



## COMMUNITY TOOL BOX

# Public Art

### WHAT WE'VE FOUND

Works of art have long enhanced our public spaces – just think about fountains, murals, and archways. Creative expressions help define a community's identity and evoke the spirit of the place. Whether the unveiling of a piece is a one-time celebration or a utilitarian object along a trail,

each encounter with the artwork becomes an event. Art draws people together and enriches their experiences.



SAN FRANCISCO, CA



MILWAUKEE, WI



SAME HILL, NM

*Public art: Visually meaningful pieces or performances located in an accessible area that engage people.*

## JUST THE FACTS

Public art can have functional purposes like lighting, signage, paving and bridges, benches and furniture, drinking fountains, fences, amphitheaters, and shelters.

Or it can be commemorative or interpretive additions to the environment, such as sculptures, landscape and architectural treatments, and murals. Art may also be expressed in performances like puppet theater, dance, music, plays, or live demonstrations.

Artworks can be temporary or permanent, a regular series or a single occurrence. An activity or piece of artwork should be clearly aligned with the vision and plans for a community.

It may be the end result of a specific action or a single element in an overall design.

Creating public art often attracts new partners who would not otherwise get involved in a planning process. For instance, a project that is addressing shoreline erosion would interest landowners and users such as boaters and fishermen. If the improvement efforts called for the creation and installation of unique benches and signage, designers and fabricators would find they have a stake in voicing their ideas.



NEW YORK, NY



RANCHO MIRAGE, CA  
LAS CRUCES, NM

## 1. GET FOLKS INVOLVED

Bring together a diverse group of citizens, businesses, government agencies, architects and planners, practicing artists, art teachers, and others to form a special committee. Make sure this group is as representative of the community as possible. They might be a subcommittee of a planning project's task force or a stand-alone group. Their first efforts should be to define the scope, set a budget, and estimate a timeline for completing the work. Ongoing maintenance requirements also need to be considered.

## 2. SELECT A SITE

Decide on a location or locations for public art. This may be defined in a site's master plan, but if not, brainstorm a list of different areas. Keep in mind that art can have functional purposes. Consider roadways that enter the community, areas in front of public buildings (libraries, police and fire stations, town halls), and parks. Decide whether the art should be a destination or an element along a path.

## 3. BRAINSTORM IDEAS FOR PIECES

Visit other communities and see what they have done, research images, and interview different artists. Collect as many ideas – both in regards to the types

of art and the mediums – as possible. Then prioritize the list based on what is feasible and affordable. Also be sure that the art reflects the unique character and history of the community and the resource where it will be placed.

## 4. RESEARCH FUNDING ALTERNATIVES

While an artist may be willing to do a piece or hold a demonstration or performance for free, most likely there will still be costs for materials and installation. There are several innovative programs that advocate and fund artists and public art including government, private nonprofits, professional associations, developers and corporations, and foundations. Money from one or more of these groups may supplement a special fund-raising drive. Another alternative is to approach art centers, public schools, and other education institutions for in-kind services or hold a design competition.

## 5. WORK WITH THE ARTIST(S)

Once an artist is selected, involve him or her in the planning process. Talk through every step of the project from design, to materials and installation. Listen to the artist's opinion and advice. Have the artist submit a budget detailing fees and materials, building of models, travel costs, etc. To prepare for the installation,

solicit the expertise of architects and structural engineers.

## 6. PUBLICIZE THE DESIGN

Be sure to show the community designs before any work begins. At a public space like a library, town hall, or visitor's center, display a model, maps of location(s), and an explanation of the background and those involved. If time permits, and the artist and the overseeing committee find it feasible, consider asking for feedback or ideas such as through a suggestion box at the display or a public meeting. If this is done, be sure to incorporate, or at least respond to, any suggestions; otherwise credibility will be sacrificed.

## 7. PLAN AN EVENT

Have a celebration for the unveiling of a new piece or performance. Issue press releases, pay for advertisements in newspapers or billboards, write articles, and send out invitations. Consider creating a special brochure to distribute at the event that describes the efforts that went into the artwork, the names of those involved, any appropriate background or history of the artist and the subject, photographs of the piece being installed, and other elements that can help people feel a part of what has taken place.

Be sure to also give lasting credit to both the artist and any donors who made the work possible. This might be done on a plaque, by-lines in programs, or text on a sign.



### Use It If...

- You are trying to draw a lot of attention to a resource and its value in the community.
- You want to involve more people, and attract new people, who are interested in art.
- You want your community to form a unique identity and be associated with creative solutions.

### Forget It If...

- You lack the financial resources to pay for a work, its installation, and upkeep.
- You have not defined a vision and thus cannot clearly articulate how the artwork correlates with broader objectives.

### Timing is Everything

Although often one of the end results, public art can happen or be installed at anytime during the planning process.



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PHOENIX, AZ



## COMMUNITY TOOL BOX

### WHAT WE'VE FOUND

It is all too easy to get lost in our work and forget to tell those around us what valuable contributions they are making. Awards can help to remind us of the promising and outstanding individuals we have in our communities. We have seen awards used to make people feel part of a group, bring attention to accomplishments, generate publicity, motivate behaviors, and to simply help people laugh and feel appreciated. Awards have a place in any project; they give people something to strive for and they generate news. They also positively reflect and strengthen a group's image in the community.

# AWARDS

**AWARD:**  
A TOKEN OF APPRECIATION,  
RECOGNITION OF SERVICE,  
OR ACKNOWLEDGEMENT  
OF HAVING WON  
A COMPETITION.



## Just the Facts

### **AWARDS REFLECT ACCOMPLISHMENTS.**

People earn awards; they are not random prizes. An award may be given because of work over a long time period, such as a service award given after being with an organization for 5 years; or for one specific event, such as writing the best essay or taking the best photograph entered in a competition. Who wins the award is determined by a set of guidelines and rules.

