



# How to Participate

## for Companies, Organizations, and Individuals

### For Companies and Organizations:

There are many ways to participate in Rockford Day and celebrate your pride in our City, even if you aren't a restaurant or retail shop. Here are some ideas:

- Share your **company or organization's history** on social media with the hashtag #RockfordDay (see the "Storytelling Guide," below)
- **Decorate your entrance** in Rockford Day colors (see the logo)
- Encourage members of your organization or staff to **wear Rockford spirit wear or Rockford Day colors** (see the logo)
- Offer **tours of your business or organization** (submit this as an event on [GoRockford.com/RockfordDay](http://GoRockford.com/RockfordDay))
- Have a **cookout for your staff** or members of your organization
- **Post a photo** of your staff or the members of your organization in front of your sign using the hashtag #RockfordDay

### For Individuals:

Rockford Day is the perfect opportunity to show your Rockford pride, or simply get out and enjoy what you love about our City. Here are some ideas:

- Wear your **favorite Rockford gear**, the Rockford Day colors (see the logo), or even your school colors or spirit wear; post a selfie on social media using the hashtag #RockfordDay
- Color and/or **decorate the Rockford Day logo** (found below); take a selfie with it and post it on social media using the hashtag #RockfordDay
- Get outside, meet your neighbors, and **enjoy the outdoors!** Simply walk your neighborhood or visit [www.815outside.com](http://www.815outside.com) for more ideas.
- Share photos of your **Rockford favorites** using the hashtags #RockfordDay and #815Favorite\_\_\_\_\_ (see "Rockford Favorites Social Media Challenge," below)
- Share your Rockford story or **why you're proud to live in Rockford** on social media using the hashtag #RockfordDay (see Share Your Story, below)

## Rockford Pride Photo Contest

How do you demonstrate pride in our City? **We challenge you to find a creative way to show us your Rockford pride!**

Take a photo demonstrating pride in our City in the most creative way possible. Visit [GoRockford.com/Rockford-Day](http://GoRockford.com/Rockford-Day) to submit your photo by Friday, August 9<sup>th</sup>. A panel of judges selected by the Rockford Area Arts Council will decide the most creative photos in both adult and youth categories, and winners will be announced at the #RockfordDay kickoff event at Culture Shock at 8:15am on 8/15. Prizes will include baskets filled with Rockford goodies. Submit your photo on [GoRockford.com/RockfordDay](http://GoRockford.com/RockfordDay).

## Rockford Favorites Social Media Challenge:

What's your favorite place to hang out in Rockford? Who's your favorite community leader? How about your favorite street to walk down? Your favorite teacher? Your favorite place to eat? We challenge you to take selfies in your favorite locations throughout the City or with your favorite Rockford people and post them to social media using #RockfordDay and #815Favorite\_\_\_\_\_.

Throughout the weeks leading up to #RockfordDay, **random posts will be chosen for prizes!** Watch our Facebook page and Twitter feed for winners.

Here are some additional ideas:

#815FavoriteSchool

#815FavoritePark

#815FavoriteShop

#815FavoriteMural

#815FavoriteGarden

#815FavoritePastor

#815FavoriteAlderman

#815FavoriteChef

#815FavoriteArtist

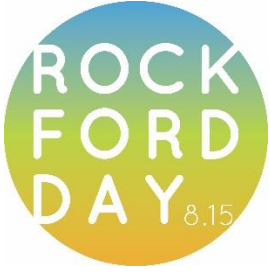
#815FavoritePoliceOfficer

What other favorites can you think of?

## Share Your Story

In October of last year, the *Chicago Tribune* declared that "Rockford is making a comeback — and so is the city's pride." The article featured multiple Rockford landmarks, from restaurants to cultural centers to sports venues, and celebrated the downtown development that has made our city a destination once again. But there is so much more to Rockford that makes us proud and privileged to live here, and Rockford Day wants to celebrate every triumph. That is why we want you to join us in celebrating Rockford's rich history and stories of success! Whether you are involved with Rockford sports or our cultural scene, whether you relish time in the outdoors or at local attractions, we want to hear your story! From manufacturing and aerospace to health and wellness, tell us what makes your business or experience special. Share what you value about the food and restaurants in our city or highlight the best features of your neighborhood. Describe your educational success! Whatever it is you're involved with that makes you proud, Rockford Day invites you to share your story on social media with the hashtag #RockfordDay or post it directly to the Rockford Day Facebook page. Stories posted by August 1<sup>st</sup> will be featured on our Facebook page.

Not sure how to write your story? Here is a storytelling guide:



# Storytelling Guides

## Telling the Story of Your Rockford History

**Dates:** Gather all important dates, such as when your business, entity, or organization was created, any major changes it went through, and any events that impacted it significantly. Tell about these events in the order they happened. Focus only on the events that are interesting and/or important.

**People:** When describing the people who impacted your business, entity, or organization, really describe the most interesting characteristics of their personalities, especially in regard to how those characteristics impacted you.

**Details:** Focus on the details that are most interesting, and leave out boring facts that are unnecessary. What great things has your business, entity, or organization accomplished? What challenges or setbacks has it suffered? Yes, even failures are an important part of our story! What makes your business, entity, or organization special and unique? Tell the story in a way that engages the reader's emotions and senses - make the reader really experience what it has gone through.

**The Ending:** Conclude your story with a final thought that 1) defines your business, organization, or entity; 2) summarizes its journey; and/or 3) demonstrates what you've learned or achieved along the way.

## Telling the Story of Your Rockford Experience

**Who?** Provide relevant and interesting descriptions of yourself as well as any person or people who contributed to your experience.

**What?** **If it's a place,** clearly name the place and describe what it is that makes it so wonderful. Make sure to focus on the specific details that make the place special and avoid including unnecessary extra details. **If it's something that happened to you,** clearly describe the experience that was wonderful, focusing only on the details that contributed to it being so special and avoiding extra, unnecessary details.

**How?** In what specific way were you impacted by this experience? What feelings, thoughts, inspiration, opportunities have come from it? How has it changed you as a person and/or changed your life?

**The Ending:** Conclude your story with a final thought that renames the place or your experience and summarizes the impact it had on you.

Print and Decorate the Rockford Day logo:

