



Every July, we celebrate Pennsylvania Park & Recreation Professionals Day to honor the people who work to provide the programs and facilities we all enjoy.

On July 21, consider it a tribute to your local park and recreation providers to visit a park - and perhaps send a little thanks to the park and recreation professionals who made your visit possible.

# 2023 PARK & RECREATION PROFESSIONALS DAY TOOLKIT

*This toolkit by the Pennsylvania Recreation and Park Society is intended to help park professionals celebrate Park and Recreation Professionals Day. The toolkit includes template social media posts, media releases, graphics, posters, logos, and more to help spread the word and celebrate park professionals.*

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## Sample Social Media Posts

**Note: Please tag PRPS and Good in any posts so we can reshare it to our channels and amplify your support!**

Facebook: @PARecandPark

Twitter: @PA\_Rec\_and\_Park

Instagram: @paparkrec

LinkedIn: /pennsylvania-recreation-park-society/

Facebook: @GoodforPA

Twitter: @GoodForPA

Instagram: @goodforpa

### Social Media Graphics:

[Facebook cover](#)

[Twitter profile cover](#)

[Instagram](#)

[Save the Date post card](#)

### In Advance:

- Did you know? Parks and Recreation Professionals Day is happening on July 21! Be sure to thank your local parks professionals. #ParkAndRecDay #goodforpagratitude **[[TAG PRPS & GOOD]]**
- Will you be stopping by **[[LOCATION]]** to celebrate the hard work put in by our team for #ParkAndRecDay? #goodforpagratitude **[[TAG PRPS & GOOD]]**
- What's your favorite part about **[[PARK]]**? Share your photos below to help us celebrate #ParkAndRecDay on July 21! **[[TAG PRPS & GOOD]]** #goodforpagratitude
- In advance of #ParkAndRecDay (happening on July 21!), we're proud to share the stories of some of our staff. **[[ADD IN STORY OF STAFF TO SHOW APPRECIATION]]**
- Testimonials to share on social media – [use this form to collect video/testimonials](#)
- [Good Air Episode #4: How to Champion Your Local Park](#)

### Day Of:

- Shout out to our amazing team here at **[[LOCATION]]**. Thank you for your dedication and hard work that make parks accessible to our community. #ParkAndRecDay **[[TAG PRPS & GOOD]]** #goodforpagratitude
- Thank you to all of our visitors who are as passionate about **[[LOCATION]]** as we are. #ParkAndRecDay #goodforpagratitude **[[TAG PRPS & GOOD]]**
- For this year's #ParkAndRecDay, we're asking you all to share some of your favorite park memories! Share any pictures and stories in the comments below, or tag us at **[[YOUR HANDLE]]** and with the hashtag #ParkAndRecDay! #goodforpagratitude
- [Download FB Live Best Practices](#) – to use on PRP Day

### After:

- Thank you to everyone who shared their park and recreation memories with us - we're proud to be able to support our communities and provide a necessary outdoor space!

## **GOOD for PA**

*We ask that you follow GOOD for PA on any channels you are able. Leading up to Parks and Recreation Professionals Day, we will be posting weekly countdown posts, along with resources that may benefit your community.*

*Additionally, if you have any photos of your park that you would like PRPS & Good for PA to share, along with any information about the park or the photo's origin, please send them to [eschnellbaugh@prps.org](mailto:eschnellbaugh@prps.org) or [goodforpa@gmail.com](mailto:goodforpa@gmail.com).*

Facebook: @GoodforPA

Twitter: @GoodForPA

Instagram: @goodforpa

## **GOOD IDEAS for meaningful recognition**

*Meaningful recognition is specific, relevant and timely. Pennsylvania Park and Recreation Professionals Day is a custom-designed opportunity to express why your staff and volunteers are important and valued.*

All park and recreation agencies are encouraged to host a public event on or about the third Friday of July, to celebrate those who drive public engagement and provide the indispensable services that thriving communities require every day.

Your celebration may certainly be a part of another event. The most meaningful occasions invite the public and local officials to join the festivities, which may include entertainment, refreshments, presentations or demos by youth or summer camp groups, photo opportunities, and a ceremony with brief remarks. And of course, your valued employees and volunteers as the honored guests!

