

Utah Forever Partner Toolkit



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Utah Forever

STAKEHOLDER TALKING POINTS



Introduction

Utah Forever is a call to Unite for Utah around one mission — to preserve the natural beauty, vibrant culture and unique traditions that make the state so special. Built by the Collective Impact Council and led by the Utah Office of Tourism, this unified framework empowers locals, travelers and partners to share consistent, values-driven messages that promote responsible travel, community connection and a thriving future for our state. These talking points are your guide to communicating that mission clearly and confidently.

How to Use These Stakeholder Talking Points

The following talking points are designed to help you speak confidently about Utah Forever – whether addressing visitors, neighbors, partners or policymakers. Please use the points most relevant to your role, and tailor them to your voice, your audience and your channel.

Unite for Utah

Our mission includes everyone. Whether you are a long-time resident or someone experiencing Utah for the first time, we all can do our part to preserve this special place. Uniting everyone around our mission is critical to our success.

- Utah Forever is open to all.
- The more people united behind Utah Forever the more successful we will be.
- We are all united in our mission to preserve what is special about Utah.

Treat the state like it's yours

Our pride in Utah drives us to care for this special state. Our love of Utah inspires us to treat our state with care.

- The pride we share in this special place guides our actions.
- Utah is more than another spot on the map, it is ours to cherish.

Always adventure safe

Utah is unique. From canyon roads to desert-hot days, the state's geography and climate rewards those who prepare and think ahead. As experienced residents we share our knowledge with visitors so they can travel safely, and we lead by example, being prepared for everything Utah serves up.

- Utah's otherworldly geography demands unique preparation and safe practices.
- Always stay humble and learn from others.
- Pay attention to weather and terrain and know what to do when something does not go according to plan.

Honor local cultures

Utah's cultures stretch back thousands of years and are still evolving today. We respect the rich variety and deep heritage of the traditions throughout the state by respecting each unique way of life found within Utah.

- Honoring and learning from local cultures deepens our understanding of Utah's past and present.
- Respect Utah traditions and cultures by exploring thoughtfully.
- Connect to Utah's local cultures through humility and genuine curiosity.

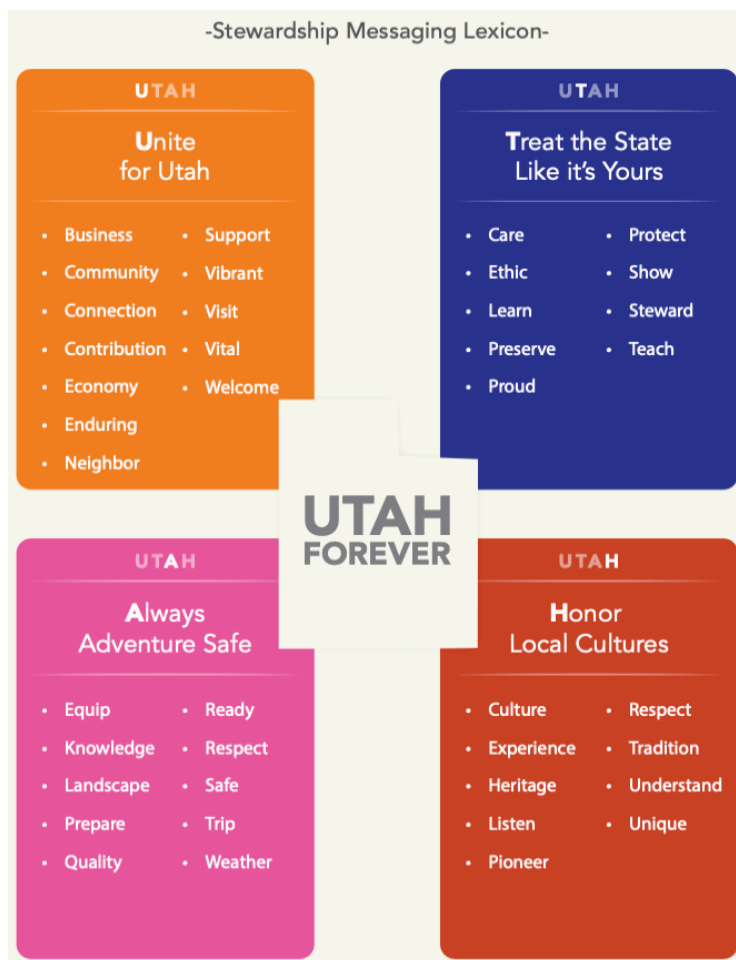
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LEXICON GUIDE



