month; where is your community going 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](#) and [Park and Recreation Professionals Day \(July 19\)](#).

## June 30-July 6: Kick off Park and Recreation Month

### Agency sample posts for Facebook/LinkedIn:

- Are you ready for the best month of the year? This July, we are celebrating the people, spaces and programs that create a sense of belonging in (insert park/facility/agency name). Join us and @National Recreation and Park Association as we uplift #WhereYouBelong! #ParkandRecMonth #ParkandRecMonth24 (insert staff photos)
- Join us and @National Recreation and Park Association as we celebrate #WhereYouBelong during Park and Recreation Month! #ParkandRecMonth #ParkandRecMonth24 (share the Park and Recreation Month poster image or graphics)
- Swing 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 #WhereYouBelong (insert a link to the event details on your website)

### Agency sample posts for X/Twitter:

- This July, we are celebrating the people, spaces and programs that create a sense of belonging at (insert park/facility/agency name). Join us and @NRPA\_news as we celebrate #ParkandRecMonth24! (insert Park and Recreation Month logo or graphics)
- Seven in 10 U.S. residents have at least one local park, playground, open space or recreation center within walking distance of their homes. @NRPA\_news #WhereYouBelong #ParkandRecMonth24

### Agency sample posts for Instagram:

- Get ready for another amazing Park and Recreation Month! This July, we are celebrating the people, spaces and programs that create a sense of belonging at (insert park/facility/agency name). Join us and @nrpa in celebrating! #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 (insert staff photos or Park and Recreation Month graphics or both)
- Create a new park memory at (insert event location event and time) and help us celebrate Park and Recreation Month! @nrpa #ParkandRecMonth #ParkandRecMonth24 #WhereYouBelong (insert a photo of the event details)

## July 7-13: Being an Advocate for Belonging: How fostering diversity, equity, and inclusion builds community for all

### Agency sample posts for Facebook/LinkedIn:

- At (insert park/facility/agency name) we offer diverse and inclusive programming, allowing recreation opportunities for all! Making (insert park/facility/agency name) @National Recreation and Park Association #WhereYouBelong. #ParkandRecMonth



#ParkandRecMonth24 (insert photos of services provided)

- When people see themselves — their cultures, languages and identities — reflected in a park, they come back. The connection moves beyond an initial introduction to a sense of belonging. At (insert park/facility/agency name), we work to foster a sense of belonging across our community. Did you know we offer (insert lesser-known activities/programs) and more? @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 (insert photo from activity/event)
- Our staff is constantly working hard to ensure everyone has a safe, memorable experience at (insert park/facility/agency name)! @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 (insert photos of staff)
- Visitors who find their parks and recreation facilities to be inclusive visit these areas nearly two times as often as those who do not hold this view. (Insert park/facility/agency name) hopes to be a safe space to all of you! @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24

#### *Agency sample posts for X/Twitter:*

- We are (insert park/facility/agency name) and this is #WhereYouBelong. Did you know we offer (insert activities/programs) and more? @NRPA\_News #ParkandRecMonth24 #ParkandRecMonth (insert photo from activity/event)
- We provide inclusive and safe spaces to all people in (insert city/town/state). That's the #PowerOfParks! #ParkandRecMonth24 #WhereYouBelong @NRPA\_News (insert Park and Recreation Month logo or graphics)
- Ninety-two percent of park and recreation agencies offer DEI education and resources to their staff. (Insert park/facility/agency name) is proud to be one of those agencies! #WhereYouBelong @NRPA\_News
- More than nine in 10 park and recreation leaders agree that it is important to address park and recreation inequities. (Insert park/facility/agency name) aims to bridge gaps and build belonging for all! @NRPA\_News #ParkandRecMonth #WhereYouBelong
- Our staff at (park/facility/agency name) is working hard to ensure spaces and programs are a safe and inclusive experience for everyone! @NRPA\_News #WhereYouBelong (insert photos of staff)

#### *Agency sample posts for Instagram:*

- Our diverse and inclusive programming is just one of the ways we foster belonging for all at (insert park/facility/agency name)! Did you know we offer (insert lesser-known

activities/programs) and more? @nrpa #WhereYouBelong. #ParkandRecMonth #ParkandRecMonth24 (insert photos of program/event/activity)

