National Forest
It’s all yours.

IT’S ALL YOURS 2.0

go. play.  go. discover.  go. beyond.

photo courtesy of Bryan Martin, Big City Mountaineers
Campaign Background

A partnership between the National Forest Foundation and the U.S. Forest Service, the *It’s All Yours* campaign was developed for the 2015 World Alpine Ski Championships as a way to connect with the 200,000 on-site visitors and the billions of global T.V. viewers tuned in to the races. The message was simple: *Go. Play. It’s All Yours.*

The campaign was not specific to skiing or ski resorts, but the Ski Championships provided an unprecedented opportunity to connect with visitors during the two-week long competition.

Feedback was immediate and positive. U.S. Forest Service employees from around the country who attended the event embraced the opportunity to connect with forest visitors and deliver a simple message underlining public ownership of public lands.

The messages clearly resonated with the public who quite literally embraced many of the “folks in green” and thanked them for all they did to protect, improve and manage these public lands.

Following the Championships, the NFF and Forest Service worked to expand the campaign for national implementation. Additional outreach tools and educational materials were developed and disseminated throughout the agency in March 2016.

Many Forest Service regions and units enthusiastically activated the campaign on social media, at events and whenever interacting with the public. The NFF incorporated the messaging into much of its content and activated several partnerships to expand audience and reach of the messaging. In December 2016, the *It’s All Yours* campaign received a Chief’s Award for “Delivering Benefits to the American People.”

Many other units found the messaging too limited in its focus on recreation. So the team worked to expand the messaging to broaden its appeal and application. This Playbook details that expanded messaging and offers tips and examples on how units can use the new messages.
Results

Since the wide release of materials to the Forest Service, the results have been outstanding. Nearly 60 units have engaged with the campaign on social media. The PSAs have recorded more than 200,000 views on Facebook, YouTube and Vimeo combined. The #ItsAllYours hashtag has received hundreds of thousands of impressions thanks to the wide reach on social media.

- more than 200,000 PSA views
- more than 15 units have incorporated It’s All Yours into on-site engagement
- more than 250,000 hashtag impressions
Pete’s Dragon Campaign

The National Forest Foundation partnered with Disney to produce an *It’s All Yours / Pete’s Dragon* PSA. The video received nearly 75,000 views on Facebook for the duration of the campaign in August and September of 2016.

2016 #OptOutside Campaign

Following their successful campaign from 2015, REI once again closed its doors on Black Friday and encouraged all Americans to skip the malls and get outdoors the day after Thanksgiving.

The National Forest Foundation used the national #OptOutside movement to share and reinforce the *It’s All Yours* messaging. The NFF partnered with REI for promoted National Forest and #OptOutside messaging through the *It’s All Yours* campaign.

- Nearly 50,000 PSA views on REI Instagram
- 433,703 impressions on REI Facebook
- 110,795 impressions on REI Twitter

2016 Capitol Christmas Tree

The National Forest Foundation worked with the Payette National Forest to develop a new *It’s All Yours* sticker and equip the unit with *It’s All Yours* supplies for their Capitol Christmas Tree tour.
The first phase of *It’s All Yours* messaging included two taglines: *Go.Play. It’s All Yours*. These messages were targeted at recreationists. This group makes up the majority of National Forest visitors, and recreation is often the first way people experience their National Forests and Grasslands.

The expanded messaging maintains the *It’s All Yours* tagline but adds two others: *Go.Discover.* and *Go.Beyond.*

These additional taglines are designed to provide a platform for the Forest Service to deliver messages that go past recreation, just as many recreationists develop a deeper connection to their forests.

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**Go.Play.**

Meeting people where they are.

Persona: Traveler. Explorer. Seeks nature to unwind. They follow paths to adventures great and small. They inspire others to seek out new experiences. An outdoor enthusiast and nature lover.

Examples: Hiking, biking, camping, fishing, hunting, picknicking, ATVing, canoeing, kayaking, stargazing, horseback riding, trail running, mountain biking, bird watching, nature watching, skiing, any outdoor recreation activity.
Go.Discover.

Go.Discover. is designed to connect with countless agency programs including: heritage, history, research, conservation education, ecosystem services, forest management, communities of people and communities of place....

The Go.Discover. icon combines the play button of the Go.Play. icon with a gps/digital map “pin” to encourage people to learn more about their National Forests – to go out and discover something new. The shape of the icon is reminiscent of the iconic National Forest signs welcoming visitors to their National Forest.

Go.Discover.

Gets people outside to learn about and understand the forest.

Persona: Those seeking information and truths, enjoy research and disseminating information, like getting the why, how things work, history, the desire to learn more about the land, water and air. This group likes to share knowledge with others and strives to make the world a better place.

Examples: Conservation education, jobs in the outdoors, research, ecosystem services, outdoor workshops, outdoor learning, wellness, outfitter and guides.
Go.Beyond.

**Go.Beyond** is designed to inspire the deepest connection to public lands that citizens can have. It’s designed to inspire stewardship and volunteerism. It also works to draw people even deeper into their connections with National Forests, beyond simple recreation and past discovery.

The **Go.Beyond** icon combines the play button of the **Go.Play** icon with a heart to inspire people to love their forests – to go above and beyond. The shape of the icon is reminiscent of the iconic National Forest signs welcoming visitors to their National Forest.

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Go.Beyond.

Individuals and organizations giving back, stewarding, protecting, getting involved.

Persona: Altruist, moved by compassion, generosity and selflessness to help others. They are engaged and involved, feel a sense or responsibility and accountability. They do things for others and in service.

Examples: Volunteer organizations, local and national conservation NGOs, corporate social responsibility programs, community interests, state initiatives, partnership and sponsorship. **Caring for the land and serving the people.**
How They Work Together

The messages and icons are designed to work together as an entire package or separately as individual messages.

