



WHITE BOARD GUIDE

The Public Employees Roundtable (PER) White Board campaign provides organizations and individuals an easy, visual way to show their support for government employees and communicate the value of government service to the American people.

Individuals and organizations are encouraged to participate throughout the year—not just during *Public Service Recognition Week* (PSRW)—to continually build up positive images of government service and highlight the important work government employees perform every day.

DIRECTIONS (*As easy as 1...2...3...*)

1. Download one of two white board templates from the PSRW website at http://publicservicerecognitionweek.org/celebration_toolkit/:
 - Option 1: Public servants make America better by...
 - Option 2: I serve because...
 - If desired, add your organization's hashtag or logo to the template—as long as you also **keep the #PSRW hashtag**.
2. Encourage your members and contacts to add a personal message to the White Board and take photos to share online.
3. Post the photos on Facebook, Twitter and/or Instagram using the #PSRW hashtag so PER can track when and where it's used.

Questions? Email kkoziara@ourpublicservice.org.

ENCOURAGE PARTICIPATION

To encourage your members and supporters to participate:

1. Bring the template and a camera to your organization's events and annual meeting.
2. Run a contest: Once a month/quarter, pick the most original message or highlight the person who receives the most likes or retweets.
3. Send announcements and reminders about the campaign in your organization's newsletter, magazine, email updates, etc.
4. Tie the initiative to other recognition days/weeks/months (e.g., Nurses Week, Police Week, Disaster Preparedness Month) since these recognition times also have local, state and federal government ties. A partial list of recognition times is below.

COMPLIMENTARY NATIONAL COMMEMORATIVE CELEBRATIONS

January

- Martin Luther King, Jr. Day

February

- American Heart Month
- Black History Month
- President's Day

March

- National Deaf History Month
- National Women's History Month

April

- Alcohol Awareness Month
- Autism Awareness Month
- Financial Literacy Month
- National Park Week
- Sexual Assault Awareness Month

May

- Asian Pacific American Heritage Month
- Asthma Awareness Month
- Haitian Heritage Month
- Jewish American Heritage Month
- Memorial Day
- National Nurses Week
- National Police Week
- National Teachers Day / Appreciation Week
- National Transportation Week
- National Hurricane Preparedness Week
- Public Service Recognition Week
- South Asian Heritage Month

June

- Caribbean American Heritage Month
- Flag Day
- LGBT Pride Month

July / August

September

- Constituent Week
- National Guide Dog Month
- National Hispanic Heritage Month
- National Preparedness Month
- National Prostate Awareness Month
- National Wilderness Month

October

- Filipino American History Month
- National Breast Cancer Awareness Month
- National Cyber Security Awareness Month
- National Disability Employment Awareness Month
- National Bullying Prevention Month
- National Domestic Violence Awareness Month
- National Work and Family Month

November

- Epilepsy Awareness Month
- Native American Heritage Month
- National Diabetes Awareness Month