



Parks, Recreation, Open Space, and Access (PROSA) Strategy Communications Toolkit

The Communications Toolkit is intended to help spread the word on the Fairfax County Park Authority's Parks, Recreation, Open Space, and Access (PROSA) Strategy. It includes sample text for e-mail communications, newsletters, and social media. Should you have any questions or feedback, please contact PROSA@publicinput.com.

SAMPLE NEWSLETTER/E-MAIL/NEXT DOOR POST

The Fairfax County Park Authority is seeking input on their draft Parks, Recreation, Open Space, and Access (PROSA) Strategy report summary. PROSA will provide a roadmap for improved park access and a balance of recreational experiences. There are opportunities to learn more about PROSA and provide feedback on the proposed data-driven strategies, which include virtual public meetings and a community survey. To learn about the project, view the public meeting schedule, take the community survey, or sign up for project updates, visit: <https://bit.ly/fcpa-prosa>.

SAMPLE TWITTER POSTS

Tell the Fairfax County Park Authority what you think about their draft roadmap to improve park access! Learn how the Park Authority will work to improve equitable access to parks and share your thoughts on the draft Parks, Recreation, Open Space, and Access (PROSA) Strategy here: <https://bit.ly/fcpa-prosa>.

What do you think about park access? Learn more about the Fairfax County Park Authority's draft Parks, Recreation, Open Space, and Access (PROSA) Strategy and provide feedback here: <https://bit.ly/fcpa-prosa>.

SAMPLE FACEBOOK POSTS

Help improve your park system! Share your thoughts on the Parks, Recreation, Open Space, and Access (PROSA) Strategy, the Park Authority's draft roadmap to improve equitable access to parks, at the project website: <https://bit.ly/fcpa-prosa>. You can review the draft report summary and share your feedback, sign up to attend a community meeting, complete a survey, and sign up to receive updates throughout the process.

Tell the Fairfax County Park Authority what you think about their draft roadmap to improve park access! Give your feedback on how the Park Authority's draft Parks, Recreation, Open Space, and Access (PROSA) Strategy will work to improve equitable access to parks by visiting the project website: <https://bit.ly/fcpa-prosa>. You can review the draft report summary, sign up to attend a community meeting, complete the survey, and sign up to receive updates throughout the process.