



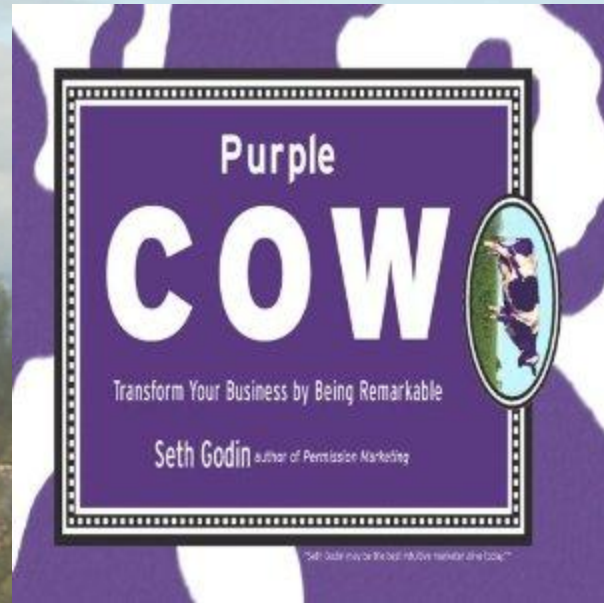
I love Cows



After 500 cows....



**But A Purple Cow?
Now that is Remarkable**



A book about Marketing but also about a way to think about your product.

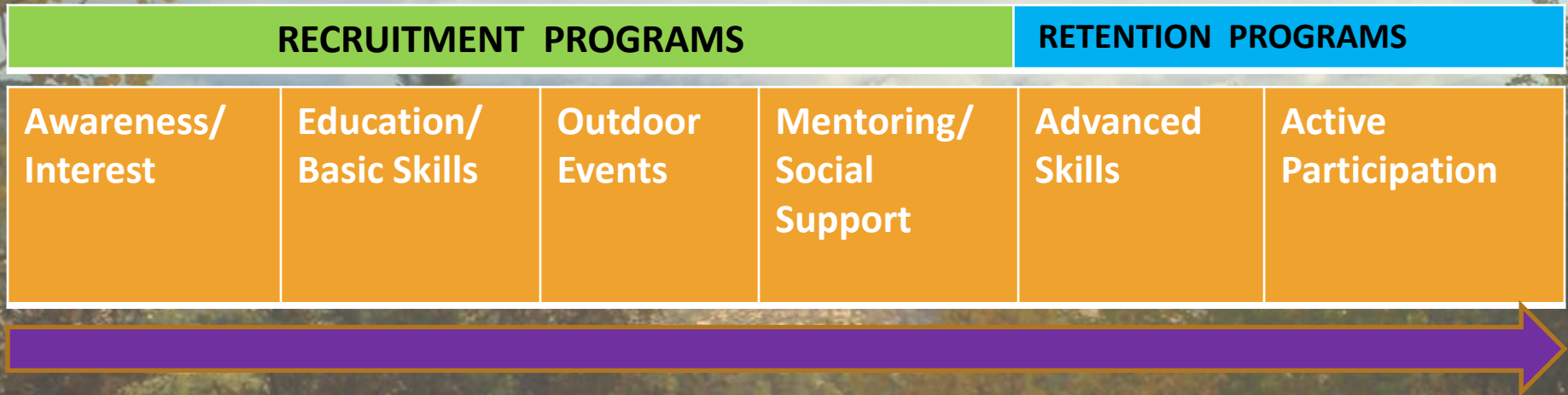
Purple Cow by Seth Godin, the Penguin Group, 2009

Outreach Event Planning

The Devil is in the Details



The Progression



- To understand the continuum is to understand the architecture of an event
- To plan a successful event or program begins with a personal Vision of the Outcome
- An event can be provided for any part of this Continuum

A Process

- **A step by step process**
- **A single event or an entire program...**
 - **Begins with a Vision and taking the First Step**
 - **Is sustained by dedication of the volunteers**
 - **Is successful by having a detailed plan that everyone shares in building**
 - **Ownership is the key to success**

A Process

- Consider the **FAST** Concept

F = Feasible

A = Acceptable

S = Sustainable

T – Timely



As you begin your planning process, refer back to this concept at every phase of the planning process

10 Steps in Planning

- **STEP 1:** Choose an event which you and the group are inspired to do
- **STEP 2:** Establish three goals for the event
 - Have 25 participants
 - Have 90% of the participants break a clay target
 - Sign up 4 new members to the organization



10 Steps in Planning

- **STEP 3:** Choose a date/time for the event
 - Consider the audience (School, work, holidays)
 - Consider the Volunteer force
 - A minimum of 60 days public notice for the event
- **STEP 4:** Decide on a location
 - Private Land
 - Public Building
 - Club facilities
 - Access by your participants
 - Weather affected?



10 Steps in Planning

- **STEP 5:** Consider sharing the event with other organizations (Partnerships)
 - Share the cost, labor and effort
 - Share the potential for new members
 - Exchange leadership roles each year
 - Joint decision process with all Partners
- **STEP 6:** Develop a budget
 - Identify sources of revenue and expenses
 - Think outside the box on funding
 - Revise for costs and revenue often

FUNDING

- **Not just State Organizations**
- **Not just YOUR Organization**
- **Funding Resources**
 - **Charge Admission**
 - **Gain Corporate Partners**
 - **Seek Grants from State and National Partners**
- **Back to the Steps**

10 Steps in Planning

- **STEP 7**: Create a written plan and timeline
 - Write down the plan in a logical time sequence
 - A backward planning sequence works best
 - Identify specific people or teams by name to assign tasks
 - Include the goals and accomplishments in the first paragraph of the plan
 - **LOOK AT IT AFTER YOU WRITE IT!**
 - Have everyone on the team read it too!

