#MoLocalGovWeek

MISSOURI LOCAL GOVERNMENT WEEK MAY 3-9

A Toolkit For Ideas On How Your Community Can Celebrate

MISSOURI LOCAL GOVERNMENT WEEK

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Missouri celebrates local government officials and employees during Missouri Local Government Week May 3 - 9, 2026. This week is an ideal time to thank your local officials and local government employees for their dedication to keeping your community vibrant.

MISSOURI LOCAL GOVERNMENT WEEK MAY 3-9

Working together, your cities, counties and schools are the backbone of your community. All are encouraged to participate in the week, and we are here to help you celebrate what makes your community great.

Local Government Is...

- The first responders who willingly walk into danger to protect your community.
- The paramedics whose ambulances arrive within minutes to save lives every day.
- Law enforcement bringing security and safety.
- Your municipal utilities providing clean water to your home and facilitating sanitary sewer collection.
- Officials taking steps for resilience and recovery in your community.
- Safe and reliable transportation.
- Convenient and reliable trash service.
- Your friends and neighbors serving on the school board setting a direction for the next school year.

Through Missouri Local Government Week, we hope to bring awareness to local governments' role in enhancing the quality of life in communities. Your city or town's participation can be as comprehensive as you choose. Civic engagement activities can be held for citizens of all ages. Most are at no or low cost. Communities are encouraged to involve local schools, organizations, businesses and media in planning their Missouri Local Government Week activities.

This toolkit provides ideas and materials for celebrating, including:

- Ideas for participation
- Publicity tips and tricks
- Logo Usage
- Sample social media posts
- Social media best practices
- Sample press release
- Sample resolution

More information and downloadable resources such as a Missouri Local Government Week logo and social media graphics are available at mocities.com. We encourage to use social media to celebrate the week and promote their events. Remember to tag Missouri Municipal League in your posts and use the hashtag **#MoLocalGovWeek** when sharing on social platforms. When your event is over, please share photos and a summary of your activities with the Missouri Municipal League using the **submission form** at *mocities.com* so we can share with our audience.

Ideas for Participation

- Post on social media about how local government affects daily life and ensures your community runs smoothly! Use the hashtag **#MoLocalGovWeek.** *Sample posts, graphics, logos and best practices are available as part of this toolkit.*

- Recognize Missouri Local Government Week through a resolution, *sample resolution available as part of this toolkit.* Explain the importance of Missouri Local Government Week to residents at a council meeting when resolution is presented for adoption.

- Volunteer recognition at a council/commission meeting or a special event, to honor residents who have volunteered their time for the betterment of the city.

- Educating residents through videos or flyers around town.

- Organize tours through departments that may be perceived as less interesting to illustrate to the community how important their work really is to the community. Host an open house at city hall or city facilities (i.e. fire department, water treatment facility) Hold tours so attendees can meet local employees.

- Sponsor a community service day. Coordinate with city staff, elected officials, local volunteer groups, charity and nonprofit organizations, schools and civic clubs. Some ideas include a cleanup project at a park, a workday at the animal shelter, etc.

- Host a "coffee with a Councilman or the Mayor." During the meeting, residents can ask questions and hear updates on city projects and issues.

- Showcase utility equipment. Display police, fire and/or utility vehicles in one location for the public to view, have personnel on hand to educate and answer questions.

- Host a contest for students. Coordinate with area schools for an essay or poster contest. Students could be recognized at a city council meeting and at their schools.

- Send guest speakers to schools. Contact local schools or after-school programs to coordinate general or specific information sessions on municipal government and its services.

- Coordinate a story hour at a library, city hall or public park. Invite youth to attend, and have a special guest reader like a firefighter, police officer, city manager, or the mayor.

- Arrange a youth mentoring day. Work with teachers to match students with city leaders and department heads to be shadowed for a day to illustrate the impacts of their jobs.

- Hold mock City Council meetings. Have city officials go into the schools or invite students into council chambers to tackle a real-life issue.

Logo Usage

DO:
Use the Official Logo – Always use the correct, approved version of the city or organization's logo. You can download and save the Mo Local Government Week logo at mocities.com.

Using the logo on a flyer, social media graphic or other materials with a colored background? Be sure to use the ".png" file. This allows the logo to display with a transparent background instead of a white background or box behind it.

Maintain Proper Proportions – Scale the logo proportionally without stretching or distorting its shape.

Keep sufficient space around the logo to ensure visibility and avoid cluttered designs. Ensure the logo is placed on a background that maintains its readability and contrast.

Use high-resolution formats (PNG, SVG, EPS) for digital and print materials.

DON'T:
Don't copy and paste the logos from the League website or other online sources. Be sure to download the file(s) atmocities.com. This step ensures a high-resolution logo that displays nicely on all materials.
Only use approved brand colors; do not modify or add gradients, textures, or new colors.

Avoid placing the logo over complex images or patterns that reduce readability.

Do not apply drop shadows, outlines, bevels, or other graphic effects.

Use Outdated Versions –Do not use outdated logos. Always ensure you are using the most current version of the logo.

Please do not edit, manipulate or otherwise change the logo(s). This includes, but is not limited to, removing or cropping out parts of the logo, adding or replacing elements or names on the logo and changing the logo's colors. Do not stretch, squash, rotate, or distort the logo.

Publicity Tips and Tricks

- Typically, consumers of traditional media differ demographically from those on social media. Target audiences in a way that speaks to each of them. Involve print, television and radio outlets as well.

- Send a press release with the schedule and description of activities and/or a special article or editorial.

- Designate a contact for media inquiries if you do not already have one.

- Consider scheduling an interview about your project on a local television or radio talk show and your cable access channel.

- In addition to including your activities on the community's event calendar, have them posted on all applicable community calendars.

