



## Toolkit Customer E-mail Copy Template

October 1 2020

FINAL

### Explore Responsibly E-mail Copy

Dear [Customer],

As we continue to be Montana Aware, we wanted to share with you five ways you can explore our community and our state responsibly:

#### **Plan Ahead**

- Check for closures or limited services before arriving.
- Pack your own water, food, trash bags, masks and soap or sanitizer.
- If your destination is too crowded, have a backup plan.

#### **Keep Space**

- Keep six feet away from others. In crowded spaces, indoors or out, please wear a mask.
- Explore with your family or household and avoid big groups.

#### **Be Respectful**

- Respect guidelines to help keep yourself and others healthy.
- Respect the land and help preserve our natural wonders for everyone to enjoy.
- Respect people and local communities by helping protect their public health.

#### **Explore Locally**

- Pick a basecamp and choose local adventures.
- Support local businesses.

#### **Protect the Outdoors**

- When giving people space, watch where you step and stay close to the trail.
- Pack up any trash and minimize your impact.
- Keep a safe distance from wildlife, too.

We hope you'll continue to be Montana Aware with us. Remember to check [[insert URL of local/county health page](#)] for the most up-to-date local health guidelines. To learn more about the Montana Aware program, go to VISITMT.COM.