



Sample Messaging

Hashtag: #10minwalk
Website: www.10minutewalk.org

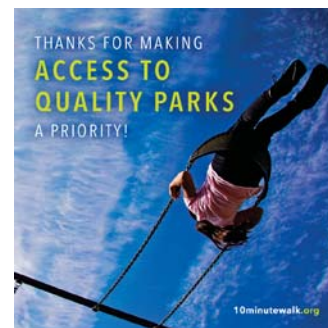
How to introduce the campaign:

Hi I'm [NAME], from [Organization]. We are leading a national campaign to ensure everyone has a great park within a 10-minute walk of home.

Social media guidance and suggested posts:

Don't forget:

- Always use the #10minwalk hashtag
- Tag partners
 - Twitter @TPL_org, @UrbanLandInst, @NRPA_News
 - Facebook @tpl.org, @UrbanLandInstitute, @NationalRecreationandParkAssociation
 - Instagram @trustforpublicland, @urbanlandinstitute, @nrpa
- Need some inspiration for your post?
Head to your favorite park and take a selfie or Facebook Live when you get there!
- 1. Stay tuned to The Trust for Public Land, National Recreation and Park Association and Urban Land Institute's social channels and re-share our posts on your personal networks on Facebook, Instagram, Twitter, and LinkedIn
- 2. Feel free to create your own posts on social media using this suggested language:
 - o Invitation: Everyone should have a #10minwalk to a park! Learn more about this awesome campaign to support park access for all. www.10minutewalk.org
 - o Thanks [@MayorNAME] for leading on access to quality parks for ALL! It's about healthier and happier communities. #10minwalk
 - o Benefits: Having a #10minwalk to a park = better quality of life and health, environmental, economic, and community benefits. www.10minutewalk.org.



10-MINUTE WALK

Email

Hi Friends!

I am so excited to announce the launch of a new campaign to bring parks to the communities that need them most. The Trust For Public Land, the National Recreation and Park Association, and the Urban Land Institute—along with more than 130 supportive mayors from across the country—are leading an unprecedented effort to improve access to quality parks and green spaces for all Americans: because everyone deserves a quality park within a 10-minute walk of home!

More than 130 mayors have endorsed this standard – leaders of cities large and small all across America – including [INSERT MAYORS FOR YOUR REGION]. In addition, The U.S. Conference of Mayors is also supporting this effort. This is a tremendous first step in a long-term campaign to dramatically improve access to parks in communities nationwide. You can learn more at www.10minutewalk.org.

Please join us to celebrate this launch, and in particular, to thank the mayors who have stepped up to lead on this important issue. Send a Tweet or Facebook post, or do it the old-fashioned way over the phone or with a letter to the editor. Let our mayor know that we appreciate [him/her] as a champion for parks and open spaces. You can copy and paste the below message, or stay tuned to @TPL_org on twitter or www.facebook.com/tpl.org and share our posts!

Suggested language: Proud of [@Mayor] and [@City] for being a champion for parks and open spaces for our community. Everyone should have access to a quality park within a #10minwalk.

Thank you for your continued advocacy on behalf of parks!
[NAME]

Phone/Letter to the editor talking points

- Thank you for joining the 10-minute walk parks advocacy campaign. Your leadership on parks means a lot to me personally and makes a big difference for our community!
- The benefits of parks are well established and important—from economic value to environmental benefits, community building to health. Our city and our residents are grateful to be part of this big national initiative!