- Shoot and share photographs with print/online outlet as well.

- Post all materials, activities, rules and schedules on your city's website and social media pages. Encourage citizens to visit to learn more. Driving traffic to your website and social media platforms will allow citizens to see what other services your local government offers.

#MoLocalGovWeek

Sample Social Media Posts

All Day. Every Day. Local government works for you! #MoLocalGovWeek

It's #MoLocalGovWeek! Let's celebrate local government and its impact on your community. From maintaining roads to providing clean water, local government works all day, every day to make life better for their community. #LocalGovernmentMatters

Employee Spotlight: [Employee Name]
[Employee Name] has been serving [_____] for [X years] as [Job Title]. From keeping our community running to ensuring services and operations are available, they play a vital role in making our community a great place to live! Local government works for you! #MoLocalGovWeek [Include a photo of the employee]

Did you know? Many of your day-to-day activities are made possible by hard-working local government officials and city employees. From safe streets to emergency services, local government works for you! #MoLocalGovWeek #OurCommunityOurGovernment

Hard-working? Dedicated? Creating a better community for you? Join us in thanking our incredible local government workers today! From city clerks to first responders, they work tirelessly to make our community a better place. Drop a "THANK YOU" in the comments to show your appreciation! #MoLocalGovWeek

Whether it's school boards, county commissioners, or city clerks, these leaders help make our communities thrive. Local government makes your community happen. Join us in celebrating their work! #MoLocalGovWeek

Thank your local government Your local community decisions are essential. Local government works for you. #MoLocalGovWeek

Social Media Best Practices

Social media is an excellent tool for celebrating Missouri Local Government Week and promoting your city's events and activities.

Please tag the Missouri Municipal League in your social media posts. This allows us to see how your city, town or village is celebrating and engage with your posts.

Develop a content calendar for the week, ensuring daily engagement. Use a mix of posts: educational, interactive, visual, and storytelling. Schedule posts in advance using platforms like Facebook Creator Studio, Hootsuite, or Buffer.

Use consistent hashtags. Boost engagement and visibility by using:

#MOLocalGovWeek (official hashtag)
#LocalGovernmentMatters
#OurCommunityOurGovernment

Share facts about local government services and responsibilities. Post "Did You Know?" graphics with fun local government statistics.

Showcase local government in action. Feature short videos of city departments at work (e.g., road maintenance, water treatment, parks and recreation). Post "A Day in the Life" of a public servant. Share testimonials from city officials, employees, or residents.

Ask interactive questions like: What city service do you appreciate the most? Run polls or quizzes related to local government facts.
Encourage residents to share photos of their favorite local parks, events, or landmarks.

Post behind-the-scenes content from city hall meetings, community projects, or first responders.

Use Instagram & Facebook Stories for quick updates and engagement.

Create short-form videos (TikTok/Reels) featuring community leaders answering common questions.

Highlight local government employees with "Meet Our Team" spotlights.

Share ways residents can get involved, such as attending city meetings, volunteering, or joining advisory boards. Promote upcoming local events related to Missouri Local Government Week.

Partner with schools, libraries, law enforcement, and chambers of commerce for shared messaging. Cross-tag other departments, neighboring cities, and government organizations.
Encourage elected officials to reshare posts on their personal accounts.

Ensure images and videos are clear, well-lit, and engaging. Include city logos and consistent fonts/colors for a professional look.

Sample Press Release

Your Local Government Works For You All Day. Every Day.
Missouri Celebrates Missouri Local Government Week May 3-9, 2026

(CITY NAME), Mo. – Local government has a direct impact on each of us in (CITY/COUNTY NAME), every day. Working together, your cities, counties and schools are the backbone of the community.

Missouri celebrates Missouri Local Government Week May 3 - 9, 2026. In (CITY/COUNTY), we have many examples of local government serving the community. (INSERT EXAMPLE, STORY or PARTNERSHIP EXAMPLE)

Now is the time to learn more about how your local government serves you. (INSERT EVENT INFORMATION HERE.)

Local Government Is...
(CHOOSE FROM LIST BELOW OR ADD YOUR LOCAL SERVICES AND STATISTICS OR EXAMPLES)

- Your children climbing safely on the school bus.
- Your local roads cleared of snow in winter, and the potholes fixed in the spring.
- Clean water coming out of your tap each morning.
- A convenient location for your local polling place.
- Your friends and neighbors serving on the school board setting a direction for the next school year.
- Your favorite local park pavilion.
- The first responders to a fire, traffic accident or emergency.
- Law enforcement patrolling your street or county road.
- The convenience of trash service right at your curb.

Sample Resolution

Proclamation — Missouri Local Government Week 2026

WHEREAS, local governments in Missouri are at the forefront of making vital decisions that affect the lives of all Missourians within their communities; and

WHEREAS, local government is the government closest to citizens and the one with the most direct daily impact upon its residents; and

WHEREAS, local governments consist of city councils, county commissions and school boards, among others; and

WHEREAS, local governments work to improve the quality of life for their residents in communities across our great state; and

WHEREAS, local governments play a vital role in providing essential services and programs, fostering strong communities people are proud to call home.

NOW THEREFORE, I, Michael L. Kehoe, Governor of the State of Missouri, do hereby proclaim May 3 - 9, 2026, to be

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in (CITY, COUNTY) and urge all Missourians to join me in recognizing local governments as they serve their communities.

#MoLocalGovWeek

The week is sponsored by the following local government organizations:

Missouri Municipal League, **www.mocities.com**
Missouri Association of Counties, **www.mocounties.com**
Missouri Association of Councils of Government, **www.macog.org**
Municipal League of Metro St. Louis, **www.stlmuni.org**
Mid-America Regional Council, www.marc.org
Missouri Local Government Employees Retirement System, **www.molagers.org**

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