- Ninety-two percent of park and recreation agencies offer DEI education and resources to their staff. (insert park/facility/agency name) is proud to be one of those agencies! @nrpa #WhereYouBelong (insert photo of staff/agency/park)
- (Insert park/facility/agency name) is proud to offer spaces for community connection. Our staff is constantly working hard to ensure everyone has a safe, memorable experience at (insert park/facility/agency name)! @nrpa #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 (insert photos of staff)
- To all our loyal visitors, we hope to continue to offer welcoming spaces for all and extend a warm invite to newcomers! Visitors who find their parks and recreation facilities to be inclusive visit these areas nearly two times as often as those who do not hold this view. (Insert park/facility/agency name) hopes to be a safe space to all of you! @nrpa #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 (insert photo of facility/agency/park)

### July 14-20: “Fit” In: Highlight the Health and Wellness programs that re-ignite belonging through community, inclusion, and self-assurance.

#### Agency sample posts for Facebook/LinkedIn:

- The offerings at (insert park/facility/agency name) have not only allowed for enjoyable movement, but brought neighbors together through community classes, events and programs. How do you “fit” in at (insert park/facility/agency name)? @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth24 (insert photo of event/program/activity)
- More than 200 million people across the United States live within a 10-minute walk of at least one park or trail. (Insert park/facility/agency name) is pleased to provide our community with opportunities for movement and connection! @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth24 (insert photo from activity/event in your parks)
- Join us for one of our many fitness programs, or just stroll our trails and boost your physical health while connecting with community members! Fitting in, belonging, finding our communities can be challenging, (insert park/facility/agency name) is here as a resource for you! @National Recreation and Park Association #WhereYouBelong #ParkandRecMonth24 (insert photo from activity/event in your parks)

#### Agency sample posts for X/Twitter:

- Parks promote positive mental health by providing access to nature and encouraging recreational and sporting activity. Come take a breath of fresh air at (insert park/facility/agency name) as we celebrate #WhereYouBelong with @NRPA\_news!
- Park and recreation professionals manage a wide variety of facilities and features at their agencies. (Insert park/facility/agency name) is pleased to offer an array of ways for our community members to “fit” in! @NRPA\_News #WhereYouBelong
- Did you know we offer adaptive sports programs? (Insert park/facility/agency name) aims to bring healthy, fun offerings to all folks in the (insert city/town/community name) community! @NRPA\_News #WhereYouBelong

#### *Agency sample posts for Instagram:*

- The offerings at (insert park/facility/agency name) have not only allowed for enjoyable movement, but brought neighbors together through community classes, events, and programs. How do you “fit” in at (insert park/facility/agency name)? @nrpa #WhereYouBelong #ParkandRecMonth24 (insert photo of event/program/activity)
- More than 200 million people across the United States live within a 10-minute walk of at least one park or trail. (Insert park/facility/agency name) is pleased provide our community with opportunities for movement and connection! @nrpa #WhereYouBelong #ParkandRecMonth24 (insert photo from activity/event in your parks)
- Join us for one of our many fitness programs, or just stroll our trails and boost your physical health while connecting with community members! Fitting in, belonging, finding our communities can be challenging, (Insert park/facility/agency name) is here as a resource for you! @nrpa #WhereYouBelong #ParkandRecMonth24 (insert photo from activity/event in your parks)

#### **July 21-27: A Kinship With the Land: Promoting nature connectedness through harmony with the environment.**

#### *Agency sample posts for Facebook/LinkedIn:*

- (Insert agency name)'s parks can be used to foster a love and appreciation of nature. With programs and activities like (insert environmental programs/activity/event), we are connecting more community members with the outdoors every day! @National Recreation and Park Association #WhereYouBelong #ParksandRecMonth24 (insert photo of park or environmental activity)
- Our parks aren't just 'Where You Belong,' they are home to many flora and fauna that provide the foundation for a healthy ecosystem. When you visit (insert park name), what plants or

critters are you always excited to see? @National Recreation and Park Association  
#WhereYouBelong #ParkandRecMonth24 #ParkandRecMonth (Insert photo of wildlife/plants)

- Six in seven U.S. adults support their local park and recreation agency's environmental initiatives, including wildlife conservation, educating the public on environmental issues, natural resource management, mitigating the impacts from climate change, nurturing pollinator habitats and managing land for flood mitigation. To all who have supported (insert park/facility/agency name)'s environmental initiatives, thank you! We hope to continue to advance the well-being of our community's environment through resources and programs like (insert environmental resources/programs). @National Recreation and Park Association  
#WhereYouBelong #ParkandRecMonth24 (Insert photo of environmental activity)

