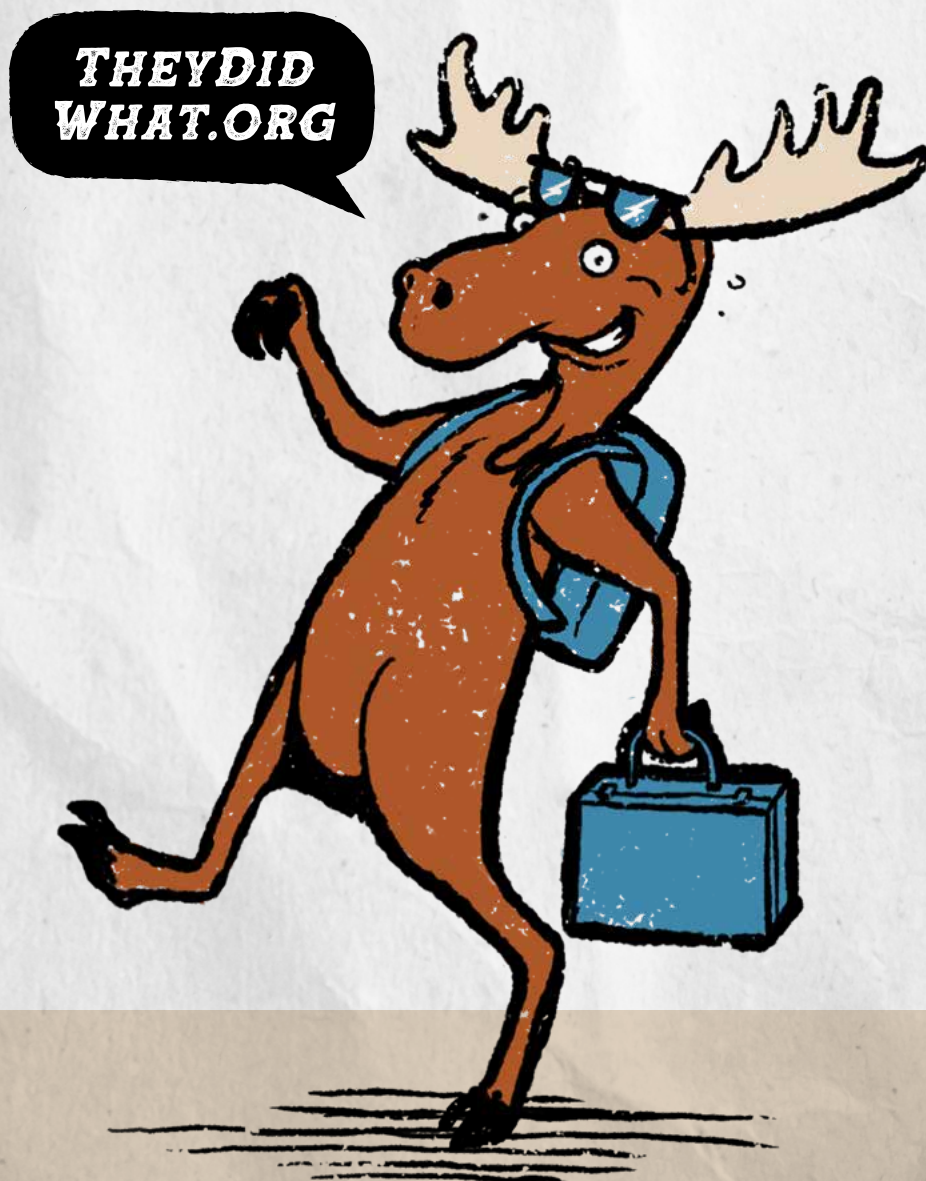


TheyDidWhat.org

# DESTINATION STEWARDSHIP TOOLKIT

20 insider tips  
to help inspire  
sustainable  
Eagle County  
adventures

- ☒ **WHAT TO BRING**
- ☒ **ABOUT WILDLIFE**
- ☒ **GETTING AROUND**
- ☒ **AND MORE!**



THEYDIDWHAT.ORG  
IS MADE POSSIBLE  
BY EAGLE COUNTY  
LODGING TAX FUNDS



# INTRODUCTION

## Dear Eagle County Partners,

On behalf of the Eagle County Lodging Tax Marketing Committee, I am thrilled to introduce [TheyDidWhat.org](https://TheyDidWhat.org), a sustainable travel initiative dedicated to educating the public on environmentally responsible adventuring in Eagle County.

TheyDidWhat.org, spearheaded by a passionate group of local eco-experts, offers insider tips and practical guidance to help visitors and residents alike make the most of their time in our beautiful valleys—while also ensuring the longevity of the natural spaces we cherish. Together, we have a unique opportunity to champion destination stewardship and demonstrate what it means to be responsible stewards of this remarkable place.

