



The *Pick Perry* Campaign

What is Pick Perry?

Pick Perry is a passionate, community owned movement focused on showcasing our beloved community in order to retain and increase population and to attract a talented workforce in order to meet local employment demands.

The History

Officially launched in November 2016 as a partnership between the Perry County Development Corporation, the Perry County Chamber of Commerce and the Perry County Convention & Visitors Bureau, the initial purpose of the initiative was to rebrand the community and to combine the websites and social media outlets of all three organizations. With those goals achieved, the campaign has grown into a movement beyond our wildest dreams!

A Few #PickPerry Activities & Programs

- **Pick Perry Days** – On the 1st Friday of every month, community members sport their #pickperrywear (t-shirts, baseball tees, tank tops, sweatshirts, polos, etc.). On “Pick Perry Day,” it’s not unusual to walk into an area school, restaurant or business and see the majority of people wearing “Pick Perry” shirts. Local employers have also embraced the day, allowing and in some cases even purchasing the shirts for their employees. Local businesses offer special discounts to those wearing their gear and we host activities and giveaways. Social media is a constant stream of current and past residents posting their #pickperry pictures and professing their love for our community!
- **#PickPerryTravels** – Residents have taken their #pickperrywear with them on their travels all over the world as a way of expressing their hometown pride while away from home. At last count, #pickperry was spotted in 83 cities, 25 states, and 12 countries. Through them, we’ve been to Yellow Stone National Park, the Grand Canyon, the Rhine River, the Statue of Liberty, the Golden Gate Bridge, the beaches of Cozumel, even to the top of St. Stephen’s Cathedral in Budapest!
- **Perry Picks You Social Mixer** - In August 2018, we hosted the “Perry Picks You” Social Mixer during Schweizer Fest, a 61 year old community festival during which former residents return home for class reunions and family get-togethers. The goal of the event was to connect potential residents with local career opportunities and also to connect newer residents with friend networks and community resources. The festival was also a prime opportunity to use “#pickperry to highlight some of the best parts of life in Perry County in a fun and unique way. We did this by creating a county-wide poster campaign that was widely successful. A year later, many of the posters can still be spotted in

storefront windows, bulletin boards, even in bathroom stalls. This initiative was so successful that we recently launched a second series of posters.

- **Welcome Bags** – New or prospective residents are often referred to our office by realtors, employers, schools, utility companies, etc. We see this as an excellent opportunity to introduce them to our community. We've created #pickperry branded welcome bags stuffed with local goodies, schedules of upcoming events, and information about local resources.

The Results

Pick Perry has really taken on a life of its own, with members of the community taking ownership of the campaign, so much so that it's been referred to as the "Pick Perry Movement." It has truly reversed the mentality of "why would anyone want to live here?!" We've been told it created a much-needed outlet for residents to express their community pride. Some of our local small businesses have thanked us for our work, sharing that their sales are up and that they attribute some of that to an overall increased community pride and activity level. It has also allowed us to become the "face" of Perry County and our welcome bags have given us the opportunity to connect with so many new and incredible people!

We are often asked how we created "Pick Perry" and how other communities can replicate our efforts. My advice to them is not to hire a big marketing firm to do the work for you. Instead, create grassroots, collaborative campaign that highlights and involves the community. That is the essence of "Pick Perry."

Testimonials

"Pick Perry is an incredible campaign that's goal is to promote the assets of Perry County. The campaign highlights the natural beauty, outdoor activities, community events, and our hometown businesses. It serves as a reminder to residents and an enticing ad to future residents and visitors. It has unified the cities and towns in Perry County so that they can come together as Perry Countians."

"I love all the activities and enthusiasm behind the Pick Perry Movement!"

"Pick Perry is a visual representation of what community is and is all about. It gives me a great sense of pride and ownership for Perry County."

"The Pick Perry campaign has been amazing for our county. Erin and Wendi have done a fantastic job of promoting the businesses, people, activities, and the beauty Perry County has to offer. That serves not only to promote the county to outsiders, but also to remind those of us who live here how blessed we are. It also gives our county a common goal. Our school systems often divide us, so we need something about which we can all agree. I'm very grateful for the work the ladies have done."

