



CHANGE YOUR PERSPECTIVE

YOUR MORNING, YOUR IMPACT



MAKE YOUR MARK ON THE NEXT 3,650 MORNINGS

Each of you has received a daily calendar page with a unique date. This is your chance to help shape Albuquerque's future, one day at a time.

HOW IT WORKS

1 FIND YOUR DATE

Your calendar page has a random date from the next year. This is your morning—the day you pledge to take action toward making Albuquerque the most dynamic and thriving destination it can be.

2 MAKE A COMMITMENT

On your calendar page, write down a specific action you'll take on that date to support the success of our Destination Master Plan.

Your action can be anything — big or small — that helps move us closer to our vision for Albuquerque. Keep your page as a reminder to yourself, mark your own calendar, or take a photo to remember your date and your pledge!

SAMPLE ACTION IDEAS

- Organize a community clean-up
- Create or host an event that would give visitors a one-of-a-kind experience
- Do something that makes a visitor feel extra special
- Support a local business or share a positive Albuquerque message with a social media post
- Collaborate with Visit Albuquerque on a project aligned with the Destination Master Plan

