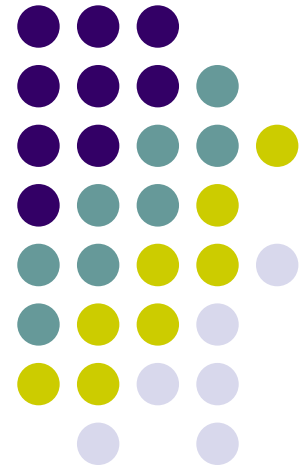


Great Ideas for Great Outdoors Month!



- New Ideas to Connect Kids with the Outdoors

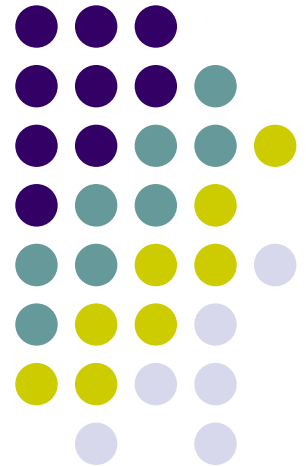


Get Active, Get Outdoors!

Reasons for Great Outdoors Month



- **Showcase Health/Active Recreation**
 - Obesity/Attention Deficit Disorder
 - Opportunity for Health Industry Involvement
- **Gets Recreation Community Engaged**
 - Industry
 - Government Agencies
 - NGOs/Non-profits

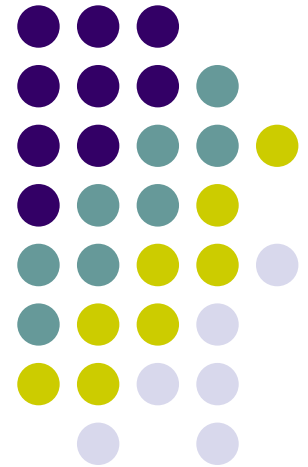


Get Active, Get Outdoors!

Reasons for Great Outdoors Month



- **Kick-off & Highlight Physical Activity**
 - Year-round Opportunities/Plan Ahead
- **Tell the Story to the Hill**
- **Engage Non-traditional Visitors**
- **Reward & Recognize Accomplishments**

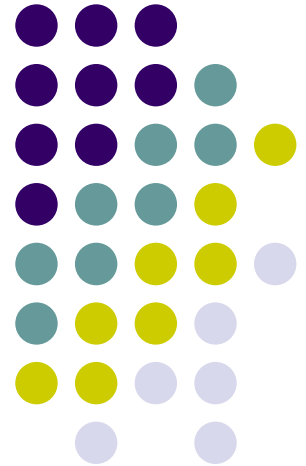


Get Active, Get Outdoors!

Great Outdoors Month: Key Messages



- Resource Stewardship
- Health Benefits of Outdoor Recreation
- Outdoors Happens Year-round!
- An Hour of Play Every Day!
- Highlight Local Recreation Options

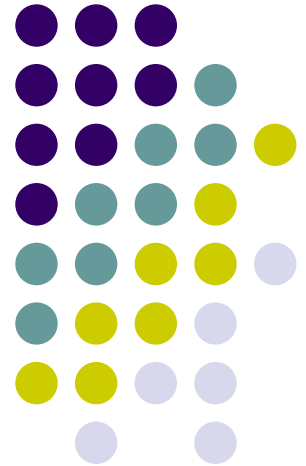


Get Active, Get Outdoors!

Focus on Outcomes: Expand Beyond Recreation



- Reduce Obesity/Diabetes
- Family Togetherness
- Crime Prevention
- Develop Future Leaders/Stewards

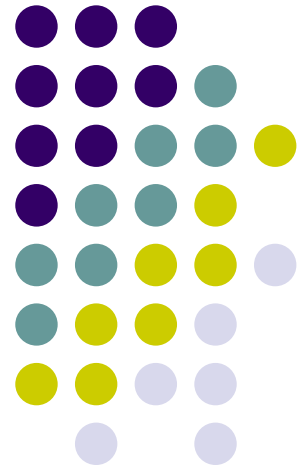


Get Active, Get Outdoors!

