



Communications Toolkit

Thanks for joining *Our Next 75*! We're so glad to have you involved in the movement! We encourage you to use the following resources to talk about the campaign.

KEY MESSAGES

- *Our Next 75* is an opportunity for the Pittsburgh region to take stock of where we are and where we can go, bringing together today's and tomorrow's leaders from across the 10 counties of southwestern Pennsylvania to better understand what each is doing to make the region a better place, and how we can better support one another into the future to make it happen.
- *Our Next 75* is encouraging the Pittsburgh region's citizen leaders of all ages and backgrounds to renew their commitment to the "Pittsburgh Values" of putting the community first; building bridges, collaborating and seeking alignment; and setting audacious goals and working aggressively to make them a reality.
- *Our Next 75* is an initiative of the Allegheny Conference on the occasion of the 75th anniversary of the first "Pittsburgh Renaissance," a time when the Pittsburgh region's public and private sector leaders came together to tackle the twin challenges of improving the environment and reinventing the economy. The foundation has been laid but the work is unfinished – it is up to today's and tomorrow's leaders to position the Pittsburgh region for the future.

WAYS TO MAKE YOUR COMMITMENT

Our Next 75 is a great opportunity to renew your commitment to the region. We're calling on today's and tomorrow's leaders to start conversations, make commitments to their communities, and collaborate with one another to make the next 75 years a success.

Below are some examples of ways you and your organization can activate on this occasion:

Join us at a Regional Visioning Workshop

We're convening today's and tomorrow's leaders from all 10 counties of southwestern Pennsylvania to envision the future of our region, taking stock of what we're doing today to make the region better, determining how and where we can make the biggest impact and, most importantly, understanding how we can all work together to make it happen.

All forums will follow the same format and take place at the same times.

Registration: 2:30 PM

Program: 3:00 PM

Reception: 4:30 PM

- **Washington, Fayette, Greene County Forum**
May 6, 2019
Noahs Event Venue, Southpointe
- **Westmoreland, Indiana, Armstrong County Forum**
May 7, 2019
Westmoreland Museum of American Art
- **Butler, Beaver, Lawrence County Forum**
May 22, 2019
Noahs Event Venue, Cranberry

Share your vision and participate in #OurNext75 LinkedIn Campaign

We want to amplify your activities, ideas and plans that are preparing the Pittsburgh region for #OurNext75!

- In a LinkedIn post, explain your ideas for the future or share what you or your organization are already doing to make the next 75 years a success.
- Use **#OurNext75** and tag the Allegheny Conference's LinkedIn account [@Allegheny Conference on Community Development](#) so that we can see and share your post.
- Each week we will do a roundup of posts on our [LinkedIn page](#) and [website](#), sharing the stories that are the most impactful— be sure to use **#OurNext75** and tag us in our post in order to be featured.

Join us at the *Our Next 75* Summit

As the culmination of three Regional Visioning Workshops, we're inviting 1,000 leaders from across our region to a summit at the Wyndam Grand hotel in downtown Pittsburgh. Today's and tomorrow's leaders will compare notes on what they're doing to move the region forward, find ways to better align their efforts, and commit to working together on transformational regional projects to take the Pittsburgh region into the future.

SAVE THE DATE: Wednesday, June 27 from 2:00 PM – 5:00 PM

Get Social

- Activate your social media followers and ask them to share their ideas for the future, and what they're doing to make the next 75 years a success using **#OurNext75** on LinkedIn.
- Share photos from our Regional Visioning Workshops and Summit – tag the [Allegheny Conference](#) and use **#OurNext75**.
- Share what you are committing to do for our region as a result of the Regional Visioning Workshops and *Our Next 75* Summit using **#OurNext75**.

- Celebrate community heroes and service leaders who are making our region a better place using **#OurNext75**.
 - Working on an innovative, collaborative, future-focused project in your community? Post a photo on social using **#OurNext75**.
 - Connect with those you are interacting with at the Regional Visioning Workshops and *Our Next 75* Summit on social media – keep the conversation and collaboration going after the event!
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SOCIAL MEDIA TIPS

Using social media is a key part of the initiative's communications. It's also one of the best ways to engage your fellow community members, and to share what you and your organization are doing to make a regional impact.

Remember to use the hashtag **#OurNext75** on social platforms when talking about the initiative and its activities. Our team is always online and would love to retweet and share your messages!

We are eager to help spread awareness about what you're doing in your communities on social media, specifically on [LinkedIn](#). All you need to do is tag us in your post so that we can share.