Share your thanks publicly on your social media channels, which helps boost the value of your services in the eyes of your park users and public officials. Use #ParkAndRecDay and tag with:

**Facebook:** @PARecandPark @GoodforPA **Twitter:** @PA\_Rec\_and\_Park @GoodForPA

**Instagram:** @paparkrec @goodforpa **LinkedIn:** /pennsylvania-recreation-park-society/

### ***Here are a few inexpensive ideas to creatively express your gratitude:***

- free day pass to the pool/gym/rec center
- extra day of personal leave
- go public with your appreciation
- handwritten note of appreciation
- ice cream sundae bar
- Dress Down / Dress Up Day
- gift card to favorite retailer
- stock breakroom with popular snacks
- Certificate of Appreciation
- pizza luncheon
- afternoon movie break
- website appreciation for staff photos, bios

hire a caricature artist to draw portraits  
3 hour lunch break  
free car wash  
thank you video  
staff barbeque  
food truck lunch  
VIP parking spot  
random acts of fun  
share some swag  
half-day off  
sincere words of affirmation  
LinkedIn recommendation  
staff field trip to museum  
create a dog-friendly office  
small live plant or flower arrangement  
Starbucks gift card  
Wednesday afternoon cookies  
office upgrade allowance  
staff picnic lunch  
make part of decision making process  
recognition for non-work achievements  
team-building day out

[Download Good Ideas for meaningful recognition](#)

## **Blogs**

### **For Members for Inspiration:**

- [How professional leaders can celebrate their staff on Parks and Recreation Professionals Day](#)

### **Content To Be Shared By Park Pages:**

- [How community members can get involved in their park](#)
- [How city leaders can support their region's parks](#)

***More blogs coming in July from Good for PA – see other blogs from Good & PRPS.***

[Good for PA blogs](#)

[PRPS Dig It! blogs](#)

# Sample Press Release

[Agency Letterhead]

FOR IMMEDIATE RELEASE

Contact: [Contact Name]

[Agency Name]

[Phone]

[Email]

## Celebrate Park and Recreation Professionals Day at [Agency Name]

[CITY, STATE] – July is Park and Recreation Month across the nation. Here in Pennsylvania, in partnership with the Pennsylvania Recreation and Park Society, we honor the men and women who work tirelessly behind the scenes to provide the parks and recreation programs and facilities that we enjoy every day.

Join [local municipality/state park/Friends Group] in celebrating PARK AND RECREATION PROFESSIONALS DAY on Friday, July 21 to honor those who plan, provide, and operate our parks, trails, programs and facilities for all our citizens.

[INSERT ANNOUNCEMENT of any special celebrations or tie-ins with events on our about that day.]

[INSERT QUOTE from agency explaining the importance of parks and recreation in the local community.]

As a tribute to your local parks and recreation providers, make a plan to visit a local park or recreation facility on July 21. Take the time to meet and say thanks to a programmer, manager, maintainer, landscaper, facilitator, lifeguard, coach, event organizer, or caretaker.

To learn more about this day, visit [add local website information] and [www.prps.org/parkrecday](http://www.prps.org/parkrecday). If you love parks and support your local professionals, share the love on social media channels using the hashtag #ParkandRecDay. #GoodforPAgratitude

About [[INSERT NAME of Agency]]

[INSERT statement of the work or mission of the local agency.]

### About the Pennsylvania Recreation and Park Society (PRPS)

The Pennsylvania Recreation and Park Society (PRPS) is the principal statewide association providing professional development, leadership, advocacy and resources for those working and volunteering in the parks and recreation field.

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## PRPS's Press Release



FOR IMMEDIATE RELEASE

Contact:  
Emily Schnellbaugh  
814.234.4272  
[eschnellbaugh@prps.org](mailto:eschnellbaugh@prps.org)

### **Pennsylvania Recreation and Park Society to Celebrate Park Professionals Across the State**

**City, State – Date** – The Pennsylvania Recreation and Park Society welcomes all Pennsylvanians to visit parks on July 21 to celebrate Park & Recreation Professionals Day. Across Pennsylvania, communities can show their appreciation for the numerous park and recreation professionals who continue to work to keep our parks safe year round.

Park goers will have the opportunity to use the facilities to celebrate over 8,000 volunteers, landscapers and caretakers that maintain parks by keeping the parks clean, safe and accessible. With over 6,000 state and local parks including athletic fields, playgrounds and trails, these park professionals are also honored for the planning, programming and operations that take place.

“insert quote here”

To learn more about Park & Recreation Professionals Day, visit [PRPS.org](http://PRPS.org). If you love parks and support your local professionals, share the love on social media channels using the hashtag #ParkandRecDay.#GoodforPAGratitude

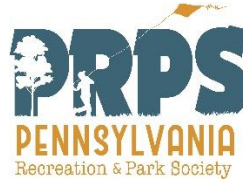
#### **About the Pennsylvania Recreation and Parks Society (PRPS)**

The Pennsylvania Recreation and Park Society (PRPS) is the principal statewide association providing professional development, leadership, advocacy and resources for those working and volunteering in the parks and recreation field.