Ideas for Great Outdoors Month Structure & Logistics



- **Two-tiered Model**
 - DC Events & National Field Events
- **Announce & Celebrate Partnerships**
- **Should States Pick Their Own Month?**
 - Keeps Year-round Idea in Play

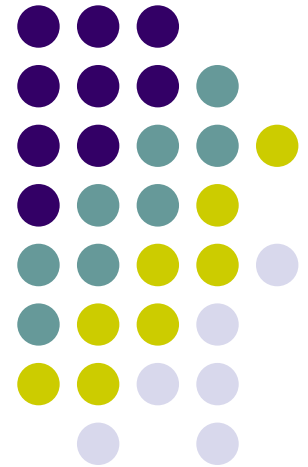


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Continue Governmental Recognition Outreach



- Presidential Proclamation
- Governors' Proclamations
- Congressional Record
- Sheldon Coleman Great Outdoors Award
- Agency Award Programs
- Invite Congressional Regional Offices to Events

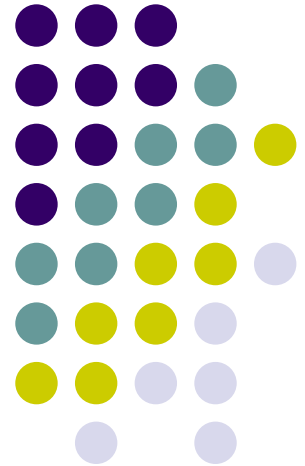


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Great Outdoors Month Expanded?



- **Build Residual Value**
 - More than Staged Events
- **Push for Congressional Hearings**
 - Children's Outdoor Bill of Rights/Land & Water Conservation Fund
- **Start Promotion in Schools Earlier**
- **Highlight Events Earlier in the Year**



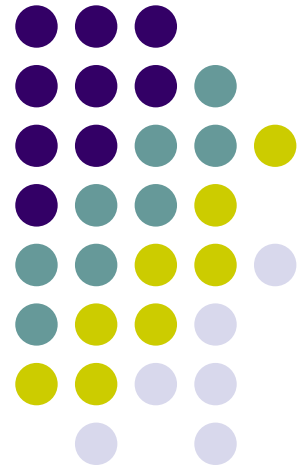
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Get Outdoors Day

June 14, 2008



- **Could Provide a National Focus**
- **Different Days for Different Activities?**
- **A Day in the Life of Outdoor Recreation?**
- **Let the Field Be Innovative**

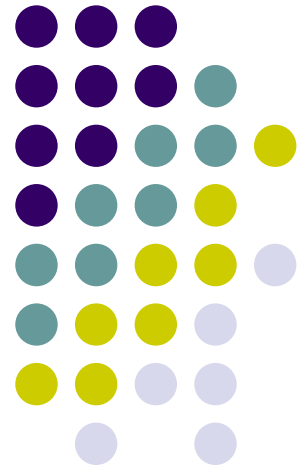


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Getting Great Outdoors Month to the Field



- Keep it Simple Stupid (K.I.S.S)
- One Theme, One Idea
- Provide the Authority to DO IT!
- Expand Outdoor Ambassador Initiative
- Create Event/Media/Promotion "Toolkit"



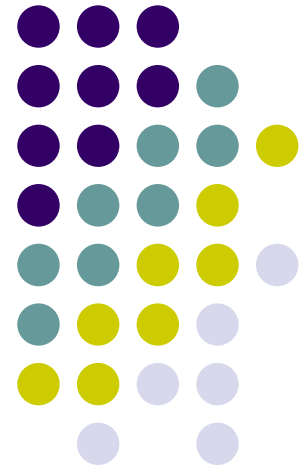
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Marketing Communications



- **Create a Sustainable Great Outdoors Month “Umbrella”**

- Incentives – Passports, Freebies
- Background Package/Talking Points
- National Registry of Events/Activities
- Improve PR/Media Communications



