



# north lake tahoe

TRAVELER RESPONSIBILITY PLEDGE

**PARTNER TOOLKIT**

## OVERVIEW

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North Lake Tahoe's natural wonders have drawn visitors from around the world for generations. From sapphire blue waters to expansive mountain peaks, the Sierra landscape is truly awe-inspiring. To protect and preserve our beloved environment, the region is asking community members and travelers alike to commit to six travel pledges that will amplify environmental stewardship efforts.

Rooted in preservation tactics, education and mindfulness, the pledge reminds people to travel with awareness and observe the impact of their individual actions. Layered into each pledge are actionable steps to take, like participating in a beach clean-up with Tahoe Blue Crew's, drinking Tahoe Tap from a reusable bottle, and reminding people to leave no trace no matter the adventure. The pledge encourages people to support small businesses and sign up for emergency alerts to stay connected with travel advisories and emergency updates.

## SOCIAL MEDIA

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Social media platforms are a great way to share the campaign with your audiences. For your convenience, we've compiled various campaign images and videos that can accompany your post – please see the [Resources](#) section to view and download.

When posting, please tag us:



@TahoeNorth



@tahoenorth



@TahoeNorth



GoTahoeNorth

We also ask that your post includes hashtags:

#TahoePledge

#NorthLakeTahoe

## SAMPLE SOCIAL POSTS

To help keep the campaign tone intact, sample posts are included below. Use and/or customize these examples as needed to align with your brand and audiences. As a reminder, photo and video content is included in the [Resources](#) section below.

Become a steward of Lake Tahoe. Think, act and explore like a local. Take the #TahoePledge and join us in preserving our treasured spaces by leaving them better than you found them.

Respect the environment and reduce your footprint by packing out what you bring in, throwing away your trash in designated receptacles and staying on trails. Take the #TahoePledge

Stay educated and plan ahead by checking weather and road conditions. The North Lake Tahoe Know Before You Go informational guides are also great tools to find travel tips, itinerary recommendations and more. #TahoePledge #NorthLakeTahoe

Keep wildlife wild – don't feed the animals. Wildlife depend on natural behavior for survival, and not feeding wild animals also keeps you safe. #TahoePledge

Be fire safe – know the restrictions and permitting rules ahead of burning anything outdoors. Fireworks are not permitted. #NorthLakeTahoe #TahoePledge

Demonstrate mindful travel and positively impact the places you visit. Kindness and patience go a long way. Take the #TahoePledge and travel with awareness of your actions. #NorthLakeTahoe



The image shows a screenshot of a Facebook post from the page 'North Lake Tahoe'. The post is sponsored and features a photograph of a person's hand reaching down to pick up a white face mask from a sandy beach. The background of the photo shows a clear blue sky and a body of water. The text of the post reads: 'Respect the environment and reduce your footprint by packing out what you bring in, throwing away your trash and staying on trails. Take the #TahoePledge'. Below the photo, the website 'GOTAHOENORTH.COM' is listed, followed by the text 'Travel Responsible. Take the Pledge.' and a 'LEARN MORE' button. At the bottom of the post, there are icons for 'Like', 'Comment', and 'Share'.

## PROFILE IMAGE FRAMES

In addition to sharing the pledge on your social channels, we're encouraging everyone who takes the pledge to show their pride and bring attention to their sustainable intents.

Just like other profile frames on Facebook, people can update their profile by clicking *Update Profile Picture* and then *Add Frame*. To find the Traveler Responsibility Pledge, search for "Tahoe Pledge", select the frame of choice, reposition picture if needed and add a description if preferred. Users will also have the option to apply the frame for a certain period of time. Once that is complete, click *Use as Profile Picture* and the frame will be live. Friends and followers will then get a notification about the profile image update, which helps spread the word about the pledge.



# WEBSITE AND EMAILS

We ask that all partners include details about the pledge on your website so guests can take the pledge in advance of embarking to our beautiful region. There are four different button options to choose from depending on the background color of your site and the amount of space you have to fill.

