

#LoveThatLot Celebration Materials Kit

Resources to help local revitalization projects attract the attention they deserve

Congratulations! Downloading this kit is the first step towards hosting a successful in-person Valentine's Day "Public Display of Affection" for a revitalized property in your community, as part of the national #LoveThatLot campaign.

We're inviting you to join us by hosting a #LoveThatLot PDA on Monday, February 14, 2022 (but you can also schedule your celebration for whatever date works best for you.)

Inviting local media to the celebration can attract additional positive attention to work that too often flies below the radar. We encourage you to be creative and decide what works best for your community, and to abide by all state and local COVID-19 safety protocols.

For example, a land bank could stage a small Valentine's Day celebration recognizing a new property owner of a former land bank property who has gone above and beyond to restore a home. Give the owner an opportunity to show off their hard work with a tour, and surprise them with Valentines and chocolates and balloons. You could even decorate the site with large construction paper hearts and other decorations. It's a pop-up party!

Below are links to a series of resources to help make your #LoveThatLot PDA a success: A sample media alert to send local press, sample social media to promote the event, and a list of tips to help you make it all come together. If you have more questions, please feel free to email Communications Director Maria Elkin at melkin@communityprogress.org.

[10 tips to help you make your celebration a success](#)

[Sample media alert](#)

[Sample social posts](#)

10 tips to help you make your celebration a success

Choosing a site

1. Be strategic in your choice: Choose a partner whose story has a compelling outcome that was empowered by your support.
2. Keep the focus on the partner: No one wants to go to an event where an organization is honoring itself.
3. Think outside of the box: Any revitalized vacant property can be showcased, but make sure the site will be photogenic and easy to decorate.
4. This is a great chance for you to deepen your existing relationship with a community partner.
5. Stories with a human element will be more attractive to the press.

Reaching the media

6. As long as your #LoveThatLot honoree is comfortable with possible media coverage, send a quick email to a reporter who has covered similar stories in the past with an exclusive invitation to your #LoveThatLot PDA. Any local reporter who has covered vacant properties, community development, or housing more broadly could be a good addition to your list.
7. You can also tweet directly at members of the media inviting them to your event.

Inviting community members

8. In addition to using social media to promote your celebration, consider sending out an email to local residents inviting them to the celebration—but check first to make sure your #LoveThatLot honoree is comfortable with this approach! You can repurpose the text from your media alert to cut down on writing time. You can also send the #LoveThatLot digital Valentines ([1](#), [2](#), and [3](#)) as part of the email.

Logistics

9. Ask a few volunteers to help with decorating, both prepping some DIY decor in advance and hanging it on-site. Or, for a simpler approach, just bring along a big bouquet of cheerful balloons.
10. Food will make the #LoveThatLot PDA feel like a real celebration. Cake, chocolates, donuts, or other Valentine's Day treats are the perfect final touch.

Sample media alert

[Honoree]’s Revitalization Work to Receive "Public Display of Affection" as Part of National Valentine's Day Campaign

CITY, STATE - For Valentine's Day, [Host Organization] is recognizing [Honoree]’s revitalization work with a special "Public Display of Affection" at [time] on Monday, February 14, 2022, on-site at [location—if a private residence, state that and say "address will be provided to interested members of the media upon request"]. This event is part of the national #LoveThatLot campaign led by the Center for Community Progress to recognize outstanding revitalization projects on formerly vacant properties.

In honor of [Honoree]'s work to revitalize a vacant [lot/house], the short celebration will feature a tour of the site and refreshments.

[2-3 sentences about person/project being honored. Describe the condition of the lot before the project, and what has changed as a result of the honoree's work.]

[Quote from host organization and/or honoree(s)]

This event is part of a national Valentine's Day #LoveThatLot campaign to highlight local leaders and organizations who have transformed vacant properties into community assets. More information on #LoveThatLot can be found at <https://communityprogress.org/blog/lovethatlot2022/>

The national #LoveThatLot campaign is a project of the [Center for Community Progress](https://communityprogress.org), a national nonprofit whose work fosters strong, equitable communities where vacant, abandoned, and deteriorated properties are transformed into assets for neighbors and neighborhoods.

About [Host Organization]:

Boilerplate language

About [Honoree - if honoree is an organization]:

Boilerplate language

Sample social posts

Facebook:

For an in-person event that residents are invited to:

This Valentine's Day, as part of the national #LoveThatLot campaign, we're showing [honoree] some love in recognition of their great work transforming this vacant space into a vibrant place. Join us on [date, time, place] for a festive Valentine's Day celebration.

For an event that isn't open to the public, or when you share photos of a successful event:

As part of the national Valentine's Day #LoveThatLot campaign, we're recognizing [honoree], who has transformed a vacant, rundown lot into an amazing asset for our community. [Sentence describing the project]. Check out these photos from our Valentine's Day celebration for [Honoree]. Thank you, [Honoree], for everything you're doing to make [City or neighborhood] a more vibrant place to live!

Tweets:

This Valentine's Day we're showing [honoree] some love for their great work! Come on by at [date, time, place] #LoveThatLot

"We're giving [Honoree]'s revitalization project a "Public Display of Affection" as part of national Valentine's Day campaign. Join us!" or "We gave [Honoree/Project] a "Public Display of Affection" as part of national Valentine's Day campaign."

[Project] is getting a Valentine's Day PDA to celebrate this great revitalization work. Find out how to get involved! [link] #LoveThatLot

@Reporter Join us as we recognize [honoree/project] with a Valentine's Day Public Display of Affection for their great work. [Date/Location] #LoveThatLot