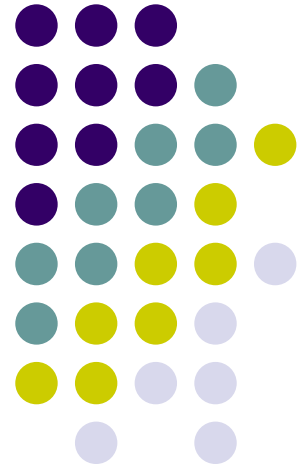
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Marketing Communications



- **Supplemental Messages to
Non-traditional audiences**

- AARP
- Health Care Industry
- Local Press
- Local Cable TV

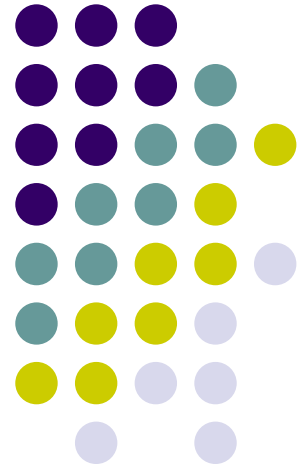


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Marketing Communications



- "You Tube" Videos, Use Blogs
- Social Networking Sites – MySpace, etc.
- FOLLOW-UP: Celebrate Past Year's Accomplishments and Get Ready to Have a Great Year

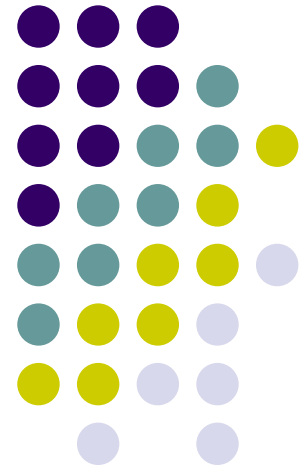


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More Ideas for Getting Kids Outdoors



- **New Year's Resolutions Promote "Ten Ways to Get Outside" in the New Year**
- **Kids' Peer to Peer Exchange through GORP**
- **Use Local Parks & Recreation Departments**
- **Highlight Beginner/Introductory Program**
- **Outdoor Laboratories to Help Youth in Science**
- **Engage Youth as Citizen Stewards**



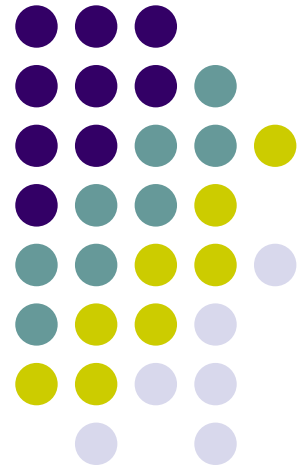
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Great Outdoors Month Results/Accountability



Measure:

- Impact of Positive Alternatives
- Resource Awareness
- Impact on Families

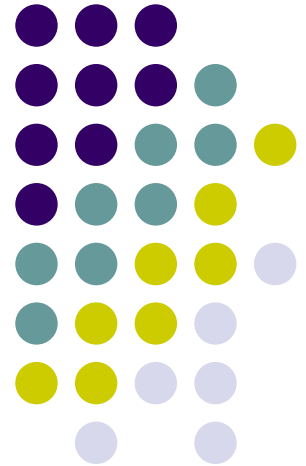


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Great Outdoors Month Results/Accountability

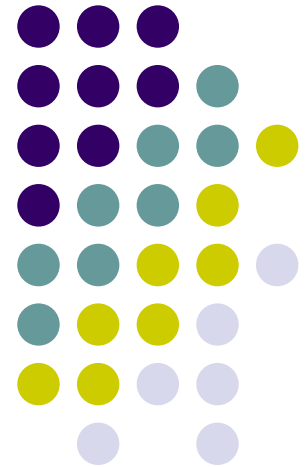


- User Surveys
- Record and Document Successful Events
- Family Benefits
- Media Impressions



Get Active, Get Outdoors!

Thank You for These Great Ideas!



- **TEAM RED**
- **TEAM GREEN**
- **TEAM YELLOW**
- **TEAM BLUE**

Get Active, Get Outdoors!