[DOWNLOAD](#)

When using the button, please include the below sample copy to help explain what the pledge is about:

The magic of Lake Tahoe lies in the culture of our communities and the natural beauty that surrounds us. Before embarking on a journey to our beloved region, please take the Traveler Responsibility Pledge. We appreciate your commitment to preserving the natural wonders of the Sierra.

Then link the button to the pledge: <https://www.gotahoenorth.com/sustainable-travel-pledge/>

And for your convenience, below is code you can embed into the desired page on your site. Just simply copy and paste.



```
<!-- Take the Pledge (white) -->
<a href="https://www.gotahoenorth.com/sustainable-travel-pledge/" target="_blank"></a>
```



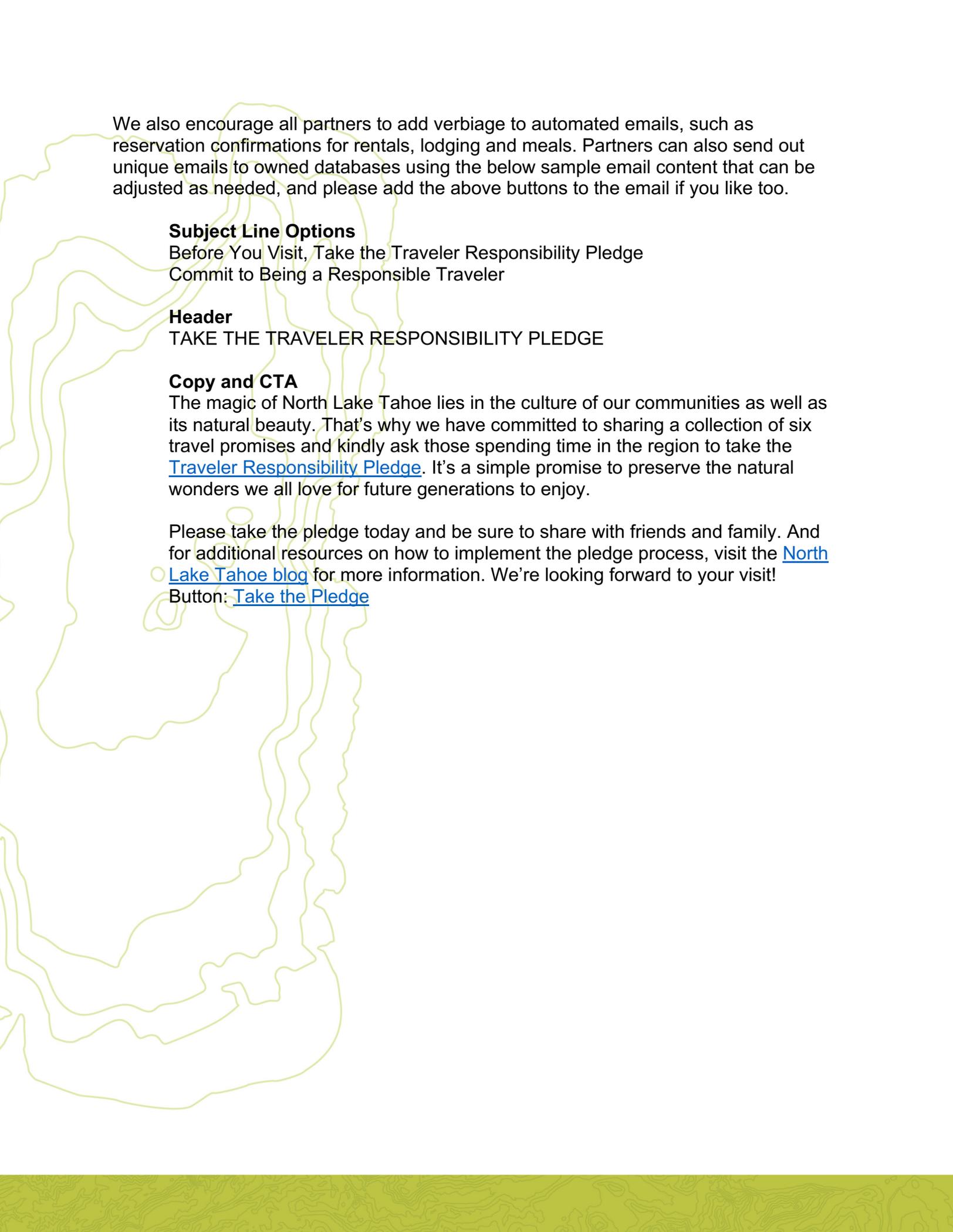
```
<!-- Traveler Responsibility Pledge (white) -->
<a href="https://www.gotahoenorth.com/sustainable-travel-pledge/" target="_blank"></a>
```



```
<!-- Take the Pledge (ponderosa) -->
<a href="https://www.gotahoenorth.com/sustainable-travel-pledge/" target="_blank"></a>
```



```
<!-- Traveler Responsibility Pledge (ponderosa) -->
<a href="https://www.gotahoenorth.com/sustainable-travel-pledge/" target="_blank"></a>
```



