



# PARTNER TOOLKIT

[The Outer Banks Promise](#) is a destination pledge created by the Outer Banks Visitors Bureau that is designed to inspire responsible behavior and a greater respect for our local culture and natural environment. By highlighting what makes the Outer Banks special and unique, we hope that people will develop a greater understanding of the small, but mighty, steps we can all take to help protect this place for generations to come.

As we continue to share this pledge within our community of Dare County residents, second homeowners, visitors and prospective visitors, we greatly appreciate your help in amplifying this message via your communication channels.

## HOW YOUR ORGANIZATION CAN GET INVOLVED:

- Visit [OBXpromise.com](#) and make your Promise by completing a simple online form.
- Share this pledge with your employees and encourage them to make the Promise individually.
- Make the Promise as a group. In 10 minutes, your organization can learn more about this initiative and take a group photo signifying your organization's commitment to responsibility and stewardship.
- Include a link to our [Promise page](#) on your website.
- Craft a blog or social media post and share it with your audiences/followers.
- Share the [Promise video](#) in an email or social post and/or embed it on an appropriate page on your site.
- Include Promise content in an email newsletter, confirmation emails or pre-arrival emails.
- Physically display Promise information at your business or property (signage, banner, postcards, stickers, window decal, etc.).



If you have any questions or other ideas on how we can help reach your audiences with this message, please contact Jeff Schwartzberg at [schwartzberg@outerbanks.org](mailto:schwartzberg@outerbanks.org).



## OUTER BANKS PROMISE CONTENT RESOURCES:

[Website](#)

[Video](#)

[Informational 1-Sheet](#)

[Press Release + Images](#)

### **Suggested Social Copy:**

How will you protect the OBX? The Outer Banks Promise is a pledge that encourages a commitment to responsible behavior and inspires greater respect for our local culture and natural environment. Make a promise to protect this place. <https://www.OBXpromise.com> #OBXpromise



### **Suggested Web + Email Copy:**

**The Outer Banks Promise:**

#### **Make a Promise to Protect the Place**

The Outer Banks is an amazing natural wonder that has supported a special way of life for generations. The Outer Banks Promise is a voluntary pledge that celebrates what makes this place unique, while encouraging responsible behavior, protecting our environment and culture, and strengthening stewardship and safety. Together, let's care for and protect the Outer Banks—today and for generations to come. We invite you to [make your Promise](#) today!

1. Discover this land of history and inspiration with a spirit of kindness and appreciation.
2. Turn “what ifs” into “let’s be prepared.”
3. Pack it in, pack it out. Leave no trace.
4. Wander with wonder, sticking to roads and paths.
5. Love the beach, respect the ocean.
6. Be a wildlife star, observing animals safely from afar.
7. Support local. Small acts have big impacts.

### **Logos:**

Stacked (Primary) + Horizontal (Secondary):

<https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr->

[LnZGQ/JPG?rlkey=bk8yrn2h20r8wuwiowcc1j98b&e=1&st=8f3odouz&subfolder\\_nav\\_tracking=1&dl=0](https://www.dropbox.com/scl/fo/ol28iawy4j86po8qsn7q/ADt1eosnkMPkDoYWr-LnZGQ/JPG?rlkey=bk8yrn2h20r8wuwiowcc1j98b&e=1&st=8f3odouz&subfolder_nav_tracking=1&dl=0)

*The Outer Banks*®  
VISITORS BUREAU  
outerbanks.org

### **Contact:**

Jeff Schwartzenberg  
Community Engagement Manager  
Outer Banks Visitors Bureau  
One Visitors Center Circle, Manteo, NC 27954  
[schwartzenberg@outerbanks.org](mailto:schwartzenberg@outerbanks.org) | 252-473-7155