



IT'S MY PARK DAY
THE FIRST SATURDAY OF MARCH & NOVEMBER

IT'S MY PARK DAY SPRING 2024 PROMOTION KIT

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- 5) [Shareable pre-made graphic](#) – digital image for use on social media, email and more.

HOW TO USE THIS KIT

This kit is to be used to spread the word about It's My Park Day Spring 2024 and to recruit volunteers. You can copy and paste any content below. If you have questions or suggestions – please email us at volunteer@austinparks.org

PLEASE DO

- Copy/paste anything from this kit to use on your neighborhood listserv, personal social profiles, etc.
- Use the provided flyers, posters, graphics as they are
- Let us know if there are other pieces your group would like and we will consider adding them to the shared folder
- Let us know if media like TV, radio or print outlets approach you so that we can support you and follow up with them
- Send your IMPD photos after the event

PLEASE DON'T

- Create your own graphics, logos, etc. for It's My Park Day. We want to keep the look of the event consistent city-wide so that people can see the huge impact you are making!
- Reach out to the media on your own. Our PR team will be pitching IMPD as a whole.
- Hesitate to let us know if there are other ways we could support your project and volunteer recruitment efforts!

GENERAL MESSAGING – IT'S MY PARK DAY SPRING 2024

For more than 20 years, It's My Park Day (IMPD) has provided thousands of volunteers the chance to give back to their parks while connecting with their neighbors and fellow park lovers!

Volunteer registration will open up Monday, February 5.

It's My Park Day is Austin Parks Foundation's largest city-wide volunteer event held the first Saturday of March and November. We invite thousands of volunteers to work on hundreds of improvement projects in parks and greenbelts throughout the city.

The volunteer labor on these days represents an investment of over a quarter of a million dollars for Austin's parks. More information is available at austinparks.org/IMPD. Thank you all so much for your continued support and care of our parks!

GENERAL MESSAGING ABOUT APF

Austin Parks Foundation has partnered with our community for 31 years to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support. Learn more at www.austinparks.org.

CONNECT WITH US ON SOCIAL MEDIA

- **Facebook** - www.facebook.com/austinparksfoundation
- **Twitter** - www.twitter.com/austinparksfdn
- **LinkedIn** - www.linkedin.com/company/austin-parks-foundation/
- **Instagram** - www.instagram.com/austinparksfdn
- **TikTok** - <https://www.tiktok.com/@austinparksfdn>
- #ItsMyParkDay #PeoplePlusParks

IT'S MY PARK DAY WEBSITE

www.austinparks.org/impd

SAMPLE POSTS

Please use the below posts as a starting point to help promote IMPD. You can change the messaging to reflect your personal/park adopter group's involvement and your specific park.

Also, be sure to set your Facebook posts to Public (click on the drop-down menu next to the post button, which is usually set to friends, and choose public) so that your posts about IMPD reach the largest audience possible.

FACEBOOK & LINKEDIN

Before Saturday, March 2nd:

@AustinParksFoundation is hosting It's My Park Day Spring on Saturday, March 2! Join me in participating in this city-wide volunteer event. You can earn an IMPD t-shirt just by helping out and enjoying our parks. Registration is open now at austinparks.org/impd. See you in the parks! #ItsMyParkDay

TWITTER

Before Saturday, March 2nd:

Volunteer registration for #ItsMyParkDay Spring is now open! I'm helping @austinparksfdn safely care for our beloved parks on March 2, and you can too. Register now at austinparks.org/IMPD!

Reminder:

Have you registered to volunteer on #ItsMyParkDay? Join us in safely caring for Austin's parks, trails and green spaces on Saturday, March 2, and earn a free IMPD t-shirt! Register now at austinparks.org/IMPD!

INSTAGRAM

Volunteer registration is now open for It's My Park Day Spring with @austinparksfdn! Join me in safely caring for our beloved parks on Saturday, March 2! Register today at austinparks.org/impd! #ItsMyParkDay

NEXTDOOR

Subject: Join Me for It's My Park Day!

Message: Hi neighbors! Austin Parks Foundation is hosting It's My Park Day to help us safely care for our parks AND earn a free It's My Park Day tee. This city-wide event is on Saturday, March 2, and will feature lots of ways to safely support our parks.

Volunteer registration is open now, and I'd love for you to join me. You can register online today at austinparks.org/impd.

NEIGHBORHOOD LISTSERV

Subject: Join Me for It's My Park Day at ([add park name](#)) Park

Message: Hi neighbors! Austin Parks Foundation is hosting It's My Park Day to help us safely care for our parks AND earn a free It's My Park Day tee. This city-wide event is on Saturday, March 2, and will feature lots of ways to safely support our parks.

Volunteer registration is open now, and I'd love for you to join me. Register online today at austinparks.org/impd.

IMAGES & FLYERS

Visit the link below to use any of our general graphics. Check out austinparks.org/IMPD for the most up-to-date info.

[CLICK HERE FOR IMPD SPRING 2024 SOCIAL GRAPHIC](#)