



national get outdoors day

The Important Role of Souvenir Photos at GO Day Sites

We strongly encourage each National Get Outdoors Day site to provide its participants with opportunities for souvenir photographs. The important task of providing guests with fond memories of the Outdoors can be achieved with minimal amounts of labor and resources, but will have invaluable rewards for both guests and GO Day organizations.

Why Photos?

In today's busy world, the Great Outdoors must compete for the attention of America's youth with thousands of other messages. While many children already have positive memories of time spent in the Outdoors, they need "triggers" to remind them that these activities are valid (and fun!) alternatives to indoor activities. If we want to effectively reach out to kids, we must make sure we are heard over their video games and iPods. In order to help youth and adults alike build on their positive introductory experiences in the Outdoors, we must give them a great memory to take home.

How to Organize a Photography Station:

Invite your participants to have souvenir photographs taken with Outdoor celebrities such as Smoky Bear, Woodsy Owl, the Blue Goose, or Bobber the Water Safety Dog at a designated photography station. If your site will feature special attractions such as raptors or other animals, encourage the participating agencies to set aside time for photos after their presentations. It is best to have at least two volunteers running a photography station: a photographer and an assistant.

Digital photography is a great way to reduce the time and labor required to take photos, and it is an environmentally responsible way to reduce paper waste. We suggest that photos be uploaded onto a website where they can be downloaded later by participants at home.

Those who are waiting to have their pictures taken will be invited to register their email addresses with the coordinating volunteer. They will be asked for permission to share their information with National Get Outdoors Day participating organizations and will be provided with the website link where they can retrieve their photographs. If they are invited to do so, participating organizations can send email invitations to guests with information regarding future outdoor recreation opportunities in their local areas.