

PARTNER TOOLKIT

#optoutside

2020



Intro

This toolkit is meant to provide a starting point for your organization to invite others to #OptOutside on Black Friday and every day after. Customize it and build on this toolkit as you see fit for your community and audience.

Content

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CAMPAIGN

overview

Campaign Overview

Countless things have changed since we first decided to close our doors on Black Friday five years ago, but one thing hasn't: The outdoors is where we go to feel human again. And as the world continues to change, we will not. Our doors will once again be closed on Black Friday.

This year, we're celebrating the "why" behind the choice of getting outside. And reminding ourselves that the outdoors is where we take care of ourselves and each other. In 2020, it's needed now more than ever.

HOW TO

get involved

How to get involved



1

Remind

Remind your community that the outdoors is where we take care of ourselves and each other



2

Invite

Ask your community to join us and to #OptOutside on Black Friday



3

Give tools

Give your community the right tools to #RecreateResponsibly when they #OptOutside

Assets

We encourage you to use imagery and copy that feels authentic to your audience. If you'd like to use our imagery and examples of post copy, please reference our guide.

① Remind & ② Invite

Remind your community that the outdoors is where we take care of ourselves and each other

PRIMARY

Give yourself some space

Put yourself out there

Peace out

CTA

Join us

#optoutside

BEFORE BLACK FRIDAY

Option A

It's amazing what a couple hours outside can do for your sense of well-being. Join us & REI on Black Friday to #OptOutside.

Option B

Give yourself some space and #OptOutside on Black Friday. Because we need to. And because that's where we feel good, and awesome, and human. Join us and our friends at REI.

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POST BLACK FRIDAY

Thanks for joining us outside, but #OptOutside isn't a one-day thing. If you didn't make it out on Black Friday, you still have 364 more chances to get outside and give yourself some space.

These are image assets that you can use to share with your community

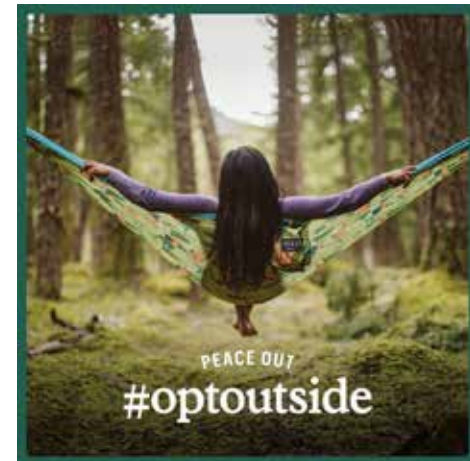
Give yourself some space



Put yourself out there



Peace out



These are image assets that you can use to share with your community

Join us Black Friday



These are lockups you can use on your own images

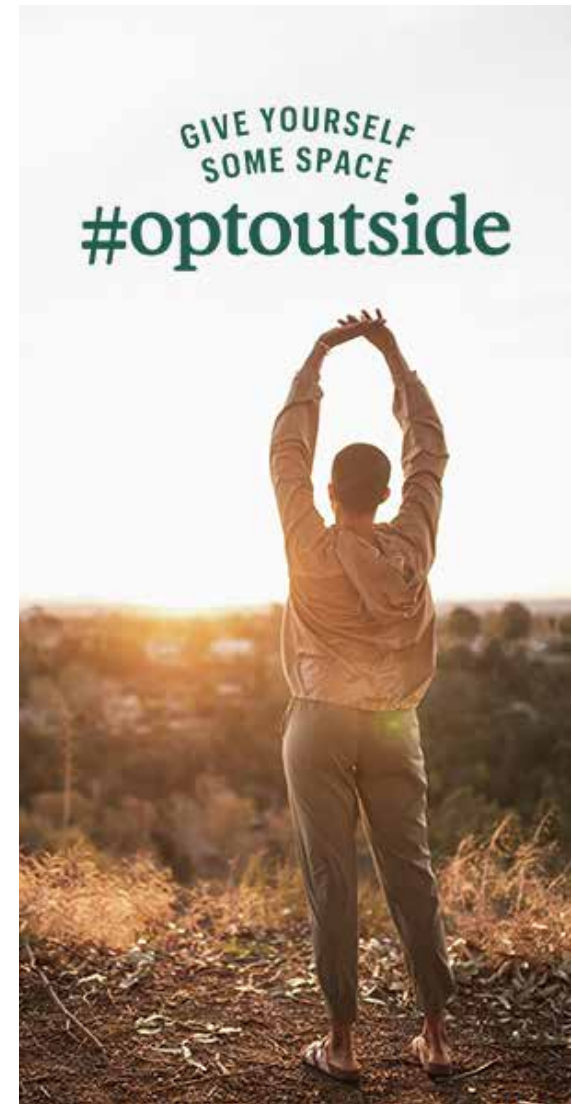


Banner headers and copy for email or newsletter



Sample Email / Newsletter Copy

Give yourself some space and #OptOutside on Black Friday. Because we need to. And because that's where we feel good, and awesome, and human. Join us and our friends at REI.



③ Equip

Give our community the right tools to
#RecreateResponsibly when they #OptOutside

KEY TIPS

Know Before You Go: Check the status of the place you want to visit. If it is closed, don't go. If it's crowded, have a backup plan.

Plan Ahead: Prepare for facilities to be closed, pack lunch and bring essentials like hand sanitizer and a face covering.

Explore Locally: Limit long-distance travel and make use of local parks, trails and public spaces. Be mindful of your impact on the communities you visit.

And there are four steps once you're outside:

Practice Physical Distancing: Keep your group size small. Be prepared to cover your nose and mouth and give others space. If you are sick, stay home.

Play It Safe: Slow down and choose lower-risk activities to reduce your risk of injury. Search and rescue operations and health care resources are both strained.

Leave No Trace: Respect public lands and waters, as well as Native and local communities. Take all your garbage with you.

Build an Inclusive Outdoors: Be an active part of making the outdoors safe and welcoming for all identities and abilities.

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RESOURCE

[RecreateResponsibly.org](https://www.RecreateResponsibly.org)

SOCIAL MEDIA

guidelines

Social Media Guidelines

When sharing #OptOutside with your community through your personal social accounts, please consider these guidelines by platform:

Facebook and Instagram Standard Post

- Tag @REI in the imagery or use @REI in the post copy
- Include #OptOutside in the post copy
- Include #RecreateResponsibly when speaking to any of the tips listed in slide 14

Instagram Story

- Include both @REI and #OptOutside
- Include #RecreateResponsibly when speaking to any of the tips listed in slide 14

Additional Hashtags

- Feel free to include hashtags that are authentic to your community (e.g., #OutsideWithPride, #ForceOfNature)

Re-share REI Posts

If you'd like to re-share any REI posts, here are directions to do so by platform:

FACEBOOK

- Click the Share button below the post

INSTAGRAM STORY

1. Tap the paper airplane icon under the photo or video in feed
2. Tap Add post to your story.
3. Tap Your Story > Done.

TWITTER

- Click the Retweet button

A woman with long dark hair, wearing an orange jacket and a backpack, is looking upwards in a forest. The background is filled with tall, thin tree trunks and green foliage, creating a sense of depth and nature.

SEE YOU OUT THERE

thank you