LA84 Foundation

Play Equity Campaign Toolkit

Join the #PlayForAll Movement!

How to use this Toolkit

We hope these resources are useful in helping you promote your own work!

We are YOUR partners in Play Equity and the #PlayForAll Movement. This toolkit also has resources and information about our youth group and storytelling, from which we value your input!

What is #PlayForAll?

#PlayForAll is the way we describe the issue of Play Equity to a broader social media public audience.

Hashtag

Use #PlayForAll for your hashtag when using images and text provided in this toolkit, and whenever you have an image or video that embodies the spirit of the #PlayForAll Movement!

Your Personal #PlayForAll Poster

LA84 is proud to provide you with a customized #PlayForAll poster with your organization's logo. Post this with the #PlayForAll hashtag using suggested social media text or your own message!

DOWNLOAD POSTER

9 #PlayForAll Images

This toolkit includes 9 #PlayForAll images that you can download and post on your social media channels. Each image comes with suggested social media text for Facebook and for Twitter/Instagram. Click on each image to download or click below to download all 9 images.

DOWNLOAD 9 IMAGES

Suggested Social Media Text

Each of the 9 images has suggested social media text, both for Facebook and for Twitter/Instagram. You can use the text when posting the image. You can also use the text with your own images, with no image, or alongside other posters. Get as creative as you wish!

Tag the LA84 Foundation

- On Facebook at LA84 Foundation
- On Twitter at @la84foundation
- On Instagram at @la84foundation

#PlayForAll Posters & Suggested Social Media Text

1. Join the #PlayForAll Movement

Suggested Facebook Text: The #PlayForAll Movement is here! Join us and the LA84 Foundation to help ensure the dreams of our youth will not be determined by their zip codes.

Suggested Twitter/Instagram Text: The #PlayForAll Movement is here! Join us and @la84foundation to help ensure the dreams of our youth will not be determined by their zip codes.

DOWNLOAD IMAGE

2. Level the Playing Field

Suggested Facebook Text: 1 in 4 girls does not play a sport. Join us and the LA84 Foundation as we work together to level the playing field in youth sports! #PlayForAll

Suggested Twitter/Instagram Text: 1 in 4 girls does not play a sport. Join us and @LA84Foundation as we work together to level the playing field in youth sports! #PlayForAll

DOWNLOAD IMAGE

3. No Kid Left Behind

Suggested Facebook Text: No kid should be left behind. Join us and the LA84 Foundation in the #PlayForAll Movement to close the Play Equity Gap and give every child a chance to play sports!

Suggested Twitter/Instagram Text: No kid should be left behind. Join us and @la84foundation as we close the Play Equity Gap together so that every child a chance to play sports! #PlayForAll

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4. Every Kid Deserves A Chance

Suggested Facebook Text: Every kid deserves a chance. Join us and the LA84 Foundation in the #PlayForAll Movement to encourage more sport and structured play options for our youth!

Suggested Twitter/Instagram Text: Every kid deserves a chance. Join us and @LA84 Foundation in the #PlayForAll Movement to encourage more play options for our youth!

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5. School-Based Sports

Suggested Facebook Text: 1 in 4 poor kids are obese. Join us and the LA84 Foundation in supporting school-based sports and structured play as part of the #PlayForAll Movement!

Suggested Twitter/Instagram Text: 1 in 4 poor kids are obese. Join us and @la84foundation in supporting school-based sports and structured play as part of the #PlayForAll Movement!

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6. Sports Impact Academics

Suggested Facebook Text: Did you know 92% of LAUSD athletes graduate? Sports impacts academics, so join us and the LA84 Foundation as part of the #PlayForAll Movement!

Suggested Twitter/Instagram Text: Did you know 92% of LAUSD athletes graduate? Sports impacts academics, so join us @LA84 Foundation as part of the #PlayForAll Movement!

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7-9. P.E. Is A Social Justice Issue

Suggested Facebook Text: One or two days of P.E. per week is not enough. Join us and the LA84 Foundation as we push to provide more play for kids in all schools as part of the #PlayForAll Movement!

Suggested Twitter/Instagram Text: One or two days of P.E. per week is not enough. Join us and @LA84 Foundation as we push to provide more play for kids in all schools as part of the #PlayForAll Movement!

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Additional Resources + Information

Featured Grantees

The LA84 Foundation wants to highlight the great work you do and the success stories from your program. Read an example of how the work of LA84 and our grantees is changing lives, and submit your own stories to us!

CAYLIN MOORE: FROM SOUTH LA BALLER TO RHODES SCHOLAR

Share Your Resources

Do you have resources that you would like other organizations to also have access to? If so, let us and the grantee group know!

The LA84 SAMbassadors

Featured in LA84's 'P.E. Is A Social Justice Issue' images, the LA84 Student Athletes in Motion SAMbassadors are a group of active, civically engaged young athletes that serve as an advisory board for the foundation, offering guidance about grants, programs and activities. We are open to your recommendation for 9th or 10th graders to join the SAMbassadors. Email jeremy@la84.org.

MEET THE SAMBASSADORS

#PlayForAll at the 2017 LA84 Foundation Summit

What does #PlayForAll mean? Check out a comprehensive recap of the 2017 LA84 Foundation Summit, including panel recaps and videos, attendee testimonials, and #PlayForAll in the news.

VIEW HERE

Updated LA84 Logos

When using the LA84 Foundation logos on your website, banners and other approved uses, please use LA84's updated, five-flame logo. Please use the 5-colored logo against white backgrounds, and the white-colored logo for all other backgrounds.

DOWNLOAD HERE