**THE AWARD ITSELF CAN TAKE MOST ANY SHAPE OR FORM.** It may be a certificate, plaque, statue or other memento. There may also be an accompanying check for a scholarship or stipend, or the publication of the piece with credits in a newspaper, a poster, or other appropriate medium. The award may be a one-time event or an annual occurrence.

### **AWARDS CAN ALSO BE MORE INFORMAL.**

Hosting an awards banquet following the end of a season or an especially large undertaking does not have to meet the same criteria as more formal awards programs. Use either traditional tokens, such as certificates, or more humorous gifts. One volunteer may be given a plant with thanks for helping the organization to grow or a box of mints in honor of keeping the group fresh. These types of rewards are limited only by creativity and imagination—but remember to use only appropriate humor that cannot be considered offensive.

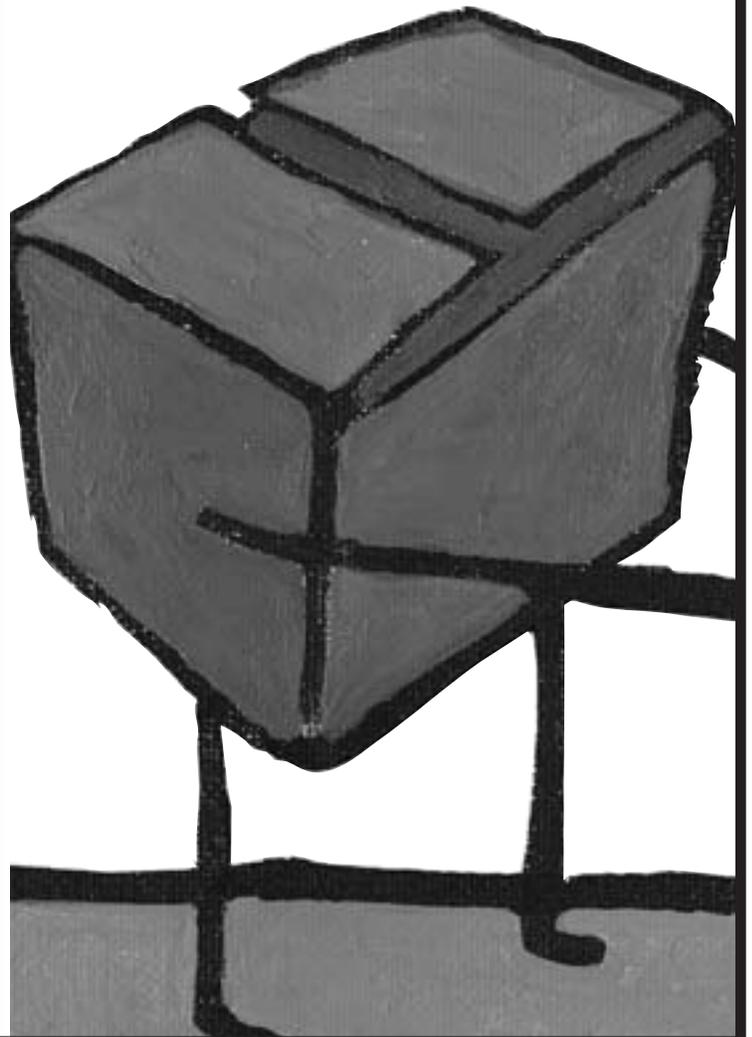
## How to Do it

### **1. Create an award**

Succinctly define the purpose of the award and what you hope to accomplish by giving it. Its purpose should be related to the overall mission of the project or group.

Depending upon the nature of the organization giving the award, consider whether to make the award ongoing, such as an annual scholarship or celebrating multiple years of service.

Unless awards are being given to everyone as fun acknowledgements of service, establish how the recipients, or winners, will be chosen.



Can they nominate themselves? Do they need to submit portfolios or references? Is anyone eligible or is there an age limit and/or residency requirement? What is the deadline? If there is a review panel, who will be on it and what are their qualifications?

This is also the time to create a budget. Money needs to be available if the award is a scholarship or other monetary prize. Plaques, framed certificates, statues, gag gifts, or other items like clothing or mugs need to be purchased. Decide if there will be an award ceremony and how elaborate or simple it will be: an evening dinner and reception or snacks during a regularly scheduled meeting.

## **2. Publicize a nominating process and rules**

When the award is decided upon and the procedure is fully documented, get the word out to both those who are eligible and to the general public. Depending upon the target audience, announce it in the group's newsletter, write a press release or place an advertisement in a local newspaper, post signs in public spaces and on the group's web site, send letters and email, or contact school principals and guidance counselors.

