



We Need YOU!

Thank you for spreading the word about Amplify Austin, and helping us Amplify Austin's green spaces! With this packet, you'll help APF create buzz and coordinate a movement for our Amplify Austin campaign, and the best part is **it's super easy!**

HOW IT WORKS

Share the content below on the suggested days/times. Feel free to write your own posts, re-share our posts, or use what we've suggested below. Please read through the schedule below, paying special attention to the actual days of Amplify Austin (listed first).

HASHTAGS TO USE

We'll be using **#AmplifyAPF** and **#AmplifyATX** to track the campaign, but you can always **tag us** (@AustinParksFoundation on Facebook, or @austinparksfdn on Twitter and Instagram) so we can re-share your posts.

Sample Posts

PRE-AMPLIFY

Sample posts (feel free to copy and paste!):

Facebook

I'm supporting @Austin Parks Foundation for #AmplifyATX on Mar. 4th & 5th. If you love Austin's parks, trails and green spaces – join me! Make your gift today at bit.ly/amplifyapf2021 and help our city's parks! 🍀

Twitter and Instagram

#AmplifyATX begins at 6pm on March 4th! Will you join me & support [@austinparksfdn](#)'s work in our city's parks, trails and green spaces? Help our city's parks by making a donation today at bit.ly/amplifyapf2021! 🌳

Nextdoor/LinkedIn

Amplify Austin, our city's 24-hour fundraising event, begins at 6pm on March 4th. I've already made my donation to Austin Parks Foundation and you can too! If you love Austin's parks, trails and green spaces – join me in Amplifying Austin's green spaces. Make your gift today at bit.ly/amplifyapf2021!

E-mail to friends and family and co-workers

Hello All,

If you love Austin's cherished green spaces like I do, I hope you'll join me for a unique opportunity to support Austin Parks Foundation. APF is a deserving non-profit that does work in our neighborhood parks making them safe and accessible for everyone.

On March 4 & 5 APF is participating in #AmplifyATX, our city-wide giving day. APF set a goal of raising \$30,000 to support their volunteers, and continue to maintain and enhance our city parkland.

Will you help me reach this goal by making your gift today? Visit bit.ly/amplifyapf2021 to make your donation, and thanks for considering this important cause that is near and dear to my heart!

Sincerely,
[your name]

3/4 AMPLIFY DAY ONE

Sample Posts (feel free to copy/paste!)

Facebook

Help [@Austin Parks Foundation](#) amp up their #AmplifyATX game! You can support our parks, trails and greenspaces by visiting bit.ly/amplifyapf2021 to make your donation today!

Twitter & Instagram

Visit bit.ly/amplifyapf2021 and give to [@austinparksfdn](#) who helps Austin's parks, trails and green spaces! Giving is open now! #AmplifyAPF #AmplifyATX

Nextdoor/LinkedIn

URGENT: If you love Austin's parks, join me in Amplifying our city's green spaces. Make your gift today at bit.ly/amplifyapf2021! #AmplifyATX

E-mail to friends and family and co-workers

Last Call! APF Needs us!

URGENT: If you love Austin's parks and trails, join me in Amplifying our city's green spaces. Make your gift today at bit.ly/amplifyapf2021! #AmplifyATX

Please help Austin's parks with a gift of even \$10!

Sincerely,
[your name]

3/5- AMPLIFY DAY TWO

Sample Posts (feel free to copy/paste!)

Facebook

Friends! Today is the last day to donate to @Austin Parks Foundation through Amplify Austin! Support Austin's parks by making a gift at bit.ly/amplifyapf2021! #AmplifyATX

Twitter

Donate to @austinparksfdn before Amplify Austin ends! Support Austin's parks and trails today by making a gift at bit.ly/amplifyapf2021 to ! #AmplifyATX

Instagram

It's not too late! Make a gift to @austinparksfdn on their Amplify Austin page. Head to their profile and donate to support our city's beloved parks and green spaces! #AmplifyATX #PeoplePlusParks

**From all of us here at APF, THANK YOU for
Amplifying Austin's green spaces!**