We also encourage all partners to add verbiage to automated emails, such as reservation confirmations for rentals, lodging and meals. Partners can also send out unique emails to owned databases using the below sample email content that can be adjusted as needed, and please add the above buttons to the email if you like too.

**Subject Line Options**

Before You Visit, Take the Traveler Responsibility Pledge  
Commit to Being a Responsible Traveler

**Header**

TAKE THE TRAVELER RESPONSIBILITY PLEDGE

**Copy and CTA**

The magic of North Lake Tahoe lies in the culture of our communities as well as its natural beauty. That's why we have committed to sharing a collection of six travel promises and kindly ask those spending time in the region to take the [Traveler Responsibility Pledge](#). It's a simple promise to preserve the natural wonders we all love for future generations to enjoy.

Please take the pledge today and be sure to share with friends and family. And for additional resources on how to implement the pledge process, visit the [North Lake Tahoe blog](#) for more information. We're looking forward to your visit!

Button: [Take the Pledge](#)

# RESOURCES

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A variety of tools and resources have been developed to help share the pledge and encourage participation. In addition, a plethora of content has been written about the pledge and is available to reference for your own inspiration and efforts. Use as many of the below options as you would like.

## LOGO

A variety of logo options have been developed for the pledge. The primary logo is specific to North Lake Tahoe, but there are other options that are more general to Lake Tahoe, including the icon of the logo saved out by itself. Please do not manipulate the logos in any way, and only use provided files.

[DOWNLOAD](#)

## IMAGE GALLERY

In the below link you'll find a variety of image options, some of which have been sized specifically for social. Please note, if you use an image in the Ming Poon folder, please include the following verbiage: Photo credit: Ming Poon.

[DOWNLOAD](#)

## PLEDGE ICONS

There are six different icons, all very specific to each pledge tenet. We ask that you do not stretch or distort these icons, and please only use icons that align with the same tenet that they are labeled for.

[DOWNLOAD](#)

## VIDEOS

A total of seven different videos have been developed including one overarching video, and separate videos for each of the six tenets of the pledge. To download, click *Download* to the bottom right of the video title. You can also add these videos to your website and social channels. To add to your site, click *Share* to the right of the Download button, copy the code in the Embed section and place it on the desired page on your site. By clicking *Share* you can also add to social platforms – simply select which platform you want to publish on, then follow the prompts.

- [Overarching](#)
- [Become a Steward](#)
- [Respect the Environment](#)
- [Stay Educated](#)
- [Keep Wildlife Wild](#)
- [Be Fire Safe](#)
- [Demonstrate Mindful Travel](#)

## DOWNLOADABLE CONTENT

[Flyer for posting at your business.](#)

[How To informational blog to share with guests and patrons.](#)

[Press Release about the campaign.](#)