QUEST

Building America's Best Community

PARTNER TOOLKIT

QUEST ISN'T AN ORGANIZATION. IT'S THE WAY COLUMBUS TALKS ABOUT OUR FUTURE.

Welcome to the Quest Partner Toolkit!

This comprehensive guide will help you to share, inspire, and drive community-led action across our community. As a valued partner, you play a vital role in activating local pride, breaking down barriers to civic involvement, and empowering every resident to own their piece of our community's future.

This toolkit is designed to equip your organization with ready-to-use newsletter copy, social media posts, and promotional materials to help you seamlessly introduce Quest to your members, employees, and followers. Your voice and active participation are essential to expanding our reach, connecting with every corner of our community to ensure our future truly is built *for all, by all*.

TOOLKIT CONTENTS

- Newsletter Content
- Social Media & Digital Channels Content
- Promotional & Misc Materials

FREQUENTLY ASKED QUESTIONS

What is Quest: Building America's Best Community?

Inspired by J. Irwin Miller's 1964 vision to make Columbus the best community of its size in America, Quest is a bold movement designed to intentionally build our community's future for all, by all.

This isn't a city initiative, an exclusive committee, or a top-down project. It is a shared vision where every resident, school, organization, business, civic group, and neighborhood holds the power to shape our community as we strive to build America's best community for everyone. .

What is One Small Thing?

One Small Thing is an accessible, low-barrier call to action that empowers every resident, employee, student, and neighbor to take personal ownership of their community on their own terms. Whether it's planting a neighborhood garden, checking in on an elderly neighbor, introducing a student to someone in your career

field, or taking pride in a daily routine, One Small Thing is about making every resident's corner of our community a little brighter, kinder, and stronger.

For Quest to succeed, residents need to know that their individual efforts matter and they do not need a formal title or permission to lead. As a partner organization, sharing One Small Thing helps your network easily get involved. It gives your members, employees, and all neighbors an immediate, tangible way to participate in shaping our community's future. Because when thousands of us own our piece of Columbus, small steps add up to extraordinary progress.

For more information or to request custom materials, please contact info@questcolumbus.org.

NEWSLETTER CONTENT

INSTRUCTIONS

- Where to Place: Feature this blurb in your primary section or near the top of your upcoming email newsletter (e.g., under "Community News," "Partner Highlights," or "Member Updates").
- Customization: Feel free to adjust the opening line to fit your organization's voice (e.g., *"At [Organization Name], we believe in building a stronger community for everyone, which is why we're excited to share..."*).
- Hyperlinks: Please ensure the following links are active in your email blast:
    - Website: Link QuestColumbus.org to our main site.
    - One Small Thing: Link submit your story directly to www.QuestColumbus.org/One-Small-Thing.
    - Social Media: Link @QuestColumbus to our official handles on Facebook, Instagram, and LinkedIn.

CONTENT

Columbus is Striving for the Best—And It Starts with You

At [Organization Name], we believe that a truly great community isn't built behind closed doors—it's co-created *for all, by all*! That's why we are proud to stand alongside Quest, a bold movement designed to build our community's future.

Quest isn't a city initiative, an exclusive committee, or a top-down project. It is a shared vision where every resident, school, business, and neighborhood holds the power to shape our community to be the best it can be for everyone.

Join us in transforming civic participation into an accessible, everyday culture where everyone is empowered, and everyone owns a piece of our shared future.

Take Action: What is Your "One Small Thing"?

One Small Thing is a simple way to get involved in Quest on your own terms. It's not about the size of the project or impact. One Small Thing is about making your corner of Columbus a little brighter, kinder, or stronger.

- Invite a neighbor to attend a community event with you.
- Introduce a student to someone in your career field.
- Organize a walking group in your neighborhood.
- Source, hire, dine, shop, and play locally.
- Check in on an elderly neighbor once a week.
- Post a 5-star review for a local business.