#### *Agency sample posts for X/Twitter:*

- Our parks aren't just 'Where You Belong,' they are home to many flora and fauna that provide the foundation for a healthy ecosystem. #WhereYouBelong #ParkandRecMonth24 #ParkandRecMonth @NRPA\_News (Insert photo of wildlife/plants)
- This week, explore your place in nature in our little pocket of wilderness, (insert park name). #WhereYouBelong #ParkandRecMonth #ParkandRecMonth24 @NRPA\_News (insert photos of park)
- (Insert park/facility/agency name) works hard to bring engaging and thoughtful opportunities for all community members to experience the power of parks and nature. Explore some of our resources and events: (Link to programs/events/activities/resources) #WhereYouBelong @NRPA\_News

#### *Agency sample posts for Instagram:*

- This week, explore your place in nature in our little pocket of wilderness, (Insert park name). (Insert agency name)'s parks can be used to foster a love and appreciation of nature. With programs and activities like (insert environmental programs/activity/event), we are connecting more community members with the outdoors every day! @nrpa #WhereYouBelong #ParksandRecMonth24 (Insert photo of park or environmental activity)
- Our parks aren't just 'Where You Belong,' they are home to many critters and plants that provide the foundation for a healthy ecosystem. Visit (insert park name) to explore some of the local ecology! @nrpa #WhereYouBelong #ParkandRecMonth24 #ParkandRecMonth (Insert photo of wildlife/plants)
- Six in seven U.S. adults support their local park and recreation agency's environmental initiatives, including wildlife conservation, educating the public on environmental issues, managing natural resource, mitigating the impacts from climate change, nurturing pollinator habitats and managing land for flood mitigation. To all who have supported (insert

**park/facility/agency name**'s environmental initiatives, thank you! We hope to continue to advance the well-being of our community's environment through resources and programs like **(insert environmental resources/programs)**. @nrpa #WhereYouBelong #ParkandRecMonth24 **(Insert photo of environmental activity)**

### July 28-August 3: Belonging today, tomorrow and beyond; Wrap up and reflect on the month, where is your community going due to parks and recreation?

#### Agency sample posts for Facebook/LinkedIn:

- Since the foundation of **(insert park/facility/agency name)** in **(X year)**, we have provided the **(Town/city)** community with safe, inclusive places to play and learn! @National Recreation and Park Association #WhereYouBelong **(Insert first photo of park/facility and recent photo)**
- **(Insert park/facility/agency name)** is a resource for all community members! Share your park and recreation stories with us and @National Recreation and Park Association as we celebrate #WhereYouBelong **(insert photos of community/city/town/parks/trails/rec centers)**

#### Agency sample posts for X/Twitter:

- With **(Number of parks/facilities)** and diverse program offerings, **(insert park/facility/agency name)** is 'Where You Belong'! @NRPA\_news #WhereYouBelong **(Insert first photo of park/facility and recent photo)**
- All **(town/city)** community members belong at **(insert park/facility/agency name)**! Share your park and recreation stories with us and @NRPA\_news as we celebrate #WhereYouBelong **(Insert photos of community/city/town/parks/trails/rec centers)**

#### Agency sample posts for Instagram:

- We hope to have provided and continue to provide, safe spaces for all of our neighbors in **(town/city)**. Share your park and recreation stories with us and @nrpa as we celebrate 'Where You Belong' this month! #WhereYouBelong **(Insert first photo of park/facility and recent photo)**
- Looking forward to classes, events, and programs where we can connect with the community is one of our favorite perks of the job! With **(number of parks/facilities)** and diverse program offerings, **(insert park/facility/agency name)** is 'Where You Belong'! @nrpa #WhereYouBelong **(insert photos of community/city/town/parks/trails/recreation centers)**

#### 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 fostering belonging for the future 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).

