



## national get outdoors day

### Drawing Participants to GO Day Events

National Get Outdoors Day (GO Day) emphasizes reaching youth, underserved populations and first time visitors to public lands, so it is critically important to offer these groups a special invitation to participate. Help to make these nontraditional users of public lands feel they are welcome and encourage them to participate in GO Day events through special, targeted outreach efforts.

Best recruitment practices are through existing local and community organizations.

#### Faith-based Organizations

Many faith-based organizations provide their own transportation and are looking for fun group activities

- Use Google to identify organizations within your GO Day site zip code
- Call the Minister/Pastor/Youth Organizers and invite their participation in GO Day events. You may wish to include them in planning efforts as well

#### Schools

- Use Google to identify schools within your GO Day site zip code
- Email the PTA contact, after-school coordinator and/or head of science and physical education departments your National Get Outdoors Day announcement
- Emphasize that GO Day offers healthy, active fun for the whole family

#### Community Councils

All city councils have regularly scheduled meetings. Most meetings are open to the public and allow for community announcements.

- Attend a community-based legislative council meeting and put GO Day on the agenda
- Use the city council leadership as a great networking resource

#### Ethnic and Lifestyle Organizations

- Identify the unique ethnic community groups in your geographical area.
- Make contact with organization leaders and encourage a relationship
- Communicate your interest in their advice to connecting to their specific group as well as the benefits that GO Day offers them and their group
- Examples include NAACP, National Urban League, League of United Latin American Citizens, ethnic student groups

#### Outlets to Recruit GO Day Participants and post GO Day announcements

- Military bases
- Grocery stores
- Daycare
- Family restaurants
- Banks
- PTA meetings
- Movie theaters
- Listserves
- Urban medical centers
- Libraries
- Pediatricians' offices
- Athletic stores