



Campaign

Are you planning any Environmental-focused activities during the month of April? Check out our Earth Month Campaign and add in some messaging to round out your marketing efforts!



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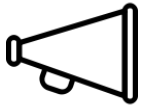
[Sample Posts](#)

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Quickstart Checklist

Use the following checklist to help promote the **Earth Month** Campaign.



Use **social media** to educate your community about the value and benefits of community parks. *See sample posts on page 7.*



Follow **FRPA** on Facebook, Twitter and Instagram to get all the latest campaign updates. *See how to connect on page 7.*



Visit your favorite park and **take a photo** to show why you love local parks and encourage others to do the same.



Use the **campaign hashtags** on social posts: #EarthMonth #ItStartsInParks #FRPA



Send a **news release** to local print and online newspapers, bloggers and radio personalities to promote your parks and encourage attendance. *Incorporate Messaging items into your press release.*



Use **email and newsletters** to promote your parks and encourage attendance. *Incorporate Messaging items into your press release.*



Connect with **involved citizens and influencers** in your community and encourage them to share information about **Earth Month** and your event(s). *See campaign talking points on page 5.*

Background

The Environment pillar of the Strategic Plan is crucial to sustaining our areas of work and play. Through implementation of the Strategic Plan, FRPA wishes to own the voice of environmental stewardship by establishing and cultivating partnerships with State and Federal agencies. The **Earth Month** campaign is designed to bring attention to the parks, beaches, waterfronts, and urban forest and demonstrate their value to communities we serve.

Toolkit Purpose and Overview

This toolkit includes tips, suggestions and messaging to help you promote your city's involvement in the **Earth Month** campaign. Use it to communicate the impact our parks have in your community and to encourage your community to promote your cause and help you take advantage of Earth Month in April.

FRPA will amplify your social media posts and traditional media coverage, so please share your efforts with us so we can promote your success!

Messaging

Following are suggested messages you can use to promote **Earth Month** Campaign.

Key Messages

- Parks are the cornerstone of nearly every community. They serve millions of people as places to get active, engage in healthy living, connect with nature and gather with loved ones to make memories and have a blast.
- By their nature, parks make our lives and communities better. When we support local parks, we help the environment, economy and our health thrive.
- During Earth Month, visit your favorite [**LOCAL COMMUNITY**] park with your family and go for a hike, enjoy a healthy picnic together, or find a new favorite playground!

Talking Points

- [**YOUR CITY**]'s parks connect kids and families with nature to protect the planet for future generations.
- [**YOUR CITY**]'s parks and programs allow kids and families to get outdoors, be active and have fun.

- During Earth Month, visit a [YOUR CITY] park with your family and go for a hike, enjoy a healthy picnic, or find a new favorite playground! Learn more about community parks at [YOUR PARKS WEBSITE]

Call to Action Messages

- During Earth Month, find out about the important role park professionals play for your community by visiting <http://www.frpa.org/strategicplan/environment>.
- Head out to your favorite local park and take a selfie by yourself or with your friends. Share why you love your park and encourage others to do the same. Use #EarthMonth and #ItStartsInParks

Social Media

Engage your community and share the great news about **Earth Month** on your social media networks throughout April.

Connect with FRPA on the following platforms, if you have not already. To tag on Facebook, Twitter and Instagram use the @ symbol and the “handle” or name. For example: @Florida Recreation and Park Association Inc. (Facebook) and @FRPA_ (Twitter)

FRPA

[Facebook](#) (FloridaRecreationandParkAssociation)

[Twitter](#) (@FRPA_)

It Starts In Parks

[Facebook](#)

[Twitter](#) (@ISIParks)

[Instagram](#) (ISIParks)

SnapChat (@ISIParks)

Sample Posts

Examples for Facebook

Selfies

- Show us how you play at our local parks. Take your best park selfie! #EarthMonth #ItStartsInParks [insert selfie related picture]
- This #EarthMonth show us how you have fun at local parks! #EarthMonth #ItStartsInParks [insert picture of people at one of your parks]
- Show us your best park selfie! #EarthMonth #ItStartsInParks [insert selfie related picture]

General

- Get outside this #EarthMonth and have fun at the park! #ItStartsInParks, [insert picture of people at one of your parks]
- Our local parks help make [YOUR CITY] awesome. Get outside and play at the park during #EarthMonth! #ItStartsInParks, [insert Earth month related picture]
- Parks help us learn and grow, so this #EarthMonth come hang at the park and let us know why you love them! #ItStartsInParks, [insert picture of kids exploring one of your parks]

Examples for Twitter

Selfies

- Show us what you love about our local parks. Visit your favorite park and show us your best #selfies! #EarthMonth #ItStartsInParks, [insert selfie related picture]
- This April, show us how you have fun at your local park with your best park selfie. #EarthMonth #ItStartsInParks, [insert picture of people at one of your parks]

General

- Parks are awesome! Visit your favorite park this #EarthMonth. #ItStartsInParks,
- This #EarthMonth, visit one of our local parks to get active and have fun! #ItStartsInParks,
- Parks make our community great! Visit your favorite local park this #EarthMonth! #ItStartsInParks,
- Learn more about how you can help improve a park in [YOUR CITY] this #EarthMonth: <http://www.frpa.org/strategicplan/environment> #ItStartsInParks,

Examples for Instagram

Use or modify any of the Facebook or Twitter suggestions for Instagram, but make sure to incorporate your visual in a way that makes sense. Remember to spell out the actual URL versus using a shortened version because post URLs aren't clickable. You may want to update your Instagram bio to reflect the contest and change your bio link to <http://www.frpa.org/strategicplan/environment>, which **will** link out to the page.

Hashtags to use: #EarthMonth #FRPA #ItStartsInParks

- [Selfie related graphic] Show us how you stay active at our local parks! Share your best park selfie. #EarthMonth #FRPA #ItStartsInParks

If you need more information or have questions about this toolkit, please contact us:

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