## Park and Recreation Professionals Day (July 19)

### *Agency sample posts for Facebook/LinkedIn:*

- [Insert agency name] wouldn't be the wonderful resource it is without our incredible staff! We are so thankful for the team we've built and the passion that drives their work forward every day. Show [insert agency name]'s staff some love and visit [insert park/facility name] on July 19 as we celebrate Park and Recreation Professionals Day! #WhereYouBelong #NRPAParkandRecDay [Insert image of staff]
- Share your favorite [insert agency name] staff moment! Today is Park and Recreation Professionals Day and we want to highlight the meaningful impact our staff has made across [city/town/community name]. #WhereYouBelong #NRPAParkandRecDay [Insert quote from community/story/community photo]

### *Agency sample posts for Twitter/X:*

- Thank you to [insert agency name] staff! You make [city/town/community name] a better place to live. #WhereYouBelong #NRPAParkandRecDay [Insert image of staff]
- Happy Park and Recreation Professionals Day! We are so grateful for this team and all they do to make [insert park/facility name] #WhereYouBelong! [Insert image of park/facility/community] #NRPAParkandRecDay

### *Agency sample posts for Instagram:*

- Can we get a round of applause for the [insert agency name] staff? They work hard each day to provide safe, inclusive spaces and resources for everyone in [city/town/community name]. Join [insert agency name] on July 19 to celebrate Park and Recreation Professionals Day at [insert park/facility name]! #WhereYouBelong #NRPAParkandRecDay [Insert image of staff]
- Happy Park and Recreation Professionals Day! Thank you to [insert agency name] staff! We are so grateful for this team and all they do to make [insert park/facility name] #WhereYouBelong! Share your favorite moment with [insert agency name] staff! [Insert quote from community/story/community photo] #NRPAParkandRecDay

## Throughout July

### *Agency sample posts for Facebook/LinkedIn:*

- July is Park and Recreation Month and (insert park/facility/agency name) is ‘Where You Belong!’ #WhereYouBelong @National Recreation and Park Association (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! @National Recreation and Park Association #WhereYouBelong (insert a link to the event details on your website)

*Personal sample posts for Facebook/LinkedIn:*

- It’s Park and Recreation Month and this July, as a (job title) at (agency name), I’m excited to foster belonging in my community through parks and recreation in (city/town/state)! (Insert park/facility/agency name) is #WhereIBelong and #WhereYouBelong! @National Recreation and Park Association

*Agency sample posts for X/Twitter:*

- Join us and @NRPA\_news to celebrate #WhereYouBelong 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! @NRPA\_News #WhereYouBelong (insert a link to the event details on your website)

*Personal sample posts for X/Twitter:*

- Happy Park and Rec Month! As a (job title) at (agency name), I’m thrilled to celebrate the belonging and community that is built through parks and recreation. #WhereYouBelong @NRPA\_news

*Agency sample posts for Instagram:*

- July is Park and Recreation Month! At (insert park/facility/agency name), we create spaces where all of (city/town) feels included and safe, to truly foster a sense of belonging and community! #WhereYouBelong (insert staff photos)
- Stop by (insert event location event and time) as we celebrate @nrpa’s #ParkandRecMonth24! #WhereYouBelong (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 belonging for my community by providing essential services and helping people create memories that last a lifetime. @nrpa #WhereYouBelong (share photo of yourself at work)
- July is Park and Recreation Month, and as a park and recreation professional, I’m excited to

amplify the sense of community and belonging that is built through parks and recreation!  
@nrpa #WhereYouBelong **(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 **#WhereYouBelong**, along with the hashtags below):

- **#MondayMingle** – Park and recreation agencies provides spaces for community connection, share some programs, events and activities that have brought your neighbors together!
- **#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 belonging in your community. Turn to the [Seven Dimensions of Well-being](#) for ideas!
- **#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.
- **#FloraFaunaFriday** – Share captivating images of the ecology in your local parks! These spaces are where we belong, and the critters that build healthy ecosystems for all!
- **#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 to 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 2024 Park and Recreation Month sponsors

## Presenting Sponsor:



[The U.S. Tennis Association \(USTA\)](#) is the national governing body for the sport of tennis and the leader in promoting and developing the sport's growth on every level in the United States, from local communities to the crown jewel of the professional game: the US Open. The USTA is a progressive and diverse not-for-profit organization whose volunteers, professional staff and financial resources support a single mission: to promote and develop the growth of tennis. The USTA is organized into 17 geographical sections, with more than 680,000 individual members and more than 7,000 organization members, thousands of volunteers, and a professional staff, all dedicated to growing the game.

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## Champion Sponsor:



[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 ACTIVEWorks 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.

**Thank you for helping us  
celebrate and spread the  
word about Park and  
Recreation Month!**

**#WhereYouBelong**



NATIONAL RECREATION  
AND PARK ASSOCIATION