

# 2024 DIGITAL TOOLKIT

Take a 4-legged  
stand and

# BARK FOR OUR PARKS



Sign up  
for a **FREE**  
doggy  
bandana



Join us and

# BARK FOR OUR PARKS



#BarkForOurParks

## ABOUT BARK FOR OUR PARKS

Bark For Our Parks is a new virtual dog-walking challenge, run by the charity Fields in Trust.

The challenge calls for dogs (and their humans), to walk 50km or 100km during May 2024 whilst fundraising for the only UK charity to legally protect parks and green spaces across the UK.

**THANK YOU** for your interest in supporting the challenge.

We've created this digital toolkit to provide you with information on Bark For Our Parks and the different ways you can get involved. From committing to completing the challenge, to resharing a social media post – and everything in between!

# About Fields in Trust

Fields in Trust is the only charity in the UK working to protect parks and green spaces for good. Because once lost, they're lost forever.

Since 1925, we have worked tirelessly to ensure the survival of these precious places by legally protecting their future, supporting landowners, and lobbying policymakers for change.

Parks are the green hearts of our communities. They make us happier and healthier and allow nature to thrive in our towns and cities.

Yet, they have no statutory protection and could be lost at any time. Only 6% of parks and green spaces are legally protected and with a rising population and a growing climate crisis, we are facing a park emergency and need to act fast. But we can't do it alone and we need your help.

**With your support helping us to spread the word of Bark For Our Parks, we can raise vital funds to make sure everyone has a park or green space close to home, forever.**



**Green Spaces For Good**



# HOW YOU CAN GET INVOLVED...



## 1. TAKE ON THE CHALLENGE!

Sign up to take part in Bark For Our Parks with your four-legged friend and encourage your friends and family to support you

Take on the challenge of walking 50km or 100km this May, and document your challenge on social media – asking your human friends to support your efforts.

Find some prompts on page 6 for inspiration!

## 2. SPREAD THE WORD

Reshare or post about Bark For Our Parks on social media

Want to support Bark For Our Parks but don't have a dog? We'd love your help in spreading the word! You can find some shareable images, plus some template copy for you to use on page 8.

# HOW YOU CAN GET INVOLVED...

## 3. JOIN THE COMMUNITY

Join the pack (our Bark For Our Parks Facebook group!). Share photos, videos, and updates from your daily dog walk, have the chance to hear from our celebrity ambassadors, and be in with the chance to win exclusive prizes throughout the month!

Scan to join  
our Facebook  
group



Calling all office dogs...

Sign up for a FREE doggy bandana

# BARK FOR OUR PARKS

Fields in Trust - Protecting our parks forever.

[BarkForOurParks.org](http://BarkForOurParks.org)



#BarkForOurParks



## ARE YOU A CORPORATE CANINE?

Do you, or someone close to you, have dog-friendly offices? Why not make this May the month you use the excuse to get out at lunchtime and explore your local green spaces with your corporate canines and colleagues... Find more info on page 9.

# 1. TAKING ON THE CHALLENGE!

## Sample social media posts:

I'm taking part in the [#BarkForOurParks](#) challenge, walking [50km or 100km] this May with [dog's name] to raise money for [@FieldsinTrust](#), the only UK charity fighting to make sure our parks and green spaces are legally protected and exist for our walkies forever.

Sign up for the challenge and receive a free Bark for Our Parks doggy bandana at [BarkForOurParks.org](#).

Did you know that only 6% of the UK's parks and green spaces are protected?

I'm proud to be taking part in the fantastic fundraising challenge [#BarkforOurParks](#) – a [50km or 100km] dog-walking event in May, set up by green space charity [@FieldsinTrust](#) to protect parks and green spaces forever.

You can support my challenge here, and the money you raise will go towards this brilliant cause. [*your fundraising page link*].

Download  
here

### Pair this with...

A picture of yourself with your four-legged friend, or download some Bark For Our Parks animations to go with your social media posts.

Look out for  
goodies like a  
doggy bandana,  
distance tracker &  
dog treats from us  
to help you with  
your challenge



Scan to join  
our Facebook  
group



# TAKING ON THE CHALLENGE CONTINUED...

Every step you take and pound you raise will help make sure our parks are legally protected forever! We're sure your pooch will look top dog in their new bandana – we'd love you to share a pic of them online using the #BarkForOurParks hashtag. To make the most out of your walks, check out our website for more information.

Good luck on your challenge...it'll be a walk in the park.

**BarkForOurParks.org**



fieldsintrust



FieldsInTrust



fieldsintrust

Sign up  
here



# 2. SPREAD THE WORD!

## Sample social media post:



Did you know that only 6% of the UK's parks and green spaces are protected?

If like me, you value your local park, why not take on **#BarkforOurParks** – a 50km, or 100km dog-walking challenge in May, set up by **@FieldsinTrust**, the only UK charity fighting to make sure our parks and green spaces are legally protected - and exist for our walkies forever.

Join the challenge and get a free doggy bandana at [BarkForOurParks.org](https://BarkForOurParks.org).

Download here

### Pair this with...

Download some Bark For Our Parks animations to go with your social media posts.

### Or reshare our posts...

Short on time? You can reshare some of our Bark For Our Parks posts instead, which can be found at:





# CORPORATE CANINES...

Does your dog come to work with you? Or do you have a dog-friendly office?

- 🐾 Why not make the most out of May and get out at lunchtime to explore your local green spaces with your corporate canine and human colleagues?
- 🐾 **Walk the walk:** Setting a team challenge distance! Decide what distance you think you can achieve together and use a weekly walking rota to make sure that everyone who wants to, can get involved.
- 🐾 **Raise the woof:** Agree on a team fundraising target. As well as your corporate canine collecting sponsorship, consider ideas such as Friday Donut Day or virtual quizzes to involve remote workers in raising money as part of the challenge.



## DID YOU KNOW?

Research by the Kennel Club showed that 70% of people say that dogs alleviate stress in the workplace.

Check out their advice for making your office dog work!

Read more

# RESOURCES ...

More information on Bark for Our Parks, along with the registration form, can be found on our website [barkforourparks.org](http://barkforourparks.org).

You'll find a bunch of free resources to help you with your challenge, including:

- Advice, guidance, and ideas in our FAQs
- A downloadable poster
- A customisable distance tracker
- Shareable graphics to use on social media



# AND TREATS...



- The first 1000 participants to sign up and create a fundraising page will receive a doggy bandana to wear when out and about.
- When you get your first donation, we will send details about exclusive discounts – including ice cream for dogs and their owners, plus amazing deli treats.
- When you hit the first fundraising milestone of £100, you'll receive FREE treats from the amazing [Life of Riley](#) pet bakery and boutique.

# THANK YOU TO OUR PAW-TNERS...

We're thrilled to be supported by these brilliant companies who share our belief that we all need green spaces close to home.

They are providing treats, rewards, and prizes to our canine and human participants.

Supported by:

**BARK  
FOR OUR  
PARKS**

Life of Riley®  
pet Bakery & Boutique



simply ice cream