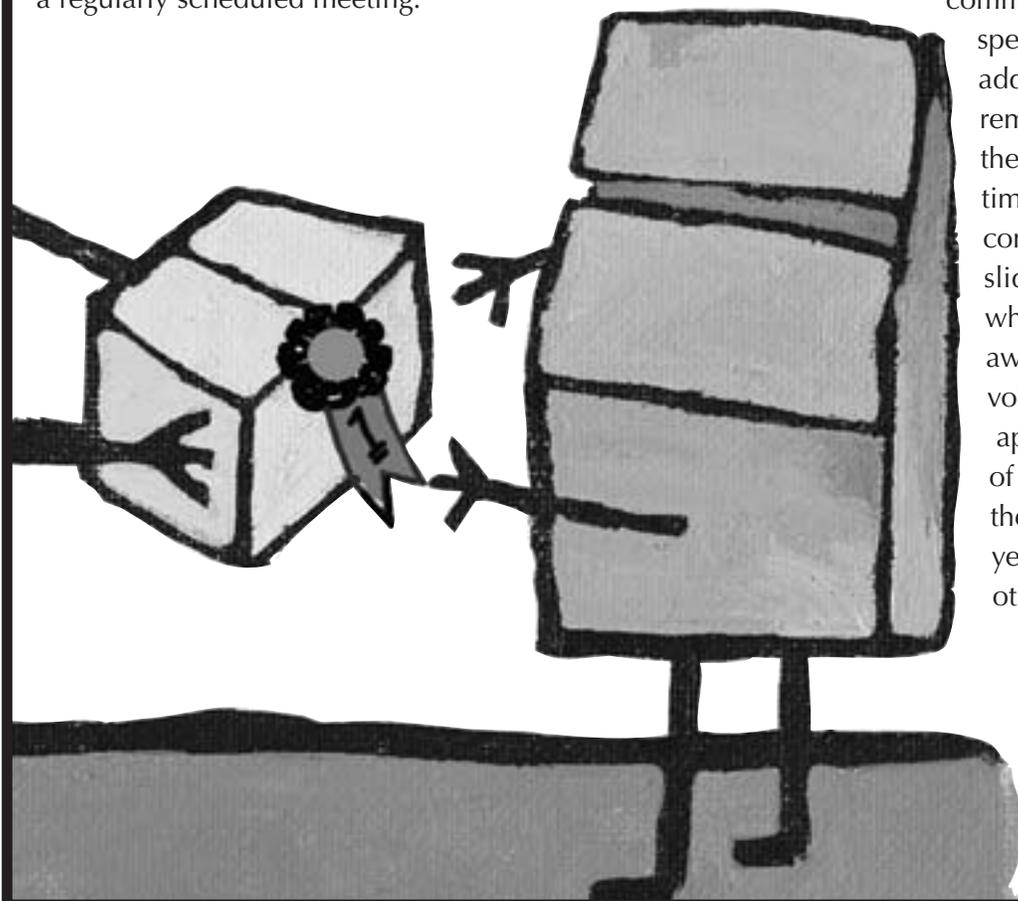
## **3. Announce the winner**

Use this as an opportunity to generate positive press for the organization. Write a press release

including quotes from the winner or winners and the group's president. Also consider including the winners and short biographies in the group's newsletter and web site. Even informal awards make good stories. (To build suspense, hold off on these activities until after the party as discussed below.) Keep in mind that if awards are given after a contest or nominating process, announcing the winners avoids appearances of any improprieties and also generates enthusiasm for future events.

## **4. Throw a party**

Plan and host a ceremony; it can be elaborate or simple, just make it special. Invite reporters, volunteers, and key stakeholders. Have a community leader or motivational speaker deliver a keynote address. Carefully prepare remarks about the award and the recipient. Depending upon time and budget constraints, consider assembling a short slide show or video capturing why he or she is receiving the award. Acknowledge any volunteers or donors as appropriate. Take plenty of photographs and videotape the speaker for advertising next year's award program and for other publications.



### Use It If...

- You want to encourage, motivate, or honor staff members and volunteers.
- You have strong financial backing and/or a donor interested in supporting a special public initiative.
- You are seeking new ways to generate name-recognition and media attention.
- You want to reach and motivate others in the community who may not be otherwise involved in the project.

### Forget It If...

- You cannot clearly define the purpose of the award and its relevance to the project's goals.
- You are not able to generate enthusiasm or interest either to fundraise for the award or to solicit nominations.
- You do not have a broad public involvement campaign and have no means of letting others know about the reward.

### Timing is Everything

While rewarding project participants, and especially volunteers, should occur at any time, distributing other awards is best towards end of a project, or whenever there is a special accomplishment or unique situation.



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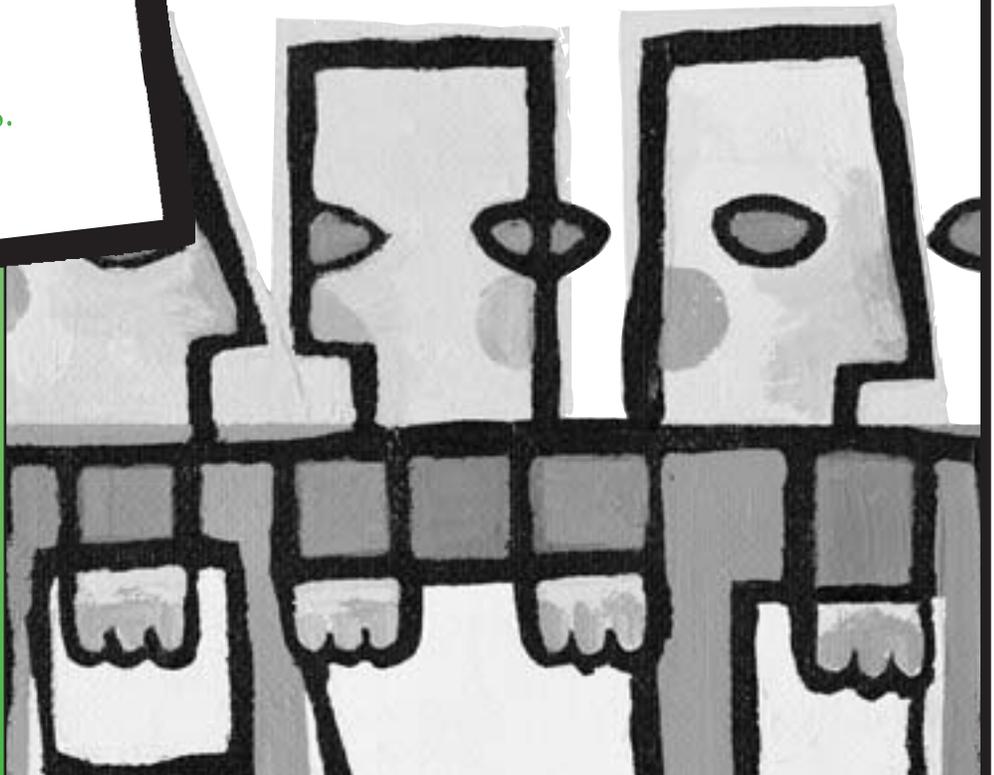
# & Conferences & Symposiums