Introduction

The words below are suggested for use when communicating Utah’s stewardship messaging. This is not meant to be a prescriptive list, but rather to express a preference for using these selected words whenever possible. Each word is listed in its root word form, and may be used in all permutations of that word. For example, “visit” may become “visitation,” “visitor,” or “visits.” The Lexicon words are grouped within each of the four sections of the Stewardship Mnemonic.



Messaging Adaptation By Audience

The chart on the next page include examples of how messages to each audience may incorporate elements of the Lexicon and reflect the Core Messaging Pillars as well as the Attitudinal and Behavioral Objectives. This is meant to be inspirational, but not comprehensive—users of the Framework may create other messages using these elements. The Lexicon words within each of the the mnemonic sections are bolded in the example messages.

Utah Travelers

Utah Locals

Tourism Industry Partners

Elected Officials & Legislators

Unite for Utah

- ▶ Your Utah trip makes an enduring **contribution** to the **communities** you visit.
- ▶ **Support** local **businesses** in **communities** that rely on **visitation** for the **vitality** of their **economies**, environment, and culture.
- ▶ The **contributions** of your **visit** to Utah **supports communities** that are **vibrant economically**, culturally, and ecologically.

- ▶ Many of your **neighbors** rely on **visitation** for their livelihood. Welcome visitors and help support the **economic vitality** of your **community**.
- ▶ We **welcome visitors** because we know their **contributions support** our neighbors, local **businesses**, and add to the cultural and ecological vibrance of Utah's **communities**.

- ▶ By **welcoming visitors**, we **support** our **neighbors**, local **businesses** and the **economic**, cultural, and environmental **vitality** of our Utah **communities**.
- ▶ We connect **visitation** to **enduring economic**, cultural, and ecological **vitality** by maximizing the positive **contributions** of travel to and within Utah.
- ▶ We communicate the **economic** and cultural **contributions** of **visitation** to Utah residents and elected officials.

- ▶ When our tourism sector **welcomes visitors**, it **supports** our **neighbors**, grows local businesses, and contributes to the cultural and ecological **vitality** of Utah's **communities**.

Treat the state like it's yours

- ▶ You came here to experience Utah's beauty. **Learn** how to **care for it** so all can experience Utah in the same way.
- ▶ **Show** your love of Utah by **caring** for this special place.
- ▶ Each small act helps **preserve** Utah's natural beauty. Take **pride** in **caring for** this special place by adopting a **stewardship ethic**.

- ▶ This is your home. Take **pride** in **caring** for it and **teach** others how to be **stewards** of our state.
- ▶ **Care for** all of Utah like it's your backyard. Whether you are traveling close to home or in distant corners of the state, **preserve** and **protect** Utah's natural resources.
- ▶ We do our part to **care for** what makes us **proud** to be Utahns, and we **teach** our children how to be good **stewards**.

- ▶ We educate visitors on how to **care for** Utah's natural beauty and we model our **stewardship ethic**.
- ▶ Each of us is responsible for **caring for** the Utah experience and **teaching stewardship** to future generations.
- ▶ We lead Utah forward by advocating care for our beautiful places, **teaching stewardship** principles, and taking **pride** in our **collective care** for Utah.

