



Welcome to Hometown Pride! You can use the example text below to announce the arrival of Hometown Pride to your community and help recruit volunteers. Please edit this as needed to fit your community and your voice.

Example Text for Your Web Page, Newsletter or Newspaper Announcement

We suggest making a web page on your city website (or anywhere) that has additional details on the program. That way you can link to this page from social media or flyers. You can use this text for the web page or for a city newsletter or local paper:

“Hometown Pride” is something that many of us already feel here in _____, and now it has a whole new meaning! _____ is now one of more than 100 communities in Iowa that have joined “Hometown Pride,” a state-wide program run by Keep Iowa Beautiful that is designed to help:

- Grow local leadership
- Enhance civic pride
- Create new community amenities and events
- Increase economic vitality
- Build community partnerships

We are looking for volunteers to be part of the Hometown Pride team! Volunteers will work with our Hometown Pride Coach to:

- Identify and complete projects that will enhance pride in the community
- Become advocates and leaders for community betterment in our town
- _____

Past Hometown Pride communities have worked on things like: park and trail improvements, public art, festivals, clean-up events, memorials, beautification projects, community vision plans, fundraising, new public spaces, and more.

Our Hometown Pride Coach is _____, a community development expert who will advise the committee – helping them to plan, prioritize and find resources to complete their goals.

Contact _____ to learn more about how you can get involved and support this effort.

Other communities in our County who are participating in Hometown Pride include: _____

Learn more about Hometown Pride and Keep Iowa Beautiful at: <https://keepiowabeautiful.org/>

Example Social Media Posts for Announcing your Hometown Pride program

Below are some ideas for posts for your community's social media pages to generate interest and volunteers. Revise as needed and post along with an image from your community.

Work with local partners to post multiple times in these locations:

- Social media pages of city government or local nonprofits (Chamber of Commerce, Rotary, etc)
- Facebook neighborhood/community groups
- Personal social media pages of local residents/volunteers/officials

Images

Images are important! Make sure to pair the text below with an engaging image of your community (posts with only text or just the logo don't get as much attention). Try using a picture of a beloved place in your community, or if your committee has already met, use a group photo! Or try your hand at [Canva](#) to make a free personalized graphic.

Post #1

How can we help make _____ an even better place to live? ____ has joined the "Hometown Pride" program, which works with volunteers (like you!) to identify and implement meaningful projects that will help our community thrive. Join the ____ Hometown Pride team to help lead and support this exciting work in our community.

Click here for more details: _____ (Alternative text: Contact _____ for more details)

Post #2

Do you want to make a difference in the future of _____? Join the _____ Hometown Pride team. This group will work on projects that help improve our quality of life in _____, such as parks and trails, community beautification, festivals and events, new public spaces, or anything else you have in mind!

Click here for more details: _____

Post #3

_____ Hometown Pride will hold a kick-off meeting on _____! Do you have ideas to help improve _____? Join us at _____ to share your ideas and learn how to volunteer for Hometown Pride.

Click here for more details: _____

Post #4

Come be part of a new way to help our community! We have a great town, and _____ Hometown Pride wants to make it even greater. Join us for our first meeting on _____ at _____ to talk about our community and learn how you can get involved. Click here for more details: _____

Post #5

_____ Hometown Pride meets tonight at _____! Join us to talk about the future of our community and learn how to be part of _____ Hometown Pride. Click here for more details: _____

Logo

Your coach can provide you with a personalized Hometown Pride logo with your town name on it. Or head to the Hometown Pride resources page and scroll down to “publicity” to download the general Hometown Pride logo.

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