

GET STARTED



Thank you for becoming a Safe Boating Campaign partner! Each campaign partner is unique in how they lead efforts in their local community to encourage responsible boating. Following are a few ways you can get started as a Safe Boating Campaign partner. We encourage you to use our free resources to customize a campaign for your community.

1. Register as a campaign partner.

Register at safeboatingcampaign.com/become-a-partner to make sure you receive the latest email updates with outreach ideas and resources. By doing this, your organization will be listed in our online partner database.

2. Read this Resource Kit and explore SafeBoatingCampaign.com.

This Resource Kit and safeboatingcampaign.com include many ideas and resources for you to implement in your local community. All resources are available for free.

3. Mark your calendar with important dates.

- Wear Your Life Jacket to Work Day | Friday, May 15, 2020
- Ready, Set, Wear It Life Jacket Events | Date you select
- National Safe Boating Week | May 16 - 22, 2020
- Other Local Event Opportunities | Varies

4. Request a co-branded Safe Boating Campaign logo.

The Wear It logo is designed to accommodate co-branded initiatives - be it state, city or other municipalities/groups. Please note that on co-branded logos, the tagline has been modified to "In partnership with the National Safe Boating Council." It is important to not reproduce the Wear It logo with your entity; rather contact us at outreach@safeboatingcouncil.org to request a free custom logo. We do this to ensure brand equity.

5. Plan

From hosting a booth at a local community event to organizing volunteers at launch point - from placing public service announcement (PSAs) in local communities to participating in local media interviews - and from sharing infographics and boating safety facts on social media to talking with community groups about the importance of safety on the water - our Safe Boating Campaign partners use the free resources in this Resource Kit and on safeboatingcampaign.com to share about responsible boating in their community. Following is a Sample Partner Plan that may be customized for your local community.

SAMPLE PARTNER PLAN



Following is a suggested partner plan. Please customize the plan based on your community needs and local volunteer support. Contact outreach@safeboatingcouncil.org with any questions.

October

- Register at safeboatingcampaign.com/become-a-partner to make sure you receive the latest email updates with outreach ideas and resources
- Email outreach@safeboatingcouncil.org if you need to update your partner registration
- Save the date for National Safe Boating Week, Wear Your Life Jacket to Work Day, and other community event opportunities
- Begin planning efforts for your local outreach and recruit volunteers
- Request co-branded logo(s)
- If needed, purchase additional resources such as printed banners, swag and other educational items at safeboatingcouncil.org
- Update your organization social media pages and website with the co-branded logo
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

November

- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

December

- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

January

- Read the updated Resource Kit for additional ideas and resources for you to implement in your local community
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

SAMPLE PARTNER PLAN



February

- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

March

- Customize the template National Safe Boating Week proclamation available in this Resource Kit and submit to your local government leadership
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

April

- Email your volunteers and local participants with important information about your efforts
- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

May

- Customize the template National Safe Boating Week letter to the editor available in this Resource Kit and submit to your local news media
- Review the template social media posts for National Safe Boating Week and Wear Your Life Jacket to Work Day in this Resource Kit
- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Request a free resources box from the Safe Boating Campaign while supplies last
- Lead your local National Safe Boating Week and Wear Your Life Jacket to Work Day efforts and share photos with the Safe Boating Campaign
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com

June - September

- Lead additional community efforts - be sure to share with local media
- Co-brand Safe Boating Campaign PSAs and pursue placement opportunities in your community
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com.