## WHAT WE'VE FOUND:

Organizing and running a conference takes work: a lot of time, money and resources. They can be extremely energizing events; they can also be deadly dull. What makes the difference is the planning. Having clear objectives, exciting speakers and topics, and plenty of opportunities for freely exchanging ideas are the keys. Conferences offer a tremendous opportunity to positively reach large numbers of people and generate publicity.

### **CONFERENCES:**

Single or multi-day sessions for information exchange, skills development, and/or the exploration of ideas or issues.



# JUST THE FACTS

Conferences are planned, publicized gatherings that provide people the opportunity to share information and to network. The term is often used interchangeably with workshops, colloquiums, forums, symposiums, summits, conventions and many others. The events are usually large and on average last two or more days. Some organizations may require annual meetings as part of their bylaws or constitutions.

A conference format typically includes one or more key speakers who address all attendees. There may also be smaller sessions or workshops, hands-on experiences or tours, voting or consideration of operational issues, special meals or receptions, or any number of options that relate to the purpose of the conference.

Before embarking on planning activities, make sure a conference is the best medium by considering other alternatives:

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**Is the message concise and clear enough to communicate in a brochure, a half-day meeting, or even a short video?**

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**Is the information so complex that it would be better presented as a course or class that runs over several weeks?**

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**Is the topic so popular that it would be possible to provide a reference list of books and audiotapes or organize a contingent to attend another organization's conference?**

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# HOW TO DO IT

## 1. Define it

The first step is the hardest: identify the purpose of the conference, the target audience (who will attend), and the outcomes (what attendees will gain). The more specific you can be, the more likely to meet everyone's expectations and have a successful conference. Give the conference a title; determine its length and the anticipated number of attendees.

## 2. Name a chairperson and a committee

There needs to be one person in charge, someone who can devote large blocks of time to planning, communicating, and organizing. The overall conference design committee will ideally be comprised of content experts, people with excellent organizational and technical skills, and representatives of potential attendees.

## 3. Develop the program

Using the defined purpose as the basis, design the program. Consider if you want to include different specialty tracks, shared meals, field trips, break-out sessions, panel discussions, a wrap-up session, etc. When the conference is mapped out, take these ideas and get input from key individuals or stakeholders; ask their perspectives on the purpose and content then make revisions accordingly. Finalizing the program will enable you to tell speakers exactly what you want and tell the audience what they can expect. (Conferences may also be designed solely around a specific speaker and topic. That means the speaker is asked, a date is set that is convenient for him or her, and then the program is developed.)

## 4. Make a work plan and budget

Pick a date(s) for the conference and work backwards identifying key deadlines for tasks such as the ones outlined below. Assign people to be responsible for each task and determine budget allocations. Registration fees should offset the direct costs such as facility rental, meals, etc.

## 5. Select and book meeting facility

Consider cost, location/parking, room size, seating comfort, sound, lighting, audiovisual capabilities, food

service, people-flow, potential exhibit display areas, facility staffing, etc.

## 6. Confirm speakers

Speakers can be the star attraction and make or break the conference, so handle and work with them as necessary.

- Determine if fee and/or per diem will be given.
- Invite via letter; follow up with phone call.
- Get final confirmation of availability, topic, audiovisual needs, and travel arrangements.
- Request bio information for brochure and for introduction.
- Send letter with title, assigned speaking time, support requirements, and any specific directions such as providing text copy in advance.
- If there are multiple speakers, provide a list of all speakers and their topics.
- Follow up just before conference with a meeting or telephone call to go over any questions.

## 7. Promote it

Generating good publicity begins with creating an exciting, professional conference brochure. It must have a lot of specific information but should also be visually appealing.

- Have a clear, catchy title.
- List dates of conference and exact name, address and location of the facility.
- Describe the conference's purpose including appropriate background information.
- Include the order of events and times.
- Give speakers' bios and topics.
- Provide lodging and transportation information if applicable.
- Include registration form and instructions including the registration deadline.
- List the name and telephone number of some one who will answer any questions.

Once the text is written and graphically designed, give the brochure to a printer or produce and copy it in-house. Mail brochures to identified target audience.

Also consider reaching the target audience in other ways such as a notice in members' newsletters, email messages, or posters and flyers.

*continued*

## 8. Open the gates

Have a clearly marked registration table, name tags, and prepared registration packets. The packet may include a copy of the conference brochure, an updated agenda, an acknowledgement of volunteers and/or corporate sponsors, a listing of nearby restaurants, list of attendees, a sample publication such as newsletter, a conference feedback form and tokens or memorabilia such as from the Chamber of Commerce Visitors Center.