###



**good for you.  
good for all.**  
PENNSYLVANIA PARKS & RECREATION



FOR IMMEDIATE RELEASE

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## **CELEBRATE PARK & RECREATION PROFESSIONALS DAY IN JULY WITH THIS FUN WAY TO BRING YOUR COMMUNITY TOGETHER TO SHOW THEIR good GRATITUDE**

**STATE COLLEGE, PA – (March 17, 2023)** – On July 21, communities across the commonwealth will celebrate the [Fifth Annual Pennsylvania Park & Recreation Professionals Day](#) (PRP Day). This year, the Pennsylvania Park & Recreation Society ([PRPS](#)) is sharing a fun way for communities across Pennsylvania to celebrate: a good Gratitude campaign that invites local citizens and leaders to share the reasons they love their local park and rec facilities and the folks who keep these facilities safe, clean and inviting.

The idea draws upon the Commonwealth's [good for you. good for all](#) program, which helps local communities thrive by engaging with their area parks and recreational facilities, improving the lives of all Pennsylvanians.

The good Gratitude campaign honors park and rec employees; however, the greatest benefit of participation for local municipalities will be to remind residents of the impact of their local park and recreation services on their lives. [According to a survey](#) by the National Park & Recreation Association, 93% of U.S. adults say their mental health is improved by services offered by local park and rec programs. The top three activities cited were socializing with friends and family, spending time in nature and exercising. [Pennsylvania is home to more than 6,100 local and state parks](#), and its typical Park & Recreation Agency manages more than 19 parks and offers more than 175 recreational programs. Together these agencies employ more than 8,000 people and engage more than 2,000 volunteers.

PRP Day lands in the middle of most park and rec professionals' busiest month of the year. According to PRPS CEO Tim Herd, who created PRP Day, "most people don't realize the level of detail it takes to make activities at their local park go well or just to run the local camp or pool. This work is largely taken for granted, but our members are responsible for providing safe and clean facilities that operate seamlessly.

"We all know asking mom to plan our Mother's Day brunch is not really a treat for mom," continues Herd. "It's the same for our members, who are planning activities all the time. That's why this year we're asking municipalities to work with their residents to make PRP Day special."



## Six Easy Steps to Creating a Community good Gratitude Campaign

**1. Ask your community members to create a thank you note or short video thanking a local park and rec employee for their service.** This can be as specific or general as they desire. For example, it could be a child saying thank you for the yummy watermelon at the pool on the Fourth of July, an older adult thanking their yoga teacher or a parent expressing appreciation for the lighting that keeps their child safe when playing basketball each evening.

**2. Increase your response rate by using every tool at your disposal.** Use social media, email and your newsletter to reach your entire community. Don't forget to reach out to local community groups, like the pickleball club and swim team parents. Create a flier and post it in the library, local businesses and other gathering spots. If you have a high school AV club, ask them to videotape community members who aren't comfortable doing it themselves or to go to a local camp, senior center or other facility to gather lots of content at once.

**3. Encourage residents to be creative and to get their children involved.** All they need are paper and writing implements or a phone with video capability. It may be helpful to share an example with them of what you are seeking.

**4. Encourage local leaders to participate.** According to Heather Dighe, executive director of Lancaster Recreation Commission, it would be particularly meaningful to get messages from elected officials. Says Dighe, "Frequently our interactions with elected officials are to work together to solve problems. It would be special to us to be recognized by them for the exceptional work that we do."

**5. Ask the media to amplify your efforts.** Pitch a story about this effort or ask for a reporter to help you deliver a huge box of thank you notes on PRP Day. A story about this campaign makes a great feel good feature and would bring great publicity about your community services. According to the National Park & Recreation Association, employers and employees are more likely to locate near high-quality park and recreation amenities. Nearly three quarters of adults say that access to a nearby park, playground, open space or recreation center is an important factor in deciding where they want to live. And 82% of corporate executives indicate that quality-of-life is an important factor when they consider making new facilities, expansion or relocation plans. This all means parks and recreation boost home values and property tax bases.

**6. Share the love!** Edit together the videos and take photos of the thank you notes. Share both on your municipal website and via social media, and don't forget to tag @goodforpa and use #goodforpagratitude. If you have screens in your municipal building, play the video on a continuous loop to bring a smile to visitors' faces. Post the original thank you notes on a bulletin board or wrap them up in a big box and deliver them with a flash drive of the videos to your director of parks and recreation. Most important, send a thank you email or text to your park and rec employees with a link to the thank you notes and videos on your website.

