

— MAY IS —  
**NATIONAL HOME  
IMPROVEMENT  
MONTH**



National Home  
Improvement Month  
**TOOLKIT**

- Promotional Tools & Guidelines
- Social Media Sample Posts
- Press Release Template
- Email & E-signature Examples

## May is National Home Improvement Month

**Dear NARI Members,**

May is National Home Improvement Month, which is a perfect opportunity to bring added attention to the benefits of hiring a professional remodeler for home projects. One of the primary areas of focus for the National Association of the Remodeling Industry (NARI) is to connect homeowners with remodeling experts and to help them make their dream homes a reality.

National Home Improvement Month offers an opportunity to reach out to consumers and talk about remodeling trends and can also be used to provide information on important consumer issues, such as remodeling homes safely and the importance of hiring a professional.

At NARI, we're committed to your success, and are excited to provide this promotional toolkit that includes sample social media posts, web banners, a press release template, and other consumer-focused materials to jump-start your efforts to generate interest about what your company is doing and what makes you unique.

Throughout the month, we will continue to provide content you can offer to your customers on a variety of subjects including: Top Remodeling Trends on the Rise, Tips from the Pro's, and more.

As we adapt and change with the times, let's take this time to celebrate the remodeling industry and inspire people to reimagine their homes and turn their "befores" into inspired "afters."

Sincerely,



Megan McCullough  
Director of Marketing  
NARI





## Digital Promotional Tools

**Web Banners** are provided at all standard sizes to be used as is, with a few customizable options you can even add your logo to.

Please download the banners below to generate overall awareness of National Home Improvement Month while driving traffic to your site. If you have any questions, please reach out to [marketing@nari.org](mailto:marketing@nari.org).



[Download Web Banners Here](#)

### YOUR HOME. REIMAGINED.

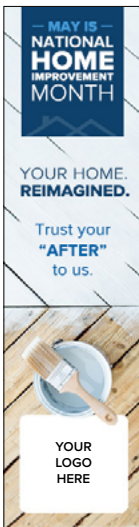
300x250



150x150



160x600



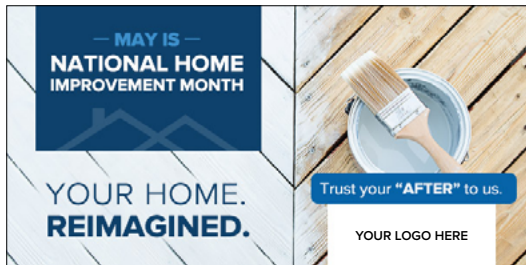
728x90



468x60



600x300



### Envision Your "AFTER"

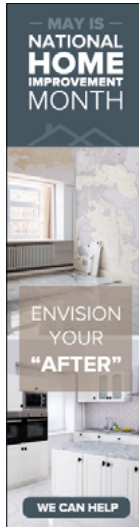
300x250



150x150



160x600



728x90



468x60



600x300





## Social Media Posts

**Social media is a great way to promote National Home Improvement Month and promote your company to potential homeowners considering remodeling.** Facebook, LinkedIn, Twitter, Instagram, Pinterest, and YouTube are great channels to promote this initiative with your followers—and potential clients. Below are examples of social media posts to get you started. Use this for inspiration to craft your own communications that will engage your audience.

### DON'T FORGET TO TAG US TOO:

**Facebook:** @NARINational

**Instagram:** @NARI\_National

**Twitter:** @NARI\_National

**#RemodelingDoneRight**

**#NationalHomeImprovementMonth**

**#ReimagineYourHome**

**#EnvisionYourAfter**

**#NARI**

 [Download Social Media Assets](#)

### Facebook and Instagram Examples:

“May is #NationalHomeImprovementMonth! Take this opportunity to reimagine your home and trust your “AFTER” to us. [http://www.\[companywebsite\].org](http://www.[companywebsite].org)

“It’s #NationalHomeImprovementMonth! We’d love to hear some of your home improvement ideas.” [http://www.\[companywebsite\].org](http://www.[companywebsite].org)

### Twitter Examples:

“May is #NationalHomeImprovementMonth! If you’re thinking about remodeling your home, start here: [http://www.\[companywebsite\].org](http://www.[companywebsite].org)”

“Looking for ways to reimagine your home? May is #NationalHomeImprovementMonth. Let [Company Name] be your guide to home maintenance.” [https://www.\[Company Name\].com](https://www.[Company Name].com)

**YouTube:** Post video footage showcasing “Before” and “After” photos for inspiration.

**Pinterest:** Use project “Before/After” images! Vertical shots work best on Pinterest. Give context and include the logos for your company.



## Press Release Template

We encourage you to personalize the press release template below to share National Home Improvement Month with your local media. Press releases are a great way to get the word out and help increase exposure of your company and services.

FOR IMMEDIATE RELEASE

Contact: [Insert Company Rep or Marketing/PR person]  
Phone Number  
Email  
Website

### **[Your Company Name] Celebrates National Home Improvement Month**

[City, State, Month, Date, Year]—Spring is a time for fresh ideas, new beginnings and home remodeling. May is National Home Improvement Month and [Your company name] is celebrating the month by [Insert any events or special promotions].

[Insert quote here from a company leader or representative about Home Improvement Month]

[Include details around virtual events you may be hosting, website content or videos, DIY tips, what to think about when considering remodeling. Get the press excited about you and how you can help homeowners!]

For more information about how we are celebrating National Home Improvement Month, [Insert contact information].

About [Company]

Insert company “boiler plate (description)” here.

###



## E-signature & Email Template

Include an updated email signature to announce that May is National Home Improvement Month. The example below is for placement only. Please use your standard company signature and add the email banner “YOUR HOME. REIMAGINED.” and text following your contact information.

-----  
Firstname Lastname  
Company Name  
123-456-7890  
[Firstname.lastname@company.com](mailto:Firstname.lastname@company.com)



May is National Home Remodeling Month!  
See our work at [www.companywebsite.com](http://www.companywebsite.com)

 [Download Email Assets](#)

