



## national **get outdoors** day

### Developing Partnerships

#### Getting Started:

Partners are critical for the event's success. Inspire partners to join your effort by outlining the mission of "National Get Outdoors Day", explain the benefits to the organization, and outline how they can help.

#### What is Get Outdoors Day?

"*National Get Outdoors Day* will introduce youth to recreational activities such as fishing, geocaching, biking, nature watching and the wonders of our Nation's landscapes. Experiencing our Nation's natural splendor contributes to healthier lives for our citizens and a deeper appreciation for the great outdoors."

**Why should I get involved?** Explain partner benefits. Why should partner want to be involved? How will the partnership benefit their organization's mission?

Highlight "**Why**" this is such an important critical issue by stating facts:

- Children in the US average just 30 minutes a week of unregulated time outdoors. However, their weekly electronic media exposure is almost 45 hours per week.
- Children today can identify over 1000 corporate logos but cannot identify 10 plants or animals in their own neighborhood.
- Since 1995, the National Sporting Goods Association says the number of kids biking, swimming and fishing has declined by more than 20 percent and it is estimated that only 6% of children, ages nine to thirteen, play outside on their own.

Further facts are available on the *National Get Outdoors Day Top 10 List*

#### How can I help? .

For *National Get Outdoors Day*, partners can fill the following roles:

- Site Host
- Activities Facilitator
- Media/Communications Coordinator
- Photographer
- Welcome Station Staff

#### What organizations should I contact as potential partners?

Brainstorm organizations in your area that have an interest in getting youth outdoors and learning about the environment. Start with businesses or youth organizations that have a mission and and/or financial stake in youth. Make a list of these potential contacts/partners. When you contact them, clearly state your, "**What, Why, How, When, Where**" points to inspire them to partner with you.

Potential organizations: Boy Scouts/Girl Scouts, local sporting goods retailers, REI outreach coordinators, Boys and Girls Clubs, ski areas, Off Highway Vehicle Clubs, church organizations with youth groups or any other business and or organization which has a focus on youth. Additionally, consider making contacts and developing partnerships within the health community, educational systems, and community and tourism organizations.