To help you and your team get involved, we've developed this interactive toolkit, which provides businesses, nonprofits, and government entities with the content needed to promote sustainable travel. Inside, you'll find step-by-step instructions on how to use these creative assets to elevate the message and encourage sustainable practices among travelers and locals alike.

Please join us in making every outdoor experience in Eagle County a positive one—not just for today but for generations to come. Together, we can lead by example, protect the natural beauty that defines us, and sustain the experiences that connect us.

Thank you for your partnership and for being part of this collective impact effort. Let's work together to preserve the place we love.

Naturally yours,

*Chris Romer*

Chris Romer

PRESIDENT & CEO  
Vail Valley Partnership

*Kris Mattera*

Kris Mattera

PRESIDENT & CEO  
Basalt Chamber  
of Commerce



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Click / tap,  
they're interactive ↙

[Download All Assets](#)

[Get Spanish Toolkit](#)



# DIGITAL MEDIA

## Tips Collection Artwork

Get Assets



## HOW TO USE THESE ASSETS

This collection of 20 illustrated tips is provided in 2:1 and 1:1 ratios for social media posts and email marketing. Keep corresponding 1:1 illustrations and messages in consecutive order. Include this text: **Take the pledge at TheyDidWhat.org.** Within social posts, use hashtag **#theydidwhat** and tag relevant partners for greater reach.

## Available File Formats

PNG

JPG

# DIGITAL MEDIA

## Pledge Reward Artwork

Get Asset

### HOW TO USE THIS ASSET

This asset is for individuals who took the pledge on TheyDidWhat.org. Use it online to share your commitment and encourage others to pledge. Direct them to **TheyDidWhat.org**, and include **#theydidwhat** to amplify the message. Tag other organizations and people in your network to boost engagement.

#### Available File Formats

PNG

JPG



# DIGITAL MEDIA

## Campaign Website

Visit Site



## HOW TO USE THIS ASSET

TheyDidWhat.org features 20 insider tips on how to adventure responsibly in Eagle County. It's also the destination for all campaign traffic. When directing people to the website, share your organization's dedication to destination stewardship and use the following call to action: **Take the pledge at TheyDidWhat.org.**

# PRINT MEDIA

## Letter & Tabloid Size Posters

Get Assets

### HOW TO USE THESE ASSETS

Print letter and tabloid size posters in-house to display in your office or storefront, and hand them out. Share with organizations in your network to spread awareness. Encourage collaboration to inspire change.

#### Available File Formats

PDF

PNG





# RESOURCES

## Message Platform

[Access DOC](#)

### HOW TO USE THIS ASSET

Copy and paste from these evergreen text blocks to support your marketing efforts for destination stewardship and campaign distribution. Use these messages across websites, email campaigns, social media, newsletters, and presentations to amplify reach and engagement.



TheyDidWhat.org / QuéHicieron.org

### Bilingual Message Platform

#### Instructions:

Copy and paste these headlines and evergreen text blocks to support your destination stewardship marketing efforts. Use these messages across websites, email campaigns, social media, newsletters, and presentations to amplify reach and engagement.

#### OVERVIEW

##### We're protecting the wild from ourselves.

TheyDidWhat.org is a no-nonsense travel guide that advocates for sustainable adventuring in Eagle County. Spearheaded by a pack of local eco-experts, come get insider tips and learn how to make every moment count.

##### Protegiendo la naturaleza de nosotros mismos.

QuéHicieron.org es una guía de viaje que promueve aventuras sostenibles en el Condado de Eagle. Con el apoyo de expertos locales en ecología, encontrarás consejos útiles y aprenderás a aprovechar al máximo cada momento.



# RESOURCES

## Partner Links

Explore partner resources and learn how to recreate responsibly and preserve Eagle County as a sustainable destination. Volunteer, donate, or share your knowledge to protect the wild. Visit these links and discover more ways to get involved.



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[Basalt Chamber of Commerce](#)

[Beaver Creek Resort Company](#)

[Bureau of Land Management](#)

[Colorado Parks & Wildlife](#)

[Eagle County Gives](#)

[Eagle County Government](#)

[Respect the Vail Valley](#)

[Roaring Fork  
Outdoor Volunteers](#)

[Roaring Fork Valley  
Destination Alliance](#)

[U.S. Forest Service](#)

[Vail Valley Mountain  
Trails Alliance](#)

[Vail Valley Partnership](#)

[Vail Valley Works](#)

[Visit Vail Valley](#)

[Walking Mountains](#)

# RESOURCES

## Questions & Feedback

If you have feedback or questions regarding the campaign please contact the nearest chamber of commerce listed below. TheyDidWhat.org is made possible by Eagle County Lodging Tax Funds.

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### Eagle River Valley

**Vail Valley Partnership**  
vailvalleypartnership.com  
info@vailvalleypartnership.com  
(970) 476-1000

### Roaring Fork Valley

**Basalt Chamber of Commerce**  
basaltchamber.org  
info@basaltchamber.org  
(970) 927-4031

