



Presentation to Salt Lake County Council

June 30, 2020





20 Acts of Service Over 20 Days in 2020

template: @MADDY.CORBIN

30 DAY Story Challenge

CIRCLE THE DAY & POST THE PHOTO IN YOUR NEXT STORY

DAY 01 CURRENT FAVORITE DRINK	DAY 02 YOUR #OOTD	DAY 03 FAVORITE QUOTE	DAY 04 CELEBRITY CRUSH	DAY 05 FAVORITE VACATION SPOT
DAY 06 YOUR BEST FRIEND	DAY 07 FAV PICTURE ON YOUR PHONE	DAY 08 PHOTO OF YOUR ROOM	DAY 09 PHOTO WHEN YOU WERE HAPPIEST	DAY 10 YOUR FAVORITE SONG
DAY 11 SOMEONE YOU LOVE	DAY 12 FAVORITE MEME	DAY 13 YOUR BEST SELFIE	DAY 14 FAVORITE MEAL	DAY 15 PET OR FAVORITE ANIMAL
DAY 16 GUILTY PLEASURE	DAY 17 CURRENT WEATHER	DAY 18 FAVORITE PAIR OF SHOES	DAY 19 SOMETHING BLUE	DAY 20 FONDEST MEMORY
DAY 21 HIDDEN TALENT	DAY 22 YOUR FAMILY	DAY 23 FAVORITE SKINCARE PRODUCT	DAY 24 YOUR FAVORITE HOBBY	DAY 25 FUNNY SUPER-ZOOM
DAY 26 A SCHOOL PICTURE	DAY 27 FAVORITE BOOK	DAY 28 CURRENT PHONE WALLPAPER	DAY 29 I WOKE UP LIKE THIS	DAY 30 LAST ONLINE PURCHASE

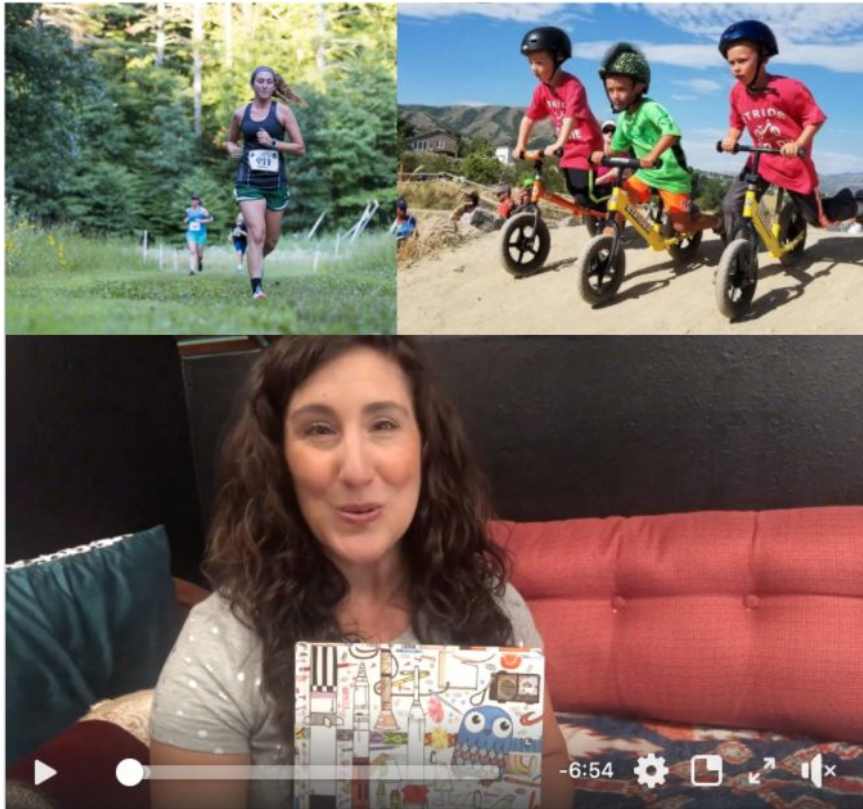
July 4 – July 24, 2020

A valley wide initiative led by Salt Lake County to engage County departments, municipalities and individuals in service.

#RallytheValley2020



Share the Best of Salt Lake County



Salt Lake County shares its best by showcasing its departments and resources that benefit the well-being of valley residents.

SLCO departments have significantly changed their operations because of COVID-19. SLCO employees have shown their resiliency and adaptability.

Through teamwork, hard work, and ingenuity, employees have revised SLCO programs so community members can continue to receive and benefit from County services during this health crisis.



