



TO: Salt Lake County Council
FROM: Salt Lake County Mayor's Office
DATE: June 23, 2020
RE: SLCO Initiative
Rally the Valley - *Share the Best of Who We Are*



As the County moves out of the COVID-19 crisis response, there is a need to showcase the resiliency and optimism of valley residents and provide opportunities for community members to connect in safe and healthy ways. County departments are being asked to show leadership by highlighting their programs. County departments are being asked to demonstrate their best programs. Alongside the County, valley municipalities, organizations and residents will be encouraged to "rally together" by sharing the best of themselves. Collectively organizations or individuals can "share their best" by posting messages, photos or videos on social media using the hashtag [#RallytheValley2020](https://www.instagram.com/RallytheValley2020).

#RallytheValley2020





This initiative will span two landmark holidays. It begins on July 4th, a federal holiday that commemorates the Declaration of Independence and those who have served our Country. The initiative ends on July 24th, a state holiday, that commemorates those who settled and have served Salt Lake Valley communities.

Collectively sharing moments or stories of goodness, ingenuity, hard work, resiliency, optimism, and collaboration can be powerful. This initiative has the power to lift people's spirits, inspire others to give of themselves, and continue to sacrifice for the continued health and safety of our community.

CAMPAIGN MESSAGE

RALLY THE VALLEY

Share the Best of Who We Are

July 4-24

Share 20 acts of service, over 20 days, in 2020

#RallytheValley2020

SLCO DEPARTMENT INVOLVEMENT

From July 4 - July 24, a period of 20 days, different SLCO departments and their programs will be spotlighted. Stories will be produced by each department on their social media channels and/or through earned media. Stories will focus on the contributions and services of SLCO departments who provide for the well-being and betterment of valley residents. Departments can connect with partners and encourage others to "share the best of who they are" using the hashtag #RallytheValley2020.

The Rally the Valley Team will provide digital promotional resources/toolbox for SLCO departments, municipalities, and organizations to participate and promote this initiative through their distinct communications channels. Promotional items will include 20-day service and social media post "challenges". The toolkit will also include unique and creative community activity ideas to get people involved and engaged in activities related to each department.

Social media posts will be displayed on the Rally the Valley splash page hosted on the County's website through social media feeds. Special activities or volunteer opportunities to be posted via NowPlayingUtah.org.

MUNICIPAL INVOLVEMENT

This initiative involves all 16 cities, 5 metro townships, and the 2 towns of Salt Lake County. Leadership is shown as valley municipal leaders work together and encourage the engagement of community members. The digital toolkit resources of the campaign can be used to amplify the message of the initiative through the online media channels of each municipality. Acts of service and community engagement can be collectively shared utilizing the



hashtag #RallytheValley202 and other hashtags used by the municipality. Essentially this valley-wide initiative is designed to capture the shared moments of service, good deeds, and human connection of community members.

#RallytheValley2020

KEY MESSAGES FOR SALT LAKE COUNTY

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 in July

- The month of July is a time to reflect on traditional community holidays through service and community connections.
- This initiative will span two landmark holidays for Utah.
 - July 4th is a time to reflect on those who sacrificed and served our Country.
 - July 24th is an opportunity to reflect on the settlement of the valley and family origin stories.

Share Acts of Service and Inspire Others

- Share your time, talents, and contributions with others and show the vitality of our strong and connected community.
- Sharing collective moments or stories of goodness, ingenuity, hard work, resiliency, optimism, and collaboration can be powerful. These stories have the power to lift people's spirits and even 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.



- Challenge others to participate every day in a different activity that reinforces the best of the services the County offers.
 - Share individual moments using the hashtag #RallytheValley2020
- Organizations and individuals can use their influence to “challenge” others to participate in the 20-day Rally the Valley initiative to “share the best of who they are” through social media.
- Our well-being is dependent on everyone’s commitment to the health of our communities. We are all in this together. Wearing a mask is an act of service for community health and to keep our economy and schools open.

#RallytheValley2020