When it's time to begin – and be sure to begin on time – the host should open the session. The host can be the conference organizer or someone else specially appointed. This person will set the tone welcoming participants and reviewing the purpose of the conference. Then go over logistics such as schedule, restroom locations, guidelines for beepers and cell phones, etc. The host should also publicly thank volunteers and recognize VIPs in attendance.

## 9. Follow up

- More paperwork and logistics!
- Write thank you notes to all volunteers.
- Write thank you notes to speakers and send payments, if applicable.
- Settle accounts with facility, food services, equipment rentals, etc.
- If feedback forms were completed, review and summarize in a report.
- Send out proceedings to participants if provided by speakers.
- Update website with after-conference photos & text of keynote speeches.

### Use It If...

- You have a specific purpose and target audience who share a common interest, and/or occupation.
- You want to reach a lot of people at one time to motivate and/or share new skills and ideas.
- You have the opportunity to book a well-known speaker whom people want to hear.

### Forget It If...

- You lack the either financial or people resources or your planning group cannot decide upon a clear objective.
- You need an immediate gathering. Successful conferences require a long lead-time to plan, advertise and organize. The bigger the event, the more months of planning required.
- You are looking for a fundraiser. The objective is to get a message communicated, make contacts, or learn new skills, not make money from registration fees. If the fee is too high, you may exclude your own target audience.
- You have nothing new to offer. If you cannot get interesting, provoking speakers and an exciting program, you will also probably not get an audience.

## Timing is Everything

Most likely a conference is going to occur only once during a project – though it may become an annual affair. As for when, that depends upon the purpose: In the beginning of a project, a conference could showcase alternatives, introduce the players who will be involved, or give case studies from other communities. At the end of a project, a conference may address future issues such as trends, landuse management, public relations, community building, or any number of topics.



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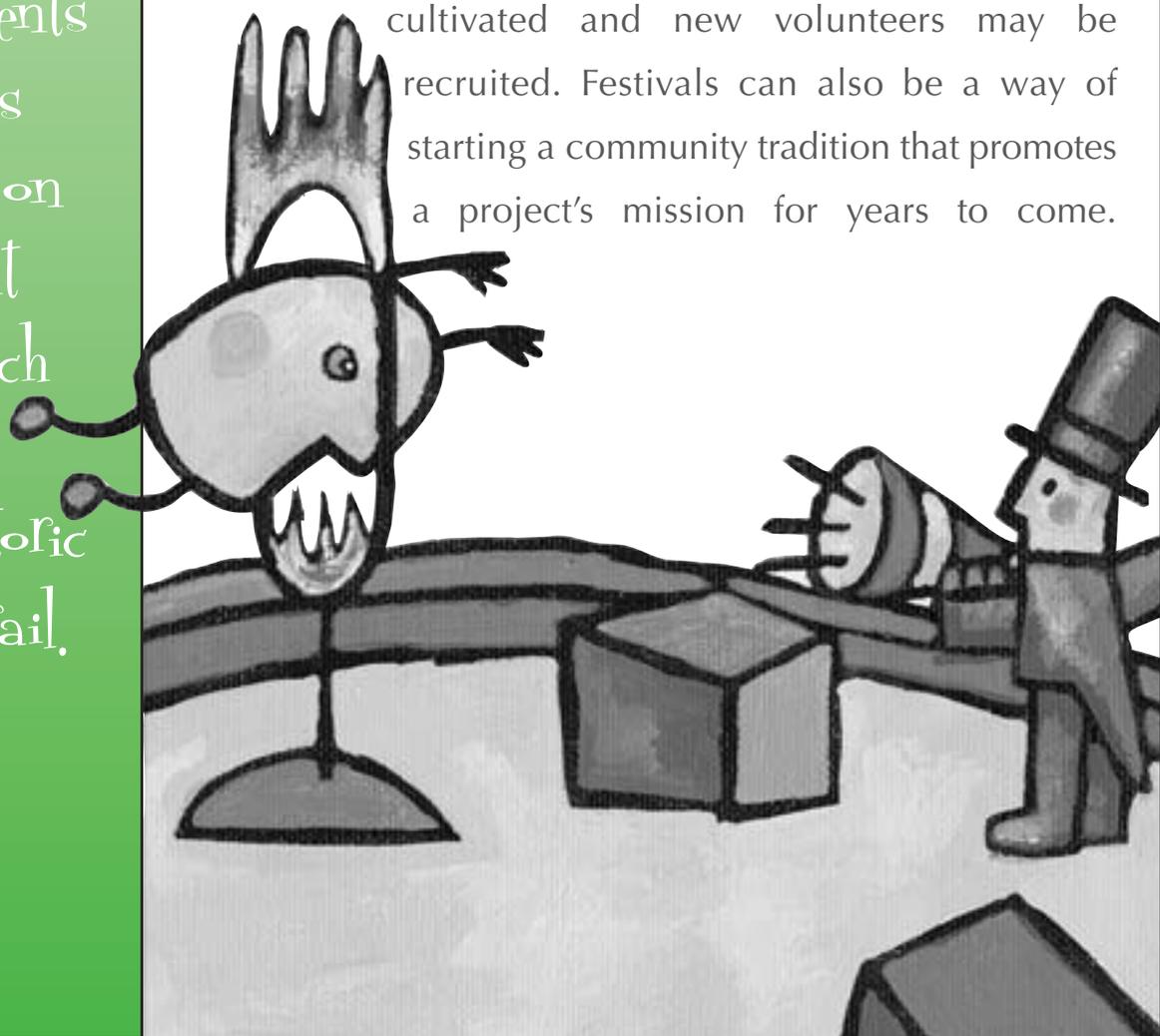
## COMMUNITY TOOL BOX

