



Welcome to Hometown Pride! Below is some promotional text that you can use 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.

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 could also use this text in 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
- Create new community amenities and events
- Enhance civic pride
- Increase economic vitality

We are looking for volunteers to be part of the Hometown Pride team! Volunteers will work with the Hometown Pride “community coach” to:

- Create a community vision and a list of projects that will enhance pride in the community
- Secure and coordinate resources and volunteers to complete betterment projects for the community
- Become advocates and leaders for community betterment in our town
- _____

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.

Past Hometown Pride communities have worked on things like: clean-up events, public art, park and recreation amenities, grant writing, festivals, leadership programs, new trails, memorials, roadside beautification, community vision plans, and more.

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/>

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.

Please note: We've found that posts without images don't get much attention, and neither do posts that use the logo or the automatically-generated thumbnail image from a web link. Refer to the next page for ideas for picture options.

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

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

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, downtown improvements, building rehabilitation, 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: _____

Photos and Logo

Along with the text above, use a picture of an event, place, or group of people in your community. If you don't already have a picture, take a minute to grab a quick snapshot of something that your community is proud of!

If you don't have enough local photos to use, you can download and use photos of volunteers in our other Hometown Pride communities from this folder:

<https://keepiowabeautiful.sharepoint.com/:f:/g/Eg-yS6-nmNMjhcZAtYiIDsByHBrnIAibbGqW8QMnxNumA?e=RdIOzP>

You may also use the Hometown Pride logo in your newsletter, newspaper, or website. We don't recommend that you use the logo as the primary image for a social media post, as it will not get as much attention as a photo. Here is a link to a jpg of the Hometown Pride logo:

<https://keepiowabeautiful.sharepoint.com/:i:/g/ESwyyTGmw6FHtSBIDntjsdcB2Z2XjtAeN4L52fKDZOtDjQ?e=tSib4s>

You will also be provided with a personalized Hometown Pride logo that includes your community name.

Updated 4/4/24