*go.*

*play. discover. beyond.*
MESSAGING IN ACTION

There are countless ways to activate It's All Yours at events. With the expanded messaging, you can connect It's All Yours to nearly every type of event you might host. Reach out to Forest Service colleagues for activation examples, ideas and inspiration.

Is there a recreation event like a race, ride, fishing derby or charity climb? Set up a tent and hand out Go.Play. stickers.

Have a youth focused event? Get the kids to Go.Discover something new to them.

Planning a volunteer event? Thank all the attendees for their effort to Go.Beyond.

Connect with partners and get creative about fun ways to engage the public. The messaging is intended to be broadly applicable while also simple and easy to understand.

General Engagement Ideas

Set up an It's All Yours branded tent and hand out stickers (see pg 12-13) at an existing event on your forest.

Engage the public in conversations about how they can Go.Play, Go.Discover, or Go.Beyond.

Set up a face painting booth.

Order custom coloplast (whiteboard) signs so visitors can take photos with it.

Print large format posters of the stickers and logos. Stick them to foam board and use them as a conversation starter.

Take photos with a custom backdrop of your forest.
Custom It’s All Yours Event Ideas

**Go.Play** events could include a guided hike, a fishing derby, a bike ride or any other recreational event. Hand out Leave No Trace and Tread Lightly educational materials. Produce a hand-out that directs people to your forest’s Facebook or Twitter account or to the USFS interactive map. Consider providing a list of campgrounds and cabins that people can book. Or direct them to recreation.gov and let them know they can reserve many sites there.

**Go.Discover** events could include ranger-led natural history hikes, historical or cultural site tours, or other educational programming. Consider how you can incorporate *It’s All Yours* into Every Kid in a Park events or other existing educational programming. Produce a hand-out highlighting little-known areas of the forest. Create events that educate the public on current research happening on the forest or in the region.

**Go.Beyond** events could include volunteer and stewardship programming. Partner with local groups and include *It’s All Yours* materials in those partner events. Produce a handout that directs people to your forest’s Facebook and Twitter accounts where they can learn more about volunteering.

Online Activation

From using the hashtags on social media posts to creating a custom mini-campaign, there are a host of ways forests can use *It’s All Yours* in their digital communications.

- Host a live Facebook session tied to one of the tag lines:
  - Invite a District Ranger talk about safe ways to **Go.Play**.
  - Have the forest archeologist or biologist talk about interesting places or things people can **Go.Discover**.
  - Chat with the volunteer coordinator to talk about ways people can **Go.Beyond**.
- Market upcoming events on your forest with the appropriate taglines and hashtags.
- Tie celebrations and observances to the campaign.
  - It’s the first day of Spring. Time to **#GoPlay** on your national forest.
  - Happy Memorial Day weekend! Time to **#GoPlay** on YOUR National Forest!
- Share facts and stats about your forest with **#GoDiscover**.
  - Did you know the _____ National Forest has more than 20 lakes to explore? **#GoDiscover**.
- Share volunteer accomplishments with **#GoBeyond**.
  - Last week, more than 30 volunteers picked up 200 pounds of trash from the _____ National Forest. Now that’s how you **#GoBeyond**.
- Incorporate campaign branding artwork to online visual assets
Quick Guide: Campaign Hashtags
For a hashtag to work properly, do not include any apostrophes or periods.

#Go.Play.  #It’sAllYours

The hashtags are easier to read if you capitalize the individual words, especially in It’s All Yours.

#it'sallyours  #ItsAllYours

If using #GoPlay, #GoDiscover or #GoBeyond, include #ItsAllYours to reinforce the connection to the It’s All Yours campaign.

#GoBeyond  #ItsAllYours

When using both #GoPlay, #GoDiscover or #GoBeyond with #ItsAllYours, the order does not matter.

#GoBeyond #ItsAllYours  #ItsAllYours #GoPlay

Calendar of Key Dates
Below is a sampling of event, celebrations and occurrences where It’s All Yours could be included. Clearly, there are local events, anniversaries and other opportunities for activating It’s All Yours. Be creative!

Spring
• First day of spring
• Earth Day
• Arbor Day
• National Get Outdoors Day
• Wildflowers
• Spring Break
• Start of camping season
• Start of water sports season
• Mother’s Day
• Memorial Day
• Father’s Day

Summer
• End of School – Start of Summer Vacation
• First day of summer
• Fourth of July
• Gifford Pinchot’s Birthday – Aug. 11th
• Dog days of summer
• Labor Day

Fall
• First day of Fall
• National Public Lands Day
• Veterans Day
• Fall Colors
• Columbus Day
• Teddy Roosevelt’s Birthday – Oct. 27th
• Opening day of Hunting Season
• Thanksgiving

Winter
• Holidays and Season of Thanks/Giving
• Ski/Snowboard Season
• Learn to Ski and Snowboard Month
• Other Snow Sports-snowmobiling, snowshoeing, cross-country skiing
• Martin Luther King Jr. Day
• President’s Day
• Southern Forest getaways – Escape to the Ocala! Escape to the Coconino!
• Beat cabin fever!
• Overcoming the winter blahs

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National Forest Foundation
Available Resources
Information and resources regarding the campaign are available online at nationalforests.org/iayresources. Resources include:

- image library
- logos
- background information
- presentations
- PSA video files
- collateral designs and instructions

Following the initial release of the *It’s All Yours* stickers, we added additional designs (see pages 12-13). There is an existing national contract with GPO to order stickers. Please work with your regional printing specialist to order the stickers.

Contact

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The stickers showcased above have been extremely popular at a variety of events and with all ages. These stickers are designed and ready for your use.
All landscape stickers are available in sizes either 3.5” x 1.5” or 7” x 3”.