10 Steps in Planning

- **STEP 8:** Identify Key Decision and Decision Points in the Plan
 - Do the “What If” game
 - Consider weather if an Outdoor event
 - What decisions are critical to continuing?
 - Are there decisions which must be made in order to make another decision
 - What are the “Show Stoppers”
 - Place key decision points on the calendar



10 Steps in Planning

- **STEP 9: Consider the Logistics**

- What is needed:

- Safety/Liability
- Food
- Equipment
- Material
- Instructors
- Public Relations
- Advertising

- Clean up



10 Steps in Planning

- **STEP 10: After the Event**
 - Hotwash with all Participants before they depart
 - Hotwash with the Volunteers
 - Send an event survey to participants if you wish
 - Write an after action report to capture all the “fixes” for the future
- Take a break for a week, then fix the plan, establish a date for the next event

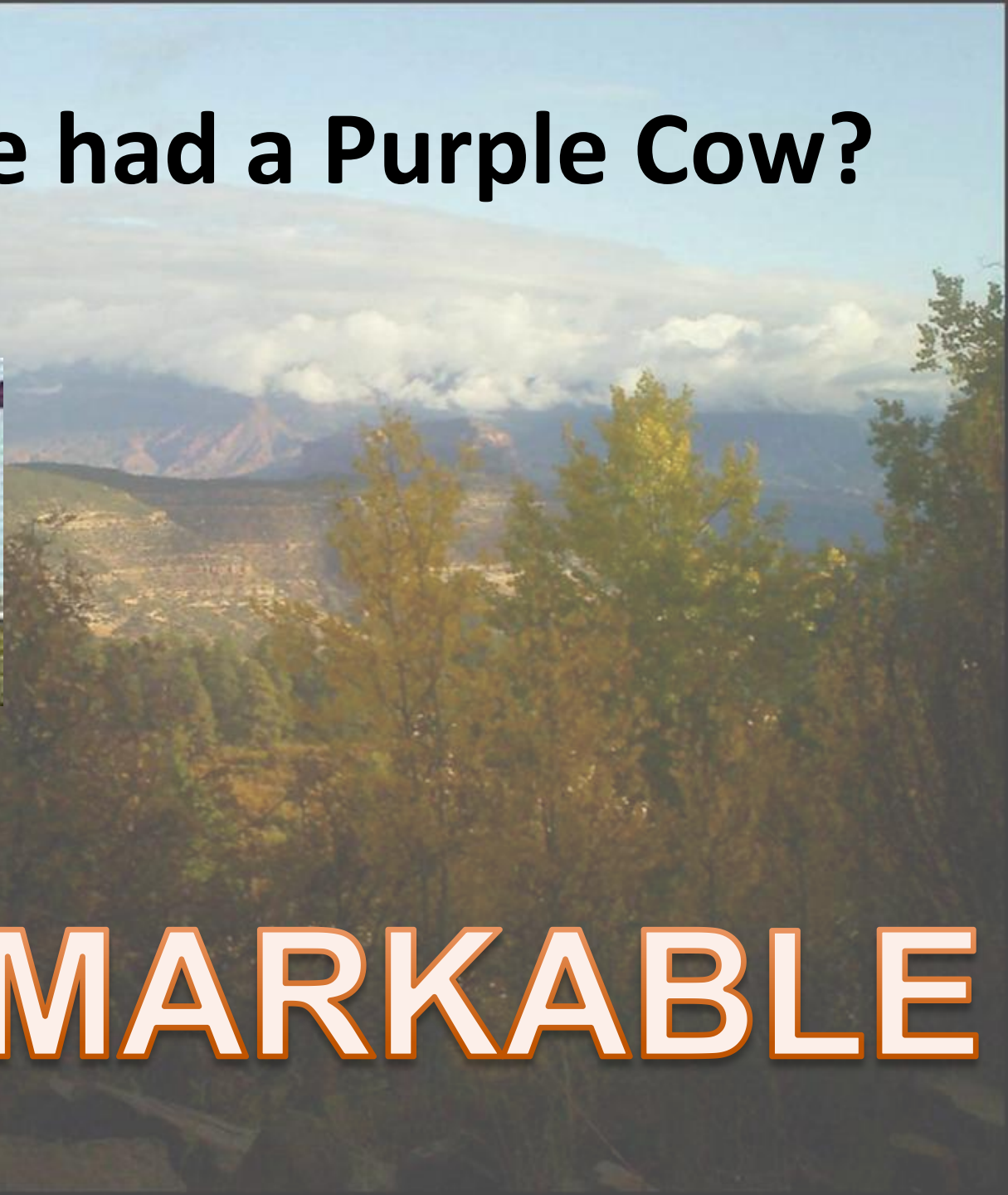
Resources

- Your Colorado Division of Wildlife
 - Education Sections (State and Regional)
- National Shooting Sports Foundation
 - Task Force 20/20 <http://taskforce2020.org/>
- Recreational Boating and Fishing Foundation
 - Take Me Fishing <http://www.rbff.org>
- Best Practices Workbook
<http://www.nssf.org/BestPractices/>

Questions/Discussion

- **What do you find is the most difficult part of planning a new event?**
- **What are the biggest barriers to hosting Outreach type events?**
- **Does the outdoors community provide enough events to engage the public in outdoor activities?**

What if we had a Purple Cow?



BE REMARKABLE