We invite you to pick One Small Thing you care about in your corner of the world, take action on your own schedule, and submit your story so we can celebrate your impact!

https://questcolumbus.org/one-small-thing/

SAVE THE DATE: Quest Community Event

Mark your calendars! Join us as Quest brings the whole community together to celebrate our shared vision and kick off our next phase of action.

- Date: Tuesday, January 26
- Details: The Commons, Downtown Columbus
- RSVP

Connect with Quest Today:

- Visit the Website: Head over to QuestColumbus.org to learn more about work, get involved, and submit your One Small Thing.
- Follow on Social Media: Connect with us on Facebook, Instagram, and LinkedIn (@QuestColumbus) to stay updated on local stories, news, and community wins.

Together, let's co-create a community where everyone belongs, grows, and thrives!

SOCIAL MEDIA & DIGITAL CHANNELS CONTENT

INSTRUCTIONS

- Intranet & Internal Portals: If your organization uses platforms like Slack, Microsoft Teams, or an internal employee portal, post a shortened excerpt along with the Save the Date for January 26.
- Social Cross-Promotion: If you post about Quest on your social media channels, please tag our official page (@QuestColumbus) so we can like, share, and amplify your post.
    - Facebook
    - Instagram
    - LinkedIn
- Hyperlinks: Please ensure the following links are active in your posts:
    - Website: Link QuestColumbus.org to our main site.
    - One Small Thing: Link submit your story directly to www.QuestColumbus.org/One-Small-Thing.
    - Quest Community Event (January 26) RSVP

CONTENT

POST 1

At [Organization Name], we've always believed that a truly great community isn't built behind closed doors—it's co-created *for all, by all*! That's why we are proud to stand alongside @QuestColumbus, a city-wide movement working to make Columbus the best place to live, work, and grow.

Quest isn't another city initiative or exclusive committee. It's an open invitation for every resident, business, and neighborhood to help shape the future of our hometown.

We're rolling up our sleeves to help lead from where we are, and we want you to join us! Head over to QuestColumbus.org to see how we can all build America's best community together.

POST 2

Real progress in Columbus doesn't happen in long public meetings. It happens when everyday people take pride in their own backyards.

Our team is officially jumping into @QuestColumbus's One Small Thing initiative! Quest is reminding all of us that you don't need a formal title, a massive budget, or permission to make a difference. Whether it's organizing a walking group, reading to elementary students, planting a neighborhood garden, or checking in on a neighbor, small steps add up to big change.

What is ONE small thing you can do for your corner of our community this week? Drop your ideas in the comments or submit your story directly at www.QuestColumbus.org/One-Small-Thing so we can cheer you on!

POST 3

At [Organization Name], we are proud to support Quest and encourage our employees and leadership to help us build the best community in America.

Quest transforms civic participation into an accessible, everyday culture where everyone belongs, everyone is empowered, and everyone owns a piece of our shared future.

We encourage our fellow local business leaders, non-profits, and community partners to explore the Quest and get involved at www.QuestColumbus.org.

POST 4

Mark our calendars for Tuesday, January 26! We want our whole [Organization Name] team to join us at The Commons for the @QuestColumbus Community Event!

Quest is bringing together residents, local leaders, student creators, and organizations from across our community to celebrate our progress and kick off the next big phase of community-driven action. Whether you've been volunteering in Columbus for decades or are looking for your very first way to connect, there is a seat saved for you.

RSVP Today! https://bit.ly/QuestJan26

ADDITIONAL PROMOTIONAL MATERIALS

- Visuals: You can download official Quest Columbus logos, brand color guidelines, print materials and more at QuestColumbus.org/Quest-Toolkit.
- Postcard & Print Materials: If you have an in-person lobby, front desk, or event table, postcards, flyers, and posters are available upon request. Contact us at info@questcolumbus.org.

Save the Date (January 26 Event)

- Calendar Invite: If your organization maintains a public or member event calendar, please add a placeholder for Tuesday, January 26, 2027 labeled *"Quest Community Event"*.
- Follow-Up Assets: We will send you official graphics, exact times, and registration links for the January 26 event as we get closer to the date.
- RSVP link: https://bit.ly/QuestJan26