The **Good for You, Good for All** (GOOD) campaign was developed by the Pennsylvania Recreation and Park Society (PRPS) to serve as the statewide rallying cry for the essential and irreplaceable nature of local parks and recreation in Pennsylvania's communities.

Founded in 1935, PRPS is a nonprofit statewide association providing industry leadership, professional development, advocacy, and resources for those working and volunteering in the parks and recreation

field. PRPS is focused on empowering recreation and park professionals, along with citizen advocates, to enhance life-enriching services and improve environmental, economic, and social health and wellness for current and future generations.

For more ideas about how to celebrate PRP Day or to get help planning, reach out to [goodforpa@gmail.com](mailto:goodforpa@gmail.com)

###

The [County/Township/Borough] of [Municipality Name]  
**PROCLAMATION**  
**PARK AND RECREATION PROFESSIONALS DAY**  
[insert PRP date]

**WHEREAS**, Parks and Recreation *promotes physical, emotional and mental health and wellness* through organized and self-directed fitness, play, and activity; and

**WHEREAS**, Parks and Recreation *supports the economic vitality of communities* by providing frontline jobs, childcare for the essential work force and promoting community revitalization; and

**WHEREAS**, Parks and Recreation *creates memorable experiences* through engaging virtual and physically distanced programs, dynamic online events and new learning opportunities designed to keep families active while stay-at-home orders are in place and beyond; and

**WHEREAS**, Parks and Recreation *fosters social cohesiveness* in communities by celebrating diversity, providing spaces to come together peacefully, modeling compassion, promoting social equity, connecting social networks, and ensuring all people have access to its benefits; and

**WHEREAS**, Parks and Recreation *supports human development* and endless learning opportunities that foster social, intellectual, physical and emotional growth in people of all ages and abilities; and

**WHEREAS**, Parks and Recreation *strengthens community identity* by providing facilities and services that reflect and celebrate community character, heritage, culture, history, aesthetics and landscape; and

**WHEREAS**, Parks and Recreation *facilitates community problem and issue resolution* by providing safe spaces to come together peacefully and facilitating conversations and services in order that our communities may heal both physically and emotionally; and

**WHEREAS**, Parks and Recreation *sustains and stewards our natural resources* by protecting habitats and open space, connecting people to nature, and promoting the ecological function of parkland; and

**WHEREAS**, Parks and Recreation *supports safe, vibrant, attractive, progressive communities* that make life better through positive alternatives offered in their recreational opportunities;

**WHEREAS**, the [governing body] *supports the skilled work* of park and recreation professionals to strengthen community cohesion and resiliency, connect people with nature and each other, and provide opportunities for healthful living, social equity and environmental sustainability;

**WHEREAS**, the [governing body] *values the essential services* that park and recreation professionals and volunteers perform to provide recreational and developmental enrichment for our children, youth, adults and seniors; and to ensure our parks and recreational facilities are clean, safe, and ready to use.

**NOW, THEREFORE, BE IT RESOLVED** the [governing body] does hereby proclaim [insert PRP date] as “**Pennsylvania Park and Recreation Professionals Day**” in [municipality].

**ADOPTED** this [ ] day of [month] [year].

[municipality governing board]

[seal]

\_\_\_\_\_  
[name, title]

ATTEST:

\_\_\_\_\_  
[name, title]

\_\_\_\_\_  
[name, title]

## Posters

Here are some ways to use the poster in your community:

- Hang up in your department
- Print it out and post in your community
- Take to all events
- Distribute to anyone who stops in the office
- Post it at the parks or pools

[Download 8.5x11 poster](#)

[Download 11x17 poster](#)



## Logos

[Black logo](#)

[White logo](#)

[Full Color logo](#)

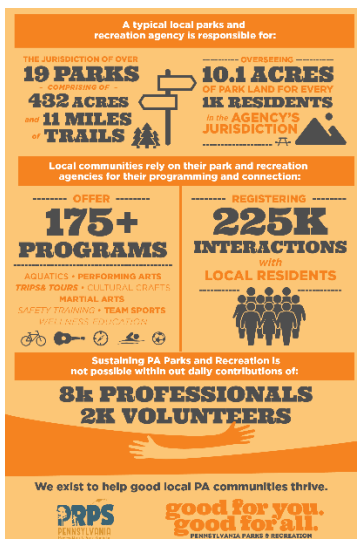
[Full Color logo with brown border](#)

[Full Color logo with blue border](#)

[Email Signature logo](#)



## Infographic



[Download infographic](#)



# **2023 PARK & RECREATION PROFESSIONALS DAY TOOLKIT**

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