- ▶ Our tourism sector cares for Utah by **teaching** visitors how to **care for** our natural beauty and modeling a **stewardship ethic**.
- ▶ Tourism businesses in Utah are **proud** of the work they do to **care for** the Utah experience and **teach stewardship** to future generations.
- ▶ We lead Utah forward by advocating **care for** our beautiful places, **teaching stewardship** principles, and taking **pride** in the **care** of Utah.

Always adventure safe

- ▶ Utah's unique **weather**, topography, and raw nature require **respect**. Be **prepared** for your Utah adventure, including the unexpected.
- ▶ Utah is unique. **Equip** yourself with **knowledge** and gear to experience it **safely** and respectfully.

- ▶ Utah's unique **landscape** can surprise even experienced Utah residents. Be **prepared** and set an example as a **safe** and **knowledgeable** Utah adventurer.
- ▶ As a Utahn, you know how wild and rugged Utah can be. Be **prepared** and plan for a safe trip in every **weather** condition or **landscape** you might encounter.

- ▶ **Safety** is our first priority. We know that not every visitor is familiar with Utah's **weather**, **landscape**, and wildlife. Sharing our **knowledge equips** them to have their best trip.
- ▶ **Safe trips** start with **knowledge**. We do our part to spread the **preparedness** message and alert our audience of changing **weather** conditions and timely **safety** information.

- ▶ **Safety** is the first priority of our tourism industry. We know that not every visitor has respect for the unpredictable nature of Utah's **weather**, **landscape**, and wildlife, so we **share** our **knowledge** and **equip** them to have their best **trip**.
- ▶ **Safe trips** start with **knowledge**. We do our part to spread the **preparedness** message and alert our visitors of changing **weather** conditions and timely **safety** information.

Honor local cultures

- ▶ Utah has **unique cultures**, **traditions**, and ways of life dating back thousands of years. Be prepared to **learn**, **listen** to others, and **respect** each person's **experience** as you explore Utah.

- ▶ Many Utah residents have come before you and many will come after you. **Respect** all the **cultures** within Utah and all the unique ways to **experience** this beautiful place.
- ▶ **Understand**, **listen** and **learn** as you **experience** your home state. Travel is a chance to encounter and show respect for diverse **cultures** and **traditions** old and new, even close to home.

- ▶ From tribal **cultures** to unique regional **traditions**, Utah has a rich heritage that we urge our travelers to **experience** and **respect**.
- ▶ The service and welcome we offer to all visitors is how we demonstrate **respect** and share Utah's **unique culture**.
- ▶ We model **respect** for all of Utah's diverse **cultural traditions**.

- ▶ From Tribal **cultures** to unique regional **traditions**, Utah has a rich heritage that the travel industry welcomes our guests to **experience** and **respect**.
- ▶ The service and welcome we offer to all visitors is how we demonstrate **respect** and share Utah's **unique culture**.

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STEWARDSHIP MESSAGING EXAMPLES



How to Use: A Resource for Stakeholders Across Marketing Channels

This sample messaging guide is designed to help Utah Office of Tourism partners, stakeholders and local organizations share the Utah Forever initiative consistently across platforms. These examples offer flexible, audience-aware language that aligns with the ethos – clear, inclusive and empowering – while allowing each partner to adapt messaging for their specific communities and channels.

Whether you're posting on social media, writing a newsletter, or installing signage in a visitor center or downtown corridor, these samples offer a starting point. All messaging supports the key pillars of Utah Forever and the role every steward plays in creating a thriving, sustainable future for our state



Sample Social Media Messages

Short-form messages designed for stakeholder-led social posts to engage the public and raise awareness of the initiative's values.