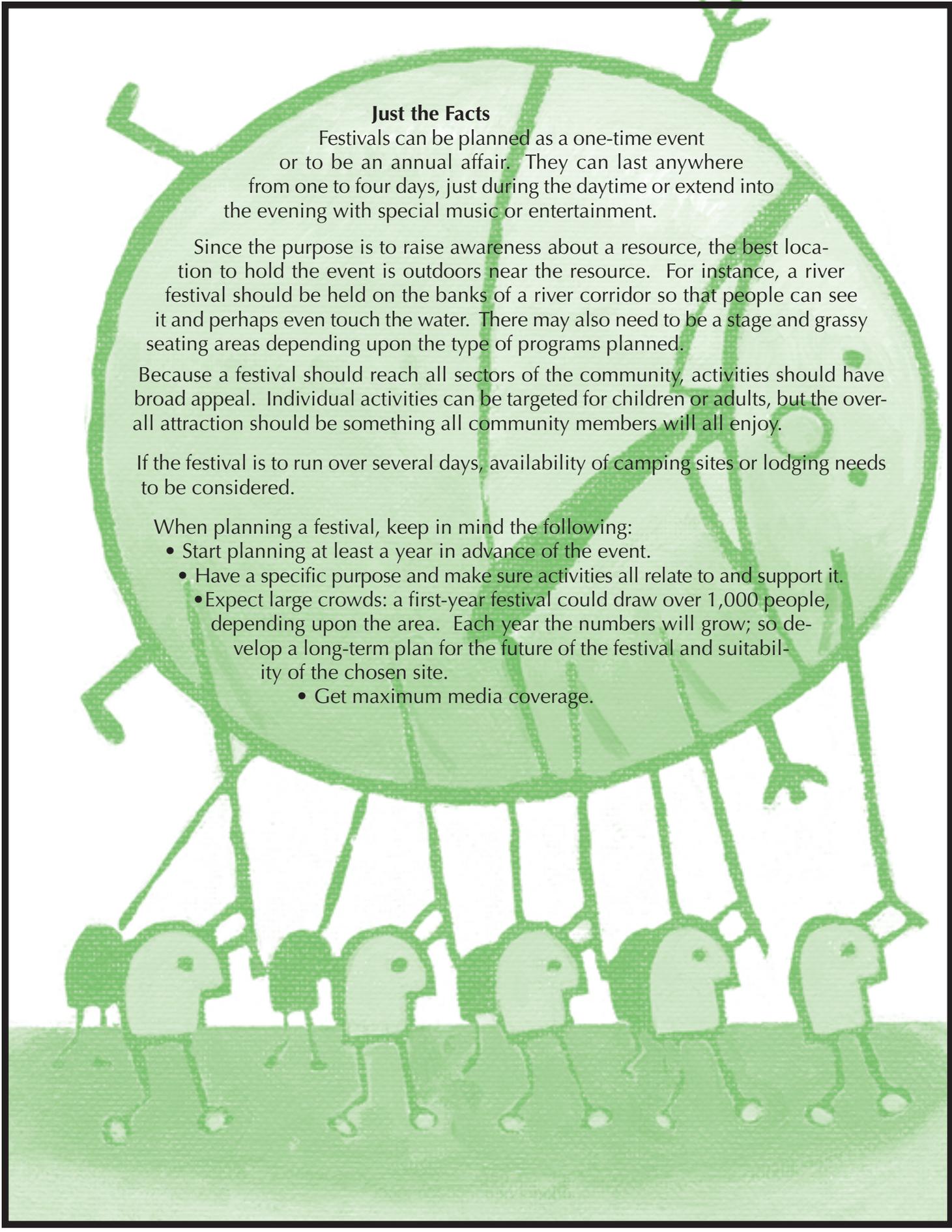
**Festivals:** Fun, educational special events that focus attention on important places such as a river, park, historic site, or trail.

# FESTIVALS

## WHAT WE'VE FOUND

Although it takes a lot of planning and hard work to run a festival, the reward is reaching people who may not normally be involved in a project. With hands-on awareness-raising activities, new environmental stewards are cultivated and new volunteers may be recruited. Festivals can also be a way of starting a community tradition that promotes a project's mission for years to come.





### Just the Facts

Festivals can be planned as a one-time event or to be an annual affair. They can last anywhere from one to four days, just during the daytime or extend into the evening with special music or entertainment.

Since the purpose is to raise awareness about a resource, the best location to hold the event is outdoors near the resource. For instance, a river festival should be held on the banks of a river corridor so that people can see it and perhaps even touch the water. There may also need to be a stage and grassy seating areas depending upon the type of programs planned.

Because a festival should reach all sectors of the community, activities should have broad appeal. Individual activities can be targeted for children or adults, but the overall attraction should be something all community members will all enjoy.

If the festival is to run over several days, availability of camping sites or lodging needs to be considered.

When planning a festival, keep in mind the following:

- Start planning at least a year in advance of the event.
- Have a specific purpose and make sure activities all relate to and support it.
- Expect large crowds: a first-year festival could draw over 1,000 people, depending upon the area. Each year the numbers will grow; so develop a long-term plan for the future of the festival and suitability of the chosen site.
- Get maximum media coverage.

## 1. Form an organizing committee

This group will develop goals and themes for the festival. They will also head all of the subcommittees. It is key that this committee stay organized, with clearly defined roles and responsibilities from the chairperson on down.

## 2. Develop a Budget

Costs need to be estimated for such things as printing for invitations and banners, equipment rentals (e.g., stage, audio equipment, tables), travel expenses for performers, purchase of merchandise that will be sold (e.g., balloons, event mementos) and other expenses. Be sure the committee chairs know their budget and stay within it. Always include a contingency fund for unexpected bills and keep detailed records for following years.

