



## FitLot Outdoor Fitness Park - Outreach Toolkit

Now that your fitness park is installed, the next challenge is to teach people how to use it, and inspire your community to get outside! We wish you the best of luck as you start your outreach campaign and launch your programs. We can't wait to see how your community enjoys their new park, and we will be here to provide support whenever needed. Please do not hesitate to reach out to [programs@fitlot.org](mailto:programs@fitlot.org) if you have any questions.

### Templated Social Media Content For Facebook and Instagram

We created a customizable social media campaign for our partners to use to create awareness about their new outdoor fitness park and programs (if offering classes).

[Here is a link to a downloadable spreadsheet](#) of social media post content, copy, images, videos and CTA's you can use to promote your new community resource. Be sure to include the provided "call to action" (CTA) link, as well as the associated image or video for each post.

We recommend using [Facebook for Business advertising platform to create ads](#).

### Shareable Resources

FitLot has created a library of over 50 high-quality instructional videos, workout planning materials, guides, and resources for community members to use and learn how to get the most out of their fitness park.

Please feel free to share links to:

- Instructional videos from our [Movement Library](#) of 50+ instructional videos.
- [Downloadable Exercise Guides](#) including charts of resistance band exercises, a printable deck of exercises for circuit training, sample circuit training workouts to use at the park and workout planning/tracking worksheets.
- [FitLot's Resources Page](#) has a ton of info about the public health challenges our country faces, and the importance of outdoor fitness spaces and programs.

### Creating Your Own Content

We love seeing how our partners are putting their parks to use. Sharing photos/videos of classes, coaches, and participants is a great way to spread the word and share a glimpse of what is happening at your park with the rest of your community.



## Tags Increase Engagement

We encourage you to utilize hashtags in your social media posts that are relevant for your park, city/community and/or region. In addition, please consider using some of the following FitLot-related hashtags so your content can have national reach among the broader FitLot community. Posts that include #FitLot are featured on the homepage of [FitLot.org](https://FitLot.org) and viewed by park users and FitLot partners around the country. Please tag @FitLot in your posts so we can like, share and support. #FitLot #fitnessparks #fitness #FitLotMethod are all good hashtags to use as well.

## Branding & Naming Conventions

- Please refer to your classes as “FitLot Fitness Classes”

## Flyers

Flyers are a great way to create awareness for your upcoming classes. Flyers can be printed, posted online, emailed as a pdf or passed out at events. Feel free to save and edit the blank flyers below as a template.

Don't forget to include:

- Your city's program registration page for people to sign up for classes.
- Optional: City/Department Logo
- Date, Location, Time
- QR Codes are a great tool to help people easily access your program registration page.
  - To create a QR Code in Google Chrome
    - Navigate to the webpage you want to share.
    - Click to select the address bar and highlight the page URL.
    - Click on the share icon and then QR code icon to your right to Create QR code for this page.
  - The QR code can be inserted into a flyer as seen below or printed largely for a coach to have on hand at classes for people to easily scan and sign up on site.





PARTNER LOGO SPACE  
IF NEEDED

TIME, DATES, LANDING PAGE URL

QR  
CODE  
FOR  
EASY  
SIGN  
UP

Free FitLot Fitness Classes every Mon & Wed this Fall at 6:00pm for all ages and abilities 18+ at Oak Park.

Visit: [FitLot.org/Sacramento](http://FitLot.org/Sacramento) to sign up.

ORGANIZED BY: **City of SACRAMENTO**  
Youth, Parks, & Community Enrichment

DEPARTMENT  
LOGO



**FITLOT**  
OUTDOOR FITNESS PARKS

# Free FitLot Fitness Classes



at The Hog Alley FitLot  
Tuesdays & Thursdays  
7 - 8 AM 10/27/22- 12/29/22

To sign up visit:  
[FitLot.org/HogAlley](https://FitLot.org/HogAlley)



JENNIFER VAN VRANCKEN  
COUNCILWOMAN



**FITLOT**  
OUTDOOR FITNESS PARKS





**FITLOT**  
OUTDOOR FITNESS PARKS

**BLANK COPY TO CUSTOMIZE**  
[Click here to download a blank copy to customize.](#)





**FITLOT**  
OUTDOOR FITNESS PARKS

## ADDITIONAL FLYER EXAMPLES

**FREE WEDNESDAY WORKOUTS  
5:45PM AT THE FITLOT  
2200 LAFITTE AVE.**

SPONSORED BY:



**Healthy Blue**



**WANT TO TRAIN  
WITH A FITLOT  
COACH?**

FitLot is located at the  
Sojourner Truth  
Neighborhood Center  
Free for ALL ages and  
abilities.



