

#whyiplay Campaign

Milwaukee Recreation
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Lorenzo plays baseball in Milwaukee Public Schools. It helps him build character. Tell us why YOU play!

If you're an MPS high school student, it's time to sign up for winter sports: girls basketball, boys basketball, boys swim, and wrestling. To get involved, see your school's athletic director, visit mpsmke.com/athletics, or call (414) 475-8219.

#whyiplay



My name is Lorenzo and this is

Lorenzo #whyiplay [Learn More](#)

8,655 People Reached 447 Engagements [Boost Again](#)

Boosted on Oct 31, 2017 By Brian Mke Rec Not Approved

People Reached **5.0K** 3-Second Video Views **2.1K** [View Details](#)

#whyiplay



“When I think about MPS Athletics, I think about it as a chance for kids to express themselves and to achieve greatness and become something more in life.”

-Lorenzo

The student athletes in MPS are building friendships, learning new skills, and creating lifelong memories. Follow their stories on Instagram, YouTube, and Facebook @MilwaukeeRecreation or Twitter @mkerec. Then, sign up for a sport and join them! See your school's athletic director, visit mpsmke.com/athletics, or call 414.475.8219 to get involved and make high school count!

MPS MILWAUKEE PUBLIC SCHOOLS ATHLETICS

Your school can order additional copies of this poster through the MPS Duplicating Store Front. Search for #whyiplay and/or the student's name listed above.




milwaukee recreation
South Division High School

milwaukee recreation Lorenzo plays baseball in @milwaukeemp. It helps him build character. Tell us why YOU play! If you're an MPS high school student, it's time to sign up for #winter sports: girls basketball, boys basketball, boys swim, and wrestling. To get involved, see your school's athletic director, visit mpsmke.com/athletics, or call (414) 475-8219. #whyiplay #mpsproud #mps #mkerec #milwaukee #mkehome #mkeexplore #athlete #wellness #youth #sports

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MPS MILWAUKEE PUBLIC SCHOOLS ATHLETICS #whyiplay

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STEP 1	STEP 2	STEP 3
<ol style="list-style-type: none"> 1. Choose a video from the MPS Athlete tally list and produce video following the #whyiplay template. Have one video ready to go by Thursday afternoon. 2. Select and edit the best photo of the featured athlete. Create a hi-res version of the photo for the posters/trading cards. Create another version that is 3840x2160 @72 dpi for use as a video thumbnail. 3. Send video to Viviana and Brian for approval. 4. Once approved, email Ali and Rachael to let them know a new video has been produced. Include a link to download the MP4 file. 	<ol style="list-style-type: none"> 5. Upon receiving an email from Dante, review the video and social media copy following the template of previous posts. Add the new copy to Smartsheet). 6. Post completed #whyiplay video to Facebook and Instagram every Friday. 	<ol style="list-style-type: none"> 7. Upon receiving an email from Dante, create new poster and card for the new #whyiplay athlete. You will also need to listen to the video and choose a quote to put on the poster. 8. Send poster and card to Viviana and Brian for approval. 9. Once approved, send to the Duplicating store. Order 15 posters and 100 cards for each athlete using budget code XXX. 10. Once Duplicating informs you that the posters are ready, communicate with Alex and let her know that the posters and cards are ready to distribute.
WHO: Graphic Designer - Dante	WHO: Social Media - Rachael	WHO: Graphic Designer - Ali

STEP 4
<ol style="list-style-type: none"> 11. Distribute posters and cards to schools, along with the backpacks and shirts to students. Make sure to include cards and a couple of posters in the backpacks.
WHO: Community Engagement - Alex