General Awareness (All Audiences)

Post Example 1

Your best adventure starts with a plan. Plan ahead to get the most out of your trip – safely and responsibly. Discover the Utah Forever way to travel at [\[LINK\]](#)

Post Example 2

Stewardship isn't just for visitors – it's for everyone. Whether you're exploring your hometown or hiking in a new corner of Utah, adventure safely, respect locals, and leave it better than you found it. That's the Utah Forever way. Learn more: [\[LINK\]](#)

Community Call to Action (Locals and Partners)

Post Example 3

When your community thrives, Utah thrives. Be a leader in caring for what makes this place special – support local, share the stewardship message, and encourage others to get involved.

Post Example 4

Utah Forever starts right here – with you. Pledge to care for, preserve, and pass on what makes this place extraordinary. Together, we can shape a Utah that lasts. Visit [\[LINK\]](#) to get started.

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STEWARDSHIP MESSAGING EXAMPLES



Sample Email/Newsletter Content

Longer-form messaging for email updates, newsletters, or stakeholder communication platforms.

Subject Line: Join Us in Shaping a Utah That Lasts

Header: Utah Forever Starts With You

Body Copy: At the heart of Utah Forever is a simple idea: the places we love today should still be here tomorrow – beautiful, welcoming and thriving.

We invite you to join a growing network of residents, leaders, businesses, and elected officials committed to caring for Utah for future generations.

This isn't about doing everything – it's about doing something. Whether it's encouraging responsible recreation, supporting local businesses, or modeling stewardship in your own backyard, your voice matters.

Learn more, get involved, and pledge your support at [\[LINK\]](#).



Sample Signage & Poster Messaging

Short-form messages designed for stakeholder-led social posts to engage the public and raise awareness of the initiative's values.

General Message

Utah Forever

Care for the places you love.
Travel prepared. Leave no trace. Respect the locals.
Your everyday actions make a difference.
Learn more at [\[LINK\]](#)

Community & Shop Local Message

Support the Heart of Utah

Shopping locally strengthens communities and preserves what makes them unique.
Every purchase helps build a thriving, lasting Utah.

Outdoor Recreation & Respect

Be Ready. Be Respectful. Be a Steward.

Pack out what you pack in
Stay on marked trails
Give space to people, wildlife, and culture
Care for the Utah experience for all

Your best adventure starts with a plan.

Pack out what you pack in.
Stay on trail to care for the land and yourself.
Give space to others and experience more.
Be a steward, and you'll have the kind of adventure you came for.

Explore like a local. Get more from your trip.

- ✓ Prepare for the conditions
- ✓ Hike respectfully
- ✓ Leave places better than you found them

When you travel this way, everyone wins – especially you.

Utah Forever

COMMUNITY ENGAGEMENT ASSET RECOMMENDATIONS



Introduction

We will recommend a suite of creative assets that you may choose to produce – resources designed to make stewardship visible in public-facing environments across the state. These resources may include elements such as window clings, table tents, digital badges, and on-site signage concepts, which can be produced as needed. Where possible, messaging and formats should be designed to be easily tailored to individual communities or businesses, reinforcing local ownership and active participation in the Utah Forever effort.

Creative Asset Toolkit for Community Engagement

These assets are designed to bring the Utah Forever initiative to life in communities across the state – making the values of stewardship visible, interactive, and easy to share. Each item reflects one or more of the UTAH pillars, encouraging locals, travelers and partners to take pride in Utah and participate as stewards of its treasures, cultures, and prosperity.

On-Site Print & Display Assets

Purpose: Increase physical visibility of Utah Forever in public-facing environments like shops, hotels, visitor centers, parks, and gathering places.