[FitLot.org/Signup](https://FitLot.org/Signup)

[Facebook.com/FitLot](https://Facebook.com/FitLot)



**FITLOT**  
OUTDOOR FITNESS PARKS

City of Wilmington | Mayor Mike Purzycki  
Department of Parks and Recreation | Director Ian R. Smith

# FITLOT Outdoor Fitness Equipment

AARP sponsored Outdoor Fitness Park



**Coach Barry**  
Certified Fitness  
Instructor

*Starting March 1, 2023  
through June 30, 2023*

**Every Tuesday & Thursday | Noon - 1:00pm**

**Every Saturday | 7:30am - 8:30am**

*Classes are FREE!*

**Must register @ [www.fitlot.org/wilmington](http://www.fitlot.org/wilmington)**



**Herman Holloway Park**  
501 N. Lombard Street, Wilmington



For more information, contact (302) 576-3830



## YARD SIGNS AND BANNERS

Yard signs are a low cost and effective way to create awareness for your FitLot programs. You can have a local print shop create a simple sign with times, dates, and registration information.





# PRESS RELEASE EXAMPLE



## MEDIA ALERT

JEFFERSON PARISH, LOUISIANA

June 21, 2022

FOR IMMEDIATE RELEASE

### FITLOT OUTDOOR FITNESS PARK OPENS IN HISTORIC HOG ALLEY

**METAIRIE, LA** – Councilwoman Jennifer Van Vrancken, LCMC Health, Jefferson Chamber Foundation, and FitLot, Inc. celebrate opening of new FitLot Outdoor Fitness Park in Metairie’s historic Hog Alley neighborhood.

**WHEN:** Wednesday, June 22, 2022, 10:00 a.m.

**WHERE:** Hog Alley FitLot, 813 Canal Street, Metairie 70005

**WHO:**

- Jennifer Van Vrancken, Jefferson Parish Councilwoman (District 5)
- LCMC Health
- Jefferson Chamber Foundation
- FitLot, Inc.

**WHY:** Upon being elected to office, Councilwoman Jennifer Van Vrancken set upon transforming what was once an open drainage canal into a beautiful linear park for the historic Hog Alley neighborhood. With time and careful planning, Hog Alley Linear Park, fondly nicknamed “The Bacon Strip,” came to life, filled with amenities such as a walking path, benches, trees, decorative lighting, custom bike racks, a little lending library, outdoor festivals, etc. Now, “The Bacon Strip” has another asset to get people active and outdoors with a new FitLot Outdoor Fitness Park.

Sponsored by LCMC Health with matching funds from Council District 5, the new Hog Alley FitLot is the second to open in Metairie through a partnership with the Jefferson Chamber Foundation and FitLot, Inc. in a shared goal to make access to outdoor gyms and free workout instruction readily available to all residents of Jefferson Parish.

The 1400 sq. ft. FitLot has an open, circular design ideal for circuit training classes; and its combination of equipment can be used for a wide variety of training methods. The shaded, safety-surfaced space includes a combination of cardio, strength, balance, and flexibility equipment designed for use those of all abilities ages 13+. The park’s cardio stepper, chest/back press, elliptical, and hand cycle all include dials so users can adjust resistance; and QR codes at each station link users to instructional videos demonstrating how to safely use equipment and perform exercises.

“The historic Hog Alley neighborhood is a gem in Old Metairie,” said Councilwoman Van Vrancken. “This FitLot helps residents stay active while enjoying ‘The Bacon Strip.’ And once our river-to-lake bike path is complete, I’m certain all those biking by will put this new amenity to use with family and friends!”

“LCMC Health is excited to join our Jefferson Parish partners in offering greater access to tools that can enhance health and wellness,” said Ayame Dinkler, LCMC Health Chief Administrative Officer. “Staying active is important for many reasons, and we’re proud to offer a safe space for families to enjoy outdoor exercise here in historic Hog Alley.”

Jefferson Parks & Recreation Department plans to hire local fitness professionals to offer free workout classes for residents. To register and sign up for an upcoming FitLot Fitness Class at the park, please visit: [FitLot.org/HogAlley](https://FitLot.org/HogAlley). For more information about Jefferson Parish, visit: [JeffParish.net](https://JeffParish.net). Residents can receive regular updates by following the Parish on [Facebook](https://Facebook), [Twitter](https://Twitter), and [@JeffParishGov](https://Instagram) or by texting JPALERT or JPNOTICIAS to 888-777.

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## OUTREACH EMAIL TEMPLATE

Once your coach is trained and classes are scheduled, send an email out to your community partner organizations, community members and mailing list to let everyone know about your upcoming FitLot Program Season at the Park. Make sure to include the flyer, time, date, location and a link to register.

Dear Community Member,

Join us for no-cost community circuit training classes at **(Insert Park Name's)** new FitLot outdoor fitness park this Spring. Classe will be held Wednesday evening from 5:30-6:30 from **(Insert Start and End Dates)** and will be led by a group fitness instructor. All ages and abilities are welcome. Please register at **(Insert Registration Link Here)**.

See you there!

## WE ARE HERE TO HELP

Good luck with your outreach efforts and activating your new outdoor fitness park. We are here to help so please reach out to us any time with questions by emailing [Programs@FitLot.org](mailto:Programs@FitLot.org)

Sincerely,

The FitLot Program Team