

## Attachment 5: Suggested Talking points on FYP

The following talking points are suggested for explaining the FYP initiative to BLM staff and external organizations:

- FYP is a National Park Service campaign that celebrates all public lands – federal, state, and local. It aims to shine a spotlight on the depth and breadth of parks and public lands in communities nationwide and the work we do every day with our partners.
- The NPS Centennial goal is to connect with and create the next generation of park visitors, supporters, and advocates. Those under 35 will inherit our management responsibilities and we need to be relevant to ensure that America's treasures are unimpaired
- While closely tied to the National Park Service Centennial, FYP is an opportunity to engage in a concentrated outreach effort that can also highlight the magnitude of distinctive recreation opportunities on BLM lands and the National Conservation Lands in particular.
- The FYP “brand” was created specifically for a young and diverse demographic that the BLM is also trying to reach.
- The templates and guidelines are available by registering on line on the [www.nextcenturyforparks.org](http://www.nextcenturyforparks.org) web site.
- We strongly encourage BLM units and partners to take advantage of the FYP web sites, experience and story sharing opportunities, FYP logo and creative display templates to make us part of the broader campaign.
- The public should be able to find our units, our friends groups, our events, stories from our visitors, ideas for experiences and itineraries, and volunteer opportunities when they use the [www.findyourpark.com](http://www.findyourpark.com) portals to find information.