Connect Community Members



The month of July is a time to connect and reflect on our collective experiences.

Remember that we're in this current COVID-19 pandemic together. Our success is dependent on everyone's commitment to the health of our families, neighbors, and communities.



Rally Together: Serve and Inspire Others



Share County programs as stories that have the power to lift people's spirits and inspire others to give of themselves for the betterment of our community.

Strengthen our valley's culture of service and compassion so current and future generations can enjoy strong and engaged communities.

Promote the County with the hashtag [#RallytheValley2020](#) on department and County Facebook and Instagram channels.



County Activity Toolkit



Co-branded promotion graphic for social media with suggested messages

Email banner for newsletters

Website banner for websites

Lawn sign

Press release template for departments to connect their program with initiative goals

Co-branded graphic to share and tag [#rallythevalley2020](#)

Film and photography guidelines to post about the program





Kickoff with Rally the Valley Ambassadors

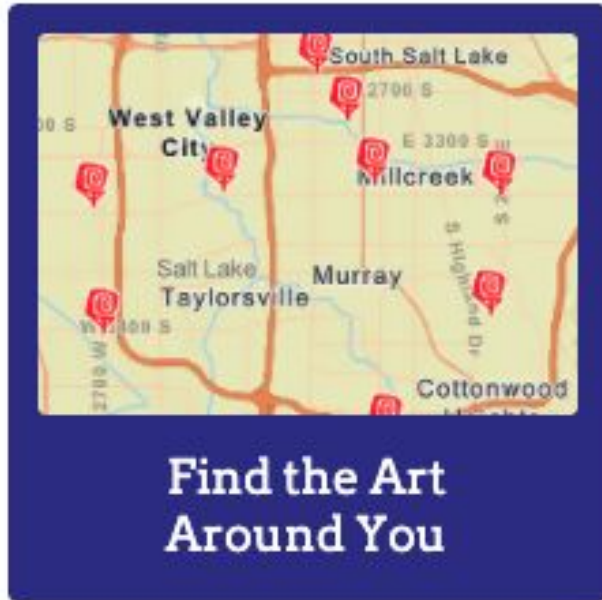


News release on July 3rd from Mayor's Office

Front porch concert on July 11th with Kurt Bestor

Challenge for cities and individuals to plan your own on July 11th

Highlights of County Programs



Virtual public art tour of the County *with Center for the Arts*

Online storytime *with Salt Lake County Library*

Virtual Expungement Day *with Office of New Americans*

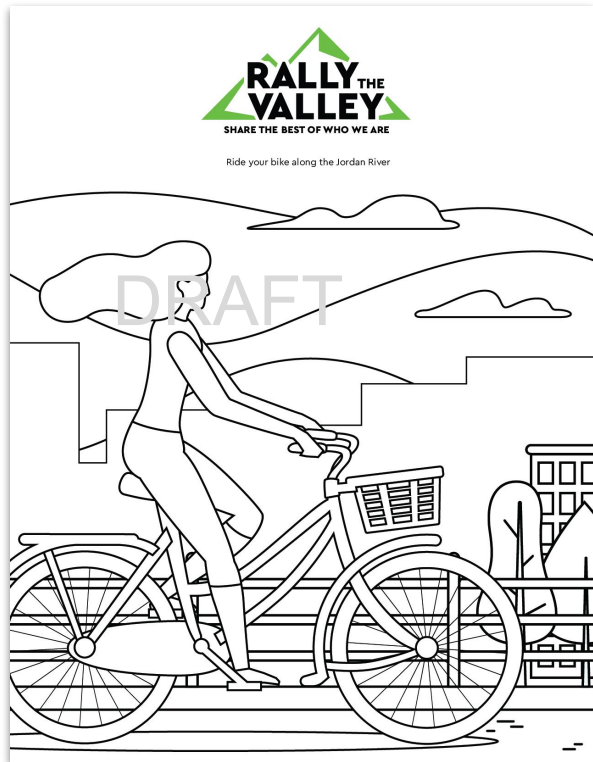
Grab and go meals *with Salt Lake County Youth Services*

Birding on the Jordan River *with Salt Lake County Parks
and Recreation*

Utah Barrel Racing *with Salt Lake County Equestrian Park
and Event Center*



Ideas for 20 Day Challenge for Valley Residents



Create your own piece of public art

Donate food to a food pantry

Host your own front porch concert

Find a song that reminds you of your mother and send it to her

Send a thank you note to the valley's first responders

Ask a grandparent to tell you a story you've never heard before

Tell a story of your first home