



Stock Messages for Outreach Work

Imagine One 85 Growth Summit

The following is a working document to organize the publicity actions in support of the Growth Summit for the Imagine One 85 Comprehensive Planning Process. This is a collaborative document so please feel free to make edits, add comments, etc.

Link to the Outreach Website:



CAMPAIGN DESIGN

Call to action:

Be Mighty Wabash County!

Detailed Request:

Join us on July 14 for the Imagine One 85 Growth Summit and help envision the future of the communities of our great County.

Publicity Goal:

Ensure everyone who cares about the future of Wabash County is aware of the opportunity to participate in the Growth Summit and has information about the event at their fingertips.

PREPARED TEXT

★ Copy/Paste General Text -

- Details:
 - 50~ words -

“On July 14, join friends and neighbors at the Honeywell Center Plaza for a celebration and a conversation about the future of Wabash County. The Growth Summit will start at 6pm and is open to anyone who cares about the future of our communities. The meeting is in support of the Imagine One 85 Planning process. To find out more and register, go to <https://imagineone85.org/imagine-one-85-growth-summit/>. #MightyWabashCounty
 - 150~ words -

“ On July 14, join friends and neighbors at the Honeywell Center Plaza for a celebration and a conversation about the future of Wabash County. The Growth Summit is in support of the Imagine One 85 Planning process and will be one part edu-tainment, one part community conversation. With a mix of local entertainment, great food, and important discussions, this gathering will be a unique opportunity for our communities to think deeply - and together - about our future. The plan and the Summit will allow everyone to share their MIGHTY ideas. The event will start at 6pm and is open to anyone who cares about the future of our communities. To find out more and register, go to <https://imagineone85.org/imagine-one-85-growth-summit/> ” #MightyWabashCounty
- How to use: The stock text can be used on the web, email or print correspondence

★ Copy/Paste Facebook Post

- Details:
 - Sample Post:

“On July 14, join our friends and neighbors at the Honeywell Center Plaza for a celebration and a conversation about the future of Wabash County. The Growth Summit will start at 6pm and is open to anyone who cares about our communities. The meeting is in support of the Imagine One 85 Planning process. I’ll be there, and I hope you will too! To find out more and register, go to <https://imagineone85.org/imagine-one-85-growth-summit/>.” #MightyWabashCounty

- How to use: Be sure to embed the link to the website in your post so your friends are able to link directly to the website.

★ Copy/Paste Tweet

- Details:
 - Sample Tweet: On July 14, join our friends and neighbors at the Honeywell Center Plaza for a conversation about the future of Wabash County. The Imagine One 85 Growth Summit starts at 6pm. I'll be there, and I hope you will too!
<https://imagineone85.org/imagine-one-85-growth-summit/>.”
#MightyWabashCounty
 - Sample Tweets:
 - “I'll be there because ... <personal message> See you at the Growth Summit on July 14! Find out more + register:
<https://imagineone85.org/imagine-one-85-growth-summit/>”
#MightyWabashCounty
 - How to use: Be sure to include a link to the website. This is a 180 character tweet. Consider using the campaign style and sending out a series of tweets leading up to the event. “I'll be there because ...
 - ... I care about the future of Wabash County and believe in our potential!
 - ... I have MIGHTY ideas!
 - ... I want to be part of the movement!

★ Copy/Paste Email

- Details:
 - Draft Message -
 - “Good afternoon,
I'm writing today to share an important opportunity for our community and to invite you and your network to participate. On July 14, Imagine One 85 will host the Growth Summit at the Honeywell Center Plaza. The meeting will be one part edu-tainment, one part community conversation, with a mix of local entertainment, great food, and important discussions. This gathering will be a unique opportunity for our communities to think deeply - and together - about our future. The event will start at 6pm and is open to anyone who cares about the future of our communities.

The Comprehensive Plan is an opportunity for the citizens of Wabash County to think deeply about the future and chart a path toward greater prosperity and growth. The plan and the meeting will allow everyone to share their MIGHTY ideas. This input will set the overall direction for the plan, establish our common vision for the future and help define a series

of projects, policies and programs that will move us forward, both in the short-term and long-term.

- Please help me make the Summit a success:
 - Register for the meeting online at <https://imagineone85.org/imagine-one-85-growth-summit/>
 - Forward this email or share your own invitations with your network
 - Consider volunteering
- Thank you, and I hope you'll plan to join me on July 14!
- Sincerely, X
- How to use: Consider personalizing and sharing with your network.

WEB-BASED TOOLS

★ **Registration and Information Page - COMPLETE**

- <https://imagineone85.org/imagine-one-85-growth-summit/>