



# STATE EMPLOYEE RECOGNITION DAY TOOLKIT

**Recognizing the People Behind Public Service**

**MAY 6, 2026**



# WHY RECOGNITION MATTERS

State employees keep government running through essential public services that support communities across the country.

State Employee Recognition Day recognizes that work and reinforces appreciation for the people behind public service.

## SCALE

### **Nearly 3 million people**

work in state government across the country.

## IMPACT

### **Recognition supports morale, engagement, and retention**

while reinforcing appreciation for the people who keep public services running.

## VISIBILITY

### **Public appreciation strengthens trust**

in public service and helps make the work of state employees more visible.

# HOW TO USE THIS TOOLKIT

Choose the level of engagement that fits your goals and capacity.

QUICK WIN	AGENCY ACTIVATION	STATEWIDE CAMPAIGN
<p>Simple, low-lift ways to recognize employees that can be implemented quickly at the team or agency level.</p> <ul style="list-style-type: none"><li>• Internal recognition messages</li><li>• Peer recognition activities</li><li>• Small team celebrations</li><li>• Point-of-service appreciation</li></ul>	<p>Broader internal efforts that engage employees across an agency and reinforce a culture of appreciation.</p> <ul style="list-style-type: none"><li>• Agency-wide campaigns</li><li>• Leadership messages</li><li>• Employee spotlights</li><li>• Interactive engagement activities</li></ul>	<p>Coordinated efforts that elevate recognition across the state and increase public visibility of public service.</p> <ul style="list-style-type: none"><li>• Governor or statewide proclamation</li><li>• Coordinated social media campaign</li><li>• Cross-agency participation</li><li>• Press and public visibility</li></ul>

### Bottom Line:

Mix and match ideas from any level to build a recognition approach that works for your state.

# IDEAS TO ACTIVATE RECOGNITION

Use these ideas to build recognition efforts that fit your state, agency, or team.

## TEAM LEVEL IDEAS

- Recognize employees during team meetings
- Encourage peer-to-peer recognition
- Celebrate contributions with small gatherings or acknowledgments
- Share appreciation messages directly with staff

## AGENCY LEVEL IDEAS

- Share leadership messages recognizing employee contributions
- Feature employee spotlights in newsletters or internal communications
- Host agency-wide recognition events or activities
- Encourage team-level participation across departments

## STATE LEVEL IDEAS

- Issue a statewide proclamation recognizing State Employee Recognition Day
- Launch a coordinated social media campaign across agencies
- Highlight employee contributions through statewide communications
- Engage leadership in public recognition efforts

# AVAILABLE RESOURCES

To support State Employee Recognition Day planning and promotion, NASPE has provided a focused set of customizable resources. These materials are designed to help states communicate recognition efforts internally, share them publicly, and highlight the people behind public service.

## **Proclamation Template**

Sample language for governors, agencies, or departments recognizing State Employee Recognition Day.

## **Press Release Template**

A ready-to-adapt announcement for sharing recognition efforts with media and the public.

## **Agency Letter Template**

A customizable letter leaders can use to thank employees and reinforce appreciation.

## **Internal Email/ Newsletter Copy**

Plug-and-play copy for employee emails, newsletters, or intranet announcements.

## **Employee Spotlight Template**

A simple format for highlighting individual employees or teams and the work they do.

## **Social Media Kit**

Sample captions, hashtags, and graphics guidance to support public-facing promotion.

Access all templates and downloadable resources online:  
[www.naspe.net/serd](http://www.naspe.net/serd)