Potential Assets

Window Clings	Static decals for storefronts and public facilities, e.g., “Utah Forever Starts Here”
Table Tents	For restaurants, breweries, hotels and cafés, with QR codes that potentially link to a page on your website featuring key tips tied to each UTAH pillar
Countertop Signage / Flip Cards	Rotating “Stewardship Spotlight” messages at front desks and checkout counters (e.g., “This week’s tip: Stay on trail. Always travel safe.”)
Visitor Center Posters & Stickers	Eye-catching designs displaying the Utah Forever mnemonic in a concise, inspiring way
Trailhead or Park Signage Templates	Customizable outdoor panels or signs with messages like “Respect private property—stay on trails and follow signs” and other Leave No Trace principles.
Mirror Clings or Bathroom Door Signs	Creative spaces for soft stewardship nudges, e.g., “Reflect before you go: Are you ready for Utah’s wild weather?” “Show your care. Wash. Refill. Reuse.”
Shelf Talkers / Product Tags	In-store signage highlighting local or sustainable products to support “Unite for Utah.”
Vinyl Floor Decals	For high-traffic areas (airports, hotels & shuttle stops) with stewardship messages & QR codes (e.g., “Walk with Purpose. This is Utah Forever,” footprint-shaped UTAH reminders)
A-Frame Signs / Event Banners	Portable signage for events or visitor activations that encourages photo sharing

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COMMUNITY ENGAGEMENT ASSET RECOMMENDATIONS



Digital & Partner-Facing Assets

Purpose: Help partners, businesses, and organizations easily adopt and amplify Utah Forever messaging across digital platforms

Potential Assets

- Digital Pledge Badges** Shareable badges like "I Took the Utah Forever Pledge" or "This Business Supports Utah Forever" for websites, social media, or email signatures
- Email Signature Banner** Lightweight visuals (e.g. "Proud to adventure responsibly. #UtahForever") linking to pledge
- Printable Business Toolkit PDF** One-pager with overview and easy ideas for participation like in-store signs and local tips
- QR Code Generator or Stickers** Easy scannable links for check-ins, kiosks, and counters pointing to safety resources
- Social Media Toolkit** Canva templates, captions, stories, and shareables for each UTAH value



Take Home & Shareable Materials

Purpose: Help guests carry Utah Forever values with them – and spread the word to others.

Potential Assets

- Reusable Travel Tip Cards** Wallet-sized cards with QR links to trail prep guides, cultural etiquette & safety resources
- Postcard Campaign** Distribute postcards that guests can send home or to friends and family from parks or visitor centers, promoting stewardship messages and values
- Social Media Story Stickers** Shareable digital stickers and GIFs to promote the values on Instagram or TikTok
- Utah Forever Welcome Kits** Prepare kits for hotels or events that include a sticker, travel tips, stewardship-related swag, and a message from a local
- Interactive Digital Map** An interactive digital map (or series of maps) that can be accessed via QR codes highlights stewardship opportunities and key points of interest aligned with Utah Forever, featuring experiences like sustainable businesses, trails, and more

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COMMUNITY ENGAGEMENT ASSET RECOMMENDATIONS



Interactive & Educational Engagement Tools

Purpose: Deepen understanding and spark personal connection with the values behind Utah Forever

Potential Assets

Chalkboard / Pledge Wall Kit

For schools, libraries, or events with prompts like "I will ____ for Utah Forever"

Community Stewardship Passport

A challenge booklet for guests or families to track stewardship actions like "shop local" or "pack out trash;" opportunity to incorporate more challenges, scavenger hunts and contests where residents and visitors can submit real life photos, videos or stories showcasing their experiences in Utah to garner community pride and create engagement.

Video Assets

Short, engaging video content to support education and connection around Utah Forever, potentially including stewardship storytelling from real Utahns, visitor do's and don'ts, or animated explainers tailored to each UTAH pillar. Videos can be leveraged as an engagement tool for social media, websites, and visitor centers.

Kids' Coloring & Activity Sheets

Fun and educational pages featuring wildlife, safe travel tips, and a Junior Steward badge

Sticker Sheets

Custom icon stickers representing the UTAH values (e.g., boot prints, hearts, ears, first-aid kits)

Utah Forever Water Refill Station Signage

Signage at hydration stations with messaging like "Refill With Respect" or "Stewardship Flows Through You"

Visitor Kiosk Digital Interaction

Simple touch-screen experience installed at key visitor centers or welcome stops