



national get outdoors day

Recruitment of Participants

National Get Outdoors Day (NGOD) emphasizes reaching new and first time visitors to public lands.

- Reaching underserved segments of the population such as: urban, economically disadvantaged and minority families.

Best recruitment practices are through existing local and community organizations.

Faith-based Organizations

- Use Google to identify organizations in the NGOD site zip code
- Call the Minister/Pastor/Youth Organizers and invite their participation in NGOD
- Many faith-based organizations provide their own transportation and are looking for fun group activities

Schools

- Use Google to identify schools in the NGOD site zip code
- Email the PTA contact, after-school coordinator and/or head of science and physical education departments the National Get Outdoors Day announcement
- NGOD 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 NGOD on the agenda
- City council leadership is a great networking resource

Ethnic and Lifestyle Organizations

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

Outlets to Recruit NGOD Participants and post NGOD announcements

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| ▪ Military bases | ▪ PTA meetings |
| ▪ Grocery stores | ▪ Movie theaters |
| ▪ Daycare | ▪ Listserves |
| ▪ Family restaurants | ▪ Urban medical centers |
| ▪ Banks | ▪ Libraries |