Intro
This toolkit is meant to provide a starting point for your organization to invite others to #OptOutside on Black Friday and every day after. Customize it and build on this toolkit as you see fit for your community and audience.
Content

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Campaign Overview
Countless things have changed since we first decided to close our doors on Black Friday five years ago, but one thing hasn’t: The outdoors is where we go to feel human again. And as the world continues to change, we will not. Our doors will once again be closed on Black Friday.

This year, we’re celebrating the “why” behind the choice of getting outside. And reminding ourselves that the outdoors is where we take care of ourselves and each other. In 2020, it’s needed now more than ever.
HOW TO
get involved
How to get involved

Remind
Remind your community that the outdoors is where we take care of ourselves and each other.

Invite
Ask your community to join us and to #OptOutside on Black Friday.

Give tools
Give your community the right tools to #RecreateResponsibly when they #OptOutside.
Assets
We encourage you to use imagery and copy that feels authentic to your audience. If you’d like to use our imagery and examples of post copy, please reference our guide.
Remind & Invite
Remind your community that the outdoors is where we take care of ourselves and each other.

Give yourself some space
Put yourself out there
Peace out

CTA
Join us
#optoutside

Before Black Friday
Option A
It’s amazing what a couple hours outside can do for your sense of well-being. Join us & REI on Black Friday to #OptOutside.

Option B
Give yourself some space and #OptOutside on Black Friday. Because we need to. And because that’s where we feel good, and awesome, and human. Join us and our friends at REI.

Post Black Friday
Thanks for joining us outside, but #OptOutside isn’t a one-day thing. If you didn’t make it out on Black Friday, you still have 364 more chances to get outside and give yourself some space.
These are image assets that you can use to share with your community.
These are image assets that you can use to share with your community
These are lockups you can use on your own images
Banner headers and copy for email or newsletter

Sample Email / Newsletter Copy
Give yourself some space and #OptOutside on Black Friday. Because we need to. And because that’s where we feel good, and awesome, and human. Join us and our friends at REI.
③ Equip

Give our community the right tools to #RecreateResponsibly when they #OptOutside

KEY TIPS

Know Before You Go: Check the status of the place you want to visit. If it is closed, don’t go. If it’s crowded, have a backup plan.

Plan Ahead: Prepare for facilities to be closed, pack lunch and bring essentials like hand sanitizer and a face covering.

Explore Locally: Limit long-distance travel and make use of local parks, trails and public spaces. Be mindful of your impact on the communities you visit.

And there are four steps once you’re outside:

Practice Physical Distancing: Keep your group size small. Be prepared to cover your nose and mouth and give others space. If you are sick, stay home.

Play It Safe: Slow down and choose lower-risk activities to reduce your risk of injury. Search and rescue operations and health care resources are both strained.

Leave No Trace: Respect public lands and waters, as well as Native and local communities. Take all your garbage with you.

Build an Inclusive Outdoors: Be an active part of making the outdoors safe and welcoming for all identities and abilities.

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RESOURCE

RecreateResponsibly.org
SOCIAL MEDIA

guidelines
Social Media Guidelines
When sharing #OptOutside with your community through your personal social accounts, please consider these guidelines by platform:

**Facebook and Instagram Standard Post**
- Tag @REI in the imagery or use @REI in the post copy
- Include #OptOutside in the post copy
- Include #RecreateResponsibly when speaking to any of the tips listed in slide 14

**Instagram Story**
- Include both @REI and #OptOutside
- Include #RecreateResponsibly when speaking to any of the tips listed in slide 14

**Additional Hashtags**
- Feel free to include hashtags that are authentic to your community (e.g., #OutsideWithPride, #ForceOfNature)

**Re-share REI Posts**
If you’d like to re-share any REI posts, here are directions to do so by platform:

**FACEBOOK**
- Click the Share button below the post

**INSTAGRAM STORY**
1. Tap the paper airplane icon under the photo or video in feed
2. Tap Add post to your story.
3. Tap Your Story > Done.

**TWITTER**
- Click the Retweet button
SEE YOU OUT THERE

thank you