Some local businesses may be interested in donating products or their services. Performers may also offer their help in exchange for travel costs and publicity. Each sponsor should be recognized on flyers and banners and publicly thanked the day of the festival.

## 3. Set a Date

Consider any schedule conflicts including holidays, school calendars or other local events. Also factor in the weather and time of year. Consider linking to any national efforts such as National Trails Day or National Rivers Day to help with promotions. Once the date is set, announce it, even before invitations or flyers are ready.

## 4. Planning the Event

Develop a detailed timeline working backwards from the festival day. Post tasks with responsible person's name for

# How to Do it

easy reference. Here are some of the steps necessary:

- For first-year festivals, research other area festivals and contact their planning committees to see what can be learned from their experiences. If this is the second, or greater, year, review notes from the previous year(s).
- Identify your volunteer needs. Recruit volunteers from the community & other organizations. Be sure to include an appeal for volunteers in press releases.
- Recruit performers, speakers and vendors with as much notice as possible. If need be, find out the names of entertainers who have performed at other similar festivals in your area. Give speakers a time limit and possible outline; you want speeches short and to the point.
- Generate creative ideas and interactive activities that support your mission and create a schedule of events. Recruit leaders for the activities providing them with a simple contract to confirm their role. Prior to the event, gather all of the leaders together to go over the schedule.
- Decide a course of action for inclement weather: Will the festival be held rain or shine? Should you rent tents?
- Contact emergency services to be available during the festival.

- Secure any necessary permits.
  - Determine how attendees will be invited: either develop a mailing list of names or plan for advertising in papers and through posting flyers or banners.
  - Be creative!
- ## 5. Promote well in advance
- Develop a strong proactive publicity plan that includes flyers, posters, banners, radio, TV, newspaper, magazine and Internet promotions.
  - Use free opportunities as much as possible, but don't overlook the value of business sponsorship to help finance paid advertising.
  - Keep in mind that many publications have a long lead time between deadline and printing.
  - Name a single spokesperson to be available to the media for interviews.

## 6. The Big Event

Most important is to keep an overall positive attitude and good sense of humor to smooth whatever bumps you encounter.

- Allow ample time for set-up.
- Take good care of VIPs, musicians and volunteers.
- Encourage people to take photographs. Consider providing a disposable camera for several volunteers. Also use video.
- Track any concrete success indicators such as number of attendees, dollars raised, etc.
- Have fun!

*continued*

## How To Do It *continued*

### 7. Follow Up Tasks

- Clean up the site and store, or return, equipment.
- Pay bills and prepare complete financial report.
- Write a press release about the success of the event.
- Thank every volunteer, performer, speaker, vendor and contributor with a written note.
- Hold a debriefing meeting with organizers to make a list of lessons learned.
- Celebrate your success with a party for everyone who made the festival possible.
- Take a week off then name a planning committee to start on next year's event.

### Use It If...

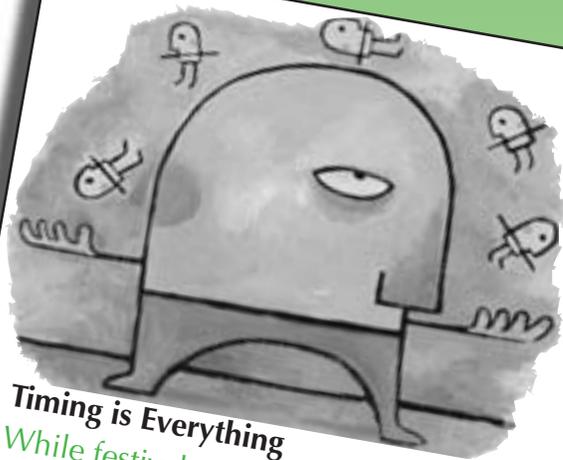
- You want to generate a lot of excitement and awareness for a resource and/or project site.
- You need to reinvigorate interest in a project and highlight accomplishments.
- You want to involve more people in your cause and reach under represented groups. Do this through volunteer recruitment and planning activities that have broad appeal to all community members.

### Forget It If...

- You are trying to raise funds quickly. The first year, breaking even should be considered a success.
- You do not have a leader and a strong volunteer committee committed to planning and doing the extensive amount of work.
- There are already several festivals in your area. Consider joining their efforts by having a booth, speaking or sponsoring an interactive activity to raise awareness about your project or topic.



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**Timing is Everything**  
While festivals can occur throughout the lifespan of a project, because of the resources required, both monetary and human, festivals may work best if they come at the end of a project when there are tangible successes to share and educate community members about.



COMMUNITY  
TOOL BOX

# Field Trips

## WHAT WE'VE FOUND

Quite often the difference between the loss or continued abuse of a resource and an innovative solution to protect it is a rallying of caring, interested people. Even though a resource may literally be in someone's backyard, do not assume they make use of it, are aware of threats to it or are knowledgeable about its importance and history.

Field trips to the resource such as a guided canoe trip or a hike with an interpreter, can generate interest and enthusiasm for its care. We find this outreach tool is also an excellent way to reach diverse interests and non-traditional groups.

## Field Trips:

*Introducing community residents to important places (rivers, parks, trails), to engage their support in caring for the resource.*



# When planning field trips, keep in mind the following:

- The more specific the mission for a trip, the more successful at achieving the desired goals and generating enthusiasm.
- Recruit trained professionals to help lead and help prepare promotional materials.
- Limit the number of participants based on safety and resource capacity.
- Get maximum media exposure.

