

# Passport To Your National Parks® Junior Ranger Edition 2018 Marketing Kit



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# Overview

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Developed in collaboration with the National Park Service, the new Passport To Your National Parks® Junior Ranger Edition and Official Junior Ranger Cancellation are designed to complement and encourage participation in parks Junior Ranger programs.

The following materials have been developed for partners to help promote the new book and cancellation. Happy Trails!

Questions: contact Marketing Manager Emily Geesaman at [emilygeesaman@easternnational.org](mailto:emilygeesaman@easternnational.org) or (267) 464-7150.

# Graphics & Images

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The following materials are available to download via the Dropbox link:

[https://www.dropbox.com/sh/73bgze7eo8cda7z/AAAk1szE9OHmGv63od\\_AuD4Ia?dl=0](https://www.dropbox.com/sh/73bgze7eo8cda7z/AAAk1szE9OHmGv63od_AuD4Ia?dl=0)

- Logo
- Junior Ranger Cancellation Images
- Social Media & Digital Assets
- Photos

# Social Media: Suggested Post Copy

1. **Evergreen Example:** Calling all Junior Rangers! Collect official park and Junior Ranger cancellations with the new Passport To Your National Parks® Junior Ranger Edition. Get your #NPSPassport today and #FindYourPark!
2. **Junior Ranger Day Example:** Happy Junior Ranger Day! Celebrate while you explore, learn, and protect with the new Passport To Your National Parks® Junior Ranger Edition. Get your #NPSPassport today and #FindYourPark!

# **Social Media: Suggested Timeline**

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## **WEEK OF:**

- **March 27** – show off Junior Ranger Edition stamps
- **April 3** – countdown to Junior Ranger Day and National Park Week
- **April 10** – promote Junior Ranger Day events specific to your park/region, including getting new Junior Ranger Edition stamp as a highlight
- **April 17** – announce arrival of Junior Ranger Edition in your park store (just in time for National Park Week/Junior Ranger Day!)

# **Social Media: Hashtags & Handles**

## **Suggested Hashtags:**

#NPSPassport

#FindYourPark

#JuniorRanger

## **Who to Tag in your Posts:**

Passport Facebook Page: [@PassportToYourNationalParks](#)

Passport Twitter Page: [@ParksPassport](#)

Passport Instagram Page: [@passporttonationalparks](#)

# Marketing Materials

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- FAQs
- Signage



# Key Dates

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The following dates are all about encouraging kids to explore the parks, so be sure to leverage these when promoting the new book!

- **April 21, 2018** – National Junior Ranger Day (National Park Service)
- **April 21 – April 29, 2018** – National Park Week (National Park Service)
- **May 19, 2018** – Kids to Parks Day (National Park Trust)

# Event Tips

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Here are a few ideas to connect the new Junior Ranger book and official cancellation into existing park events:

1. **Host Ranger “signing sessions”** to encourage engagement between Rangers and Junior Rangers. Ranger autographs could be signed in the new book.
2. **Host Ranger “photo sessions”** to encourage engagement between Rangers and Junior Rangers. Rangers could take photographs with new Junior Rangers, which could be placed in their new book.
3. **Hand out free copies, offer a discount, or a free item with purchase** with the new book in celebration of National Junior Ranger Day on 4/21.

# Program Tips

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Here are a few ideas to connect the new Junior Ranger book and official cancellation into existing Junior Ranger programming.

Upon completion of a park's Junior Ranger program, rangers can use the official Junior Ranger cancellation stamp:

- **on a certificate / award presented to new Junior Rangers**
- **within a Junior Ranger activity book**
- **within the new Junior Ranger Passport book**
- **as part of the swearing in ceremony**