



**Safe Boating Campaign**  
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## Template: Newsletter Content

The following is a suggested newsletter to share with your constituents prior to and during National Safe Boating Week. Please update with annual event dates.

### SUGGESTED CONTENT

#### Wear Your Life Jacket at Work Day

Wear Your Life Jacket at Work Day is Friday, May **XX, 20XX**. Let's flood social media with life jacket images and boating safety tips. We love boating - let's share it with others. It's easy to participate. Wear your life jacket at work (or at home), snap a picture and share on social media with the hashtag #wearyourlifejacketatworkday. Be sure to tag us too! (@BoatingCampaign on Facebook, Twitter and Instagram)

Hint, there may be prizes awarded throughout the day from the Safe Boating Campaign for the most creative photos!

Following Wear Your Life Jacket at Work Day is National Safe Boating Week from May **XX-XX, 20XX**. This is a great opportunity to continue the momentum from Wear Your Life Jacket at Work Day by sharing favorite boating memories and safety tips on social media.

#### National Safe Boating Week

National Safe Boating Week is May **XX-XX, 20XX**! Join us in sharing daily boating safety tips throughout the week on social media. In many areas, the water is open! It's now more important than ever to share about boating safety within our communities. You may share the post from our Facebook page (**ADD LINK**) or Twitter page (**ADD LINK**), or post the content below to your account each morning. Thank you for your support in encouraging others to boat responsibly! Remember to use the hashtag #nationalsafiboatingweek.

Learn more at [SafeBoatingCampaign.com](https://www.safiboatingcampaign.com).