## JUST THE FACTS

Whether a field trip is organized to run once or it becomes an ongoing event, it can accomplish a great deal by bringing attention to a resource and an area.

Field trips, whether a hike or a canoe trip, should include three basic elements: physical, educational and service. Physical refers to actually participating in an activity like walking or paddling versus watching a slideshow or hearing a lecture. The educational element is the planned activities that will help people grow in awareness about the resource and their community. This can happen through stories, games and talks. The service component suggests that while the group is enjoying the resource they also participate in actions that help conserve it. This can be as simple as picking up trash to water testing to making steps on an eroded trail.



# How To Do It

## 1. Organize the Event Planning Committee

This group will develop a mission statement (or statement of purpose), write goals and objectives for the event and, if appropriate, select a theme. Then determine the target audience: for whom is the trip designed?

## 2. Determine the Budget

Field trips will incur costs such as transportation, food, printing for invitations and flyers, equipment (boat rentals if canoeing) and event mementos. Some local businesses may be interested in donating products or their services. It may also be possible to secure funding through a grant.

## 3. Set a Date

Consider any schedule conflicts including holidays, school calendars and peak seasons. Also factor in the weather and time of year. Once the date is set, announce it, even before invitations or flyers are ready.

## 4. Planning the Event

Determine where to go and for how long (i.e., overnight, day-trip). The location should be easily accessible and fit with the mission statement. If it will be a multiple-day trip, select start and ending points.

- Make campsite selections.  
Make reservations and secure any necessary permits.
- Arrange for transportation to the site and return.
- Plan conservation and educational activities that will occur during trip.  
Purchase any necessary supplies.

- Design and order activity souvenirs or mementos.
- Plan menus. Take into consideration dietary restrictions (allergies and/or religious) and purchase ingredients.
- Prepare publicity materials. Event brochures, posters and other advertisements; press releases and media kits; and invite media contacts.
- Decide course of action for inclement weather. Will the trip be rain or shine? Is there an alternate date? Is there a phone number that can be called with a recording if the weather is questionable?

## 5. Prepare Registration Materials

- Develop a brochure that explains the purpose of the trip, where the group is going, background about current or past conservation efforts, trip itinerary and any other relevant information to help prepare participants.
- Determine fees.
- Prepare maps and directions to start and end points.
- Create registration forms that include emergency contacts, medical information and liability waivers.
- Establish system for confirming attendance.

## 6. The Trip

- Take lots of photographs.
- Have skilled first aid administrators interspersed throughout the group.
- Have fun.



### Use It If...

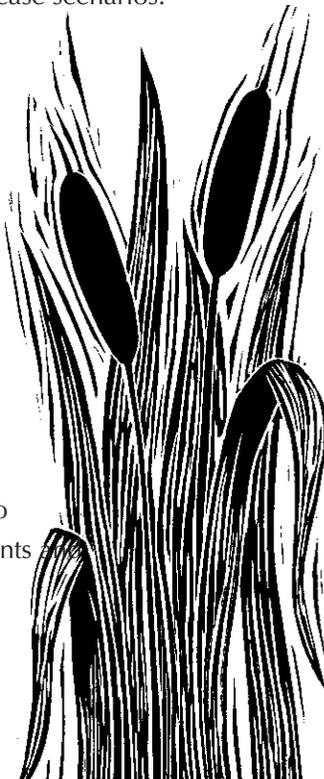
- You want a strong, excited, sustaining constituency where people feel responsible for a resource.
- You need to reinvigorate interest in a project. This is particularly effective in a multi-year project where involvement tends to decline.
- You want some media coverage. Plan a special event and invite a reporter along, or take pictures and write a press release about the fun participants had during the trip.
- You need to reach under represented groups. Organize a field trip for a group that has not been involved in other activities and target the information specifically to the group.

### Forget It If...

- You are looking for a quick solution. Running successful field trips often require extensive logistical planning and long lead times. A small budget may also be a limiting factor.
- You do not have a leader committed to see the activity through. Because these activities target people who may be unfamiliar with a resource and use a significant amount of their time, well-planned and executed activities are absolutely essential. The lead person needs to be detail-oriented and organized.
- You are unclear of liability issues. Always expect nothing will happen but always prepare for worst-case scenarios.

### Timing is Everything

- Field trips can be used throughout the lifespan of a project.
- Run trips before a project begins to recruit volunteers, educate about the planning process and develop enthusiasm within the community.
- Run trips during a project to keep excitement levels high, reach new interest groups and provide progress reports.
- Run trips as a follow-up to a project to promote the effort and accomplishments to publicly thank key community leaders and volunteers.



**National Park Service**  
**Rivers, Trails and Conservation**  
**Assistance Program**  
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### WHO'S DOING WHAT

- **The Alliance for the Chesapeake Bay** conducts an annual *Susquehanna Sojourn*, a weeklong canoe trip down the Susquehanna River in Pennsylvania to increase public awareness.
- **U-CAN (Urban Canoe Adventures)**, run by Friends of the Chicago River, trains urban youth as river guides to lead tours on Chicago area rivers for increasing citizen awareness of rivers as environmental and psychological assets.
- **The Bay Circuit Alliance** in Boston sponsors *Exploratory Treks* to convince trail proponents that a trail segment is feasible, to build a local constituency for planning and developing the segment, and to get media coverage.
- **Upper Valley** in Vermont organizes quests where individuals, school classes or groups walk the countryside in search of hidden boxes. Maps, compasses and rhyming riddles guide them in search of the boxes that contain a stamp which they use to mark in a journal. When participants have collected a prescribed number of stamp impressions, a patch or other commemorative object is awarded in recognition of their efforts.