You can find us on [LinkedIn](#), [Facebook](#), and on Twitter [@AlleghenyConf](#). You can also follow us for the latest Our Next 75 news, events, and graphics to use on your own social profiles.

We also encourage you to follow *Our Region's Business*, the business affairs program co-produced by the Allegheny Conference and WPXI-TV, on Twitter ([@ORB_Pittsburgh](#)) as members from the initiative's leadership will be featured on the show throughout 2019.

Some sample messages for social:

- **LinkedIn:** 2019 represents the 75th anniversary of the Pittsburgh Renaissance – a time of transformative public-private partnerships that changed the face of the Pittsburgh region for good. But now we look to the future, to the next generation of transformation, to Our Next 75. The @Allegheny Conference on Community Development is launching #OurNext75, a regionwide initiative to bring together today's and tomorrow's leaders to build bridges to the future of the #Pittsburgh region. Join the movement and post what you and your organization are doing to position on our region for the future, tag the Allegheny Conference and #OurNext75.
 - **Twitter:** On the occasion of the 75th anniversary of Renaissance One, the @alleghenyconf is setting out to bring together today and tomorrow's leaders to rededicate themselves to the future of our region. Make your commitment and join the movement by visiting [ournext75.org](#).
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LOGO & SOCIAL GRAPHICS

- Our Next 75 Logo – [Download](#)
- Social Graphic: Facebook – *to come!*

- Social Graphic: LinkedIn – *to come!*
 - Social Graphic: Twitter – *to come!*
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FREQUENTLY ASKED QUESTIONS

What is *Our Next 75*?

Our Next 75 is an opportunity for the Pittsburgh region to take stock of where we are and where we can go, bringing together today's and tomorrow's leaders from across the 10 counties of southwestern Pennsylvania to better understand what each other is doing to make the region a better place, and how we can better support one another to make it happen.

Our Next 75 is encouraging the Pittsburgh region's citizen leaders of all ages and backgrounds to renew their commitment to the "Pittsburgh Values" of putting the community first; building bridges, collaborating and seeking alignment; and setting audacious goals and working aggressively to make them a reality.

Who's doing this?

Our Next 75 is an initiative of the Allegheny Conference on the occasion of the 75th anniversary of its formation and of Pittsburgh's Renaissance One. The effort is led by a steering committee comprised of today's and tomorrow's leaders from across the 10-county Pittsburgh region.

How do you define "leaders"?

We're focused on the "do-ers" of the region: people younger and older who see a challenge and step up to take action, whether by running for office, serving on a board, organizing and leading others, or working on their own. They are taking personal responsibility to move the region forward.

Why now?

2019 is the 75th anniversary of the first of two generations of "Pittsburgh Renaissance," times when the Pittsburgh region's public and private sector leaders came together to tackle the twin challenges of improving the environment and reinventing the economy. At the suggestion of Robert Dougherty, president of Carnegie Tech, financier Richard King Mellon convened 30 CEOs during World War II to form a committee for postwar planning that later became the Allegheny Conference on Community Development. Together with City of Pittsburgh Mayor David Lawrence, Mellon spearheaded efforts to improve air and water quality, reduce flooding, and revitalize communities.

A generation later, in the 1980s, civic leaders came together again amid the collapse of the region's industrial base to diversify the economy and improve the quality of life. The leadership group had broadened beyond business and government to include universities, foundations and a broader non-profit sector, including regional chambers of commerce. Together, they

engineered a comeback from 18 percent metro unemployment in the early 1980s to record high regional employment today.

Today, the Pittsburgh region is beginning the third generation of transformation , making this the perfect time to take stock of where we are and where we can go together and to rededicate ourselves to the “Pittsburgh Values” of civic leadership.

What are the “Pittsburgh Values”?

As defined by the *Our Next 75* Steering Committee, the people of the Pittsburgh region:

- Put community first
- Leave self-interest at the door
- Build bridges, collaborate and seek alignment
- Are intentionally inclusive and open to considering new ideas and points of view
- Embrace a global, innovative and future-oriented perspective
- Set audacious goals and work together aggressively to achieve them
- Demonstrate personal commitment through action

What do you hope to accomplish?

- Dedicate a new generation of citizen leaders in an intentional and inclusive way
- Identify the biggest opportunities and challenges facing the Pittsburgh region, with a better understanding of what everyone is doing to meet them
- Develop regional alignment on “the next big thing(s)” to improve our region for 2020 and beyond
- Connect the region’s citizen leaders of today and tomorrow , the Allegheny Conference, our [Regional Investors Council](#), and our public and private sector partners on an ongoing basis to more effectively work together