

CATEGORY: FAMILY AND YOUTH INVOLVEMENT

ACTIVITY — FAMILY DAY OUTINGS

Description —

Organize and host an all-day event that provides opportunities for families to spend time together while learning a new outdoor activity. You can host the event for chapter members, or you can open it up to the community.

Benefits —

Family day outings are a great way for chapter members to meet each other. These events also provide an excellent low-key way to attract new members.

Key Steps —

- Decide what your day's activities will be and select your date.
- Family outings can be centered around a specific calendar date (such as Father's Day, Mother's Day, or a local historically important date) or to draw attention to a specific activity (such as a family trap shoot or youth fishing event).
- Host the event on chapter property or in an area park.
- Recruit your volunteers for the day's events.
- If the event is open to the public, designate a chapter spokesperson to provide an update to guests and visitors from the community on current chapter activities.
- Plan for and provide free food and refreshments. Remember to handle food in accord with local health regulations.
- Clean up the property or facility and properly dispose of food and waste from the event. If you plan to be live-firing firearms and archery gear, make sure adequate shooting ranges and range safety officers are available, along with shooting vests, gloves, and protective ear and eyewear.
- Remember to have on hand first aid kits, sunscreen, and insect repellent.

Who Can Help —

Volunteers: Depending on the size of the event, you can operate a small outing with a picnic meal with five volunteers. Large events will require most or all chapter members to participate. If the activity involves shooting, some volunteers should be National Rifle Association-certified instructors. Plan to have one volunteer instructor per two shooting participants, and at least one range officer in control of live-firing at all times.

Partners/Sponsors: Local (town, city, township, county) governments and county parks and recreation departments, local businesses, and homeowners associations.

Technical and Other Support: County parks and recreation departments, local outdoor recreation businesses.

Dollars and Cents —

Expenses: Smaller outings can be relatively inexpensive, relying, for example, on donated food. Larger events may require \$1,000 to \$1,500 for advertisements, food, and beverages. If the day's events focus on a particular theme, consider the cost to supply accompanying materials. For example, if the day is a picnic meal and trap shoot, factor in costs for clay targets. In addition, include the cost to purchase door prizes from local businesses.

Revenue: Ask chapter members to donate food and drinks (each family brings a covered dish). Consider asking partners or sponsors to donate funds or serving equipment. Ask local businesses to provide door prizes.

Getting the Word Out —

If your event is open to the public, send a pre-event news release to local media outlets. Advertise by posting fliers in local businesses. Promote the event in your chapter newsletter and on your Web site. Be sure to have information on the League and membership applications available at the event. Take advantage of non-members participating in this activity by promoting the League and recruiting them as new members.

Chapters With SUCCESSFUL FAMILY OUTING Activities —

Argos, IN
Medina, OH
Hamilton, OH

Jefferson County, WV
Frederick, MD

Beloit, WI
Arlington-Fairfax, VA

Note: For the most current specific chapter contacts, refer the *IWLA National Directory* or IWLA Web site (www.iwla.org).