



## PARTNER GUIDE

### LET'S CELEBRATE!

#openlandmt  
@openlandmt  
openlandmt.org  
[www.facebook.com/openlandmt](http://www.facebook.com/openlandmt)

**THANK YOU** for joining Montana's month-long celebration of open land. We hope you **have fun** honoring Montana's open land, our outdoor heritage, and all that open land means to Montana!

**PARTNERS** can be involved in many ways. Partners:

- organize outings, activities, showings or events that celebrate open land
- use existing events to celebrate open land
- actively share, post, and promote Open Land Month via social media, newsletters, online
- write articles or produce creative visual images/videos that draw attention to the value of open land
- contribute in kind services
- offer items or gift certificates for volunteers
- help recruit additional voices to celebrate, volunteer, and promote Open Land Month
- raise fund for open land conservation
- encourage your colleagues, friends, and other organizations/businesses/towns to celebrate!

#### PLEASE:

- Like the Montana Open Land Month [Facebook](#) community page, and **invite** others to like us.
- Download resources from our [Partner Resources](#) page:
  - Use our logo or photo prompt to **build a link from your website** to openlandmt.org.
  - Use **our logo in your event materials & promotion**.
- Give a **shout-out to the importance of open land**, and Montana Open Land Month, during your open land event. Include a shout-out to Montana Open Land Month in weeks leading up to July, too!
- [Share the Big Sky!](#) Celebrate your love of open land using images, words, or video:
  - **Tag** interesting stories, posts and thoughts using **#openlandmt** or **@openlandmt**.
  - **Join** our *social media network* to receive weekly emails with content you can post, tweet, etc...
  - **Share** your photos, art, words or video directly through Montana Open Land Month
- Go the extra step and [help raise funds](#) for open land conservation.

#### CONTACT US FOR DETAILS

Glenn Marx  
montanamalt@q.com  
406.490.1659

Kate Wright  
kbwmontana@gmail.com  
406.581.0550

# SAMPLE MESSAGES & FAQ

## PRINT

- Get ready to celebrate Montana Open Land Month <http://openlandmt.org/>! This July, people across Montana will be honoring all that open land represents: our agricultural heritage, vast outdoor recreational opportunities, clean water, diverse wildlife habitat, scenic splendor, tremendous economic benefits, a vibrant tourism industry, freedom to roam and so, so much more! Spread the word... join this opportunity to share your love of Montana's open land!
- Delighted to be part of Montana Open Land Month! Join us in July 2015 to celebrate all that open land means to our way of life and our economy. <http://openlandmt.org/>, <https://www.facebook.com/OpenLandMT>

## SPOKEN

- At [this event], we are also excited to celebrate Montana Open Land Month – to join with people across Montana to honor ***all that open land represents***: our agricultural heritage, vast outdoor recreational opportunities, clean water, wildlife habitat, incredible scenery, spectacular landscapes, tremendous economic benefits, a vibrant tourism industry, freedom to roam... and so, *sooooo* much more! Thank you Open Land!
- Montana wouldn't be Montana without open land... from ranching to reeling, bronc-riding to backpacking, let's give a shout out to Montana Open Land Month! Here's to all the people who use, love and enjoy Montana open land!
- Now, let me say this: [we/our event] are thrilled to be part of Montana Open Land Month! All across Montana, people are celebrating our outdoor heritage – let's ***all*** give a big hand to open land, all that open land means to Montana, to our way of life, and to our economy!

## SHORT

- Celebrate Montana Open Land Month! We wouldn't be the Big Sky state without OPEN LAND!
- Big Sky + Open Land = MONTANA
- So glad to live/work/play in Montana! #openlandmt

## FAQ (Frequently Asked Questions)

- Open land can be public or private – it's all a part of what makes Montana so incredibly special!
- Montana Open Land Month was first celebrated in 2015. We immediately had other states interested in trying to do the same.
- Montana Open Land Month exists to raise awareness and build bridges. It's open and state-wide, celebrated by ranchers & tourists, hikers & horsemen & motorcycles, kids & veterans... anyone can join in! The goal is to honor the places and experiences we all love, the open land that makes our way of life possible.