

PARK & RECREATION
PROFESSIONALS DAY

**IT'S GOOD
TO BELONG.**

JULY 19, 2024

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 19, 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.



2024 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/event](#) and [profile](#)

Twitter [cover](#) and [profile](#)

Instagram [profile](#)

In Advance:

- Did you know? Parks and Recreation Professionals Day is happening on July 19! Be sure to thank your local parks professionals. #ParkAndRecDay #goodforpa **[[TAG PRPS & GOOD]]**
- Will you be stopping by **[[LOCATION]]** to celebrate the hard work put in by our team for #ParkAndRecDay? #goodforpa **[[TAG PRPS & GOOD]]**
- What's your favorite part about **[[PARK]]**? Share your photos below to help us celebrate #ParkAndRecDay on July 19! **[[TAG PRPS & GOOD]]** #goodforpa
- In advance of #ParkAndRecDay (happening on July 19!), 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]]** #goodforpa
- Thank you to all of our visitors who are as passionate about **[[LOCATION]]** as we are. #ParkAndRecDay #goodforpa **[[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! #goodforpa
- [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 or 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

Content to Be Shared By Park Pages:

- [Good Gratitude: Say Thanks to Your Park Professionals!](#)

More blogs coming in June & 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 19th 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 19th. 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. If you love parks and support your local professionals, share the love on social media channels using the hashtag #ParkandRecDay. #GoodforPA

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

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eschnellbaugh@prps.org

Pennsylvania Recreation and Park Society Invites You to Celebrate Park Professionals Across the State on July 19

National Park & Recreation Professionals Day was Created Right Here in the Keystone State

City, State – Date – The Pennsylvania Recreation and Park Society (PRPS) welcomes all Pennsylvanians to visit their local park on July 19th to celebrate National Park & Recreation Professionals Day. Across Pennsylvania and recognized annual each third day Friday in July, local Park & Rec Departments will be planning special activities for community members. You can learn more on your municipality's website. While the parks and recreation professionals are planning the celebrations, this is your day to show your appreciation for the local professionals who work to keep your parks safe, fun and clean year round.

It takes more than 8,000 professionals – landscapes, caretakers, lifeguards, camp counselors and more – to keep Pennsylvania's 6,500 parks, 12,000+ miles of trails plus athletic fields, pools, community centers and playgrounds clean, safe and accessible.

"The annual public attention drawn to our hard-working, behind-the-scenes professionals began here in Pennsylvania in 2019. And this special day of recognition is now celebrated nationwide to highlight all the life-enriching benefits that parks and recreation provide to our communities and residents. I encourage everyone who appreciates clean, safe, and ready-to-use park and recreation services to take the occasion to thank their local programmer, manager, maintainer, landscaper, facilitator, lifeguard, coach, event organizer or caretaker!" founder of this day PRPS CEO Tim Herd.

To learn more about Park & Recreation Professionals Day, visit PRPS.org. If you love parks and support your local professionals, share the love on social media channels using the hashtag #ParkandRecDay #GoodforPA.

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.

###

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 & Logos

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

Posters

[Download 8.5x11 poster](#)

[Download 11x17 poster](#)

Logos

[Color logo](#), [Transparent logo](#)

[Horizontal color logo](#), [white logo](#), [transparent logo](#)

[Logo without date](#)

You can use these logos in your email signature!





2024 PARK & RECREATION PROFESSIONALS DAY TOOLKIT

PA RECREATION & PARK SOCIETY 2131 Sandy Drive, State College, PA 16803

Phone: 814-234-4272

Website: Prps.org

Email: eschnellbaugh@prps.org