

SAMPLE PARTNER PLAN



We encourage you to use our free resources to customize a campaign for your community. Please customize the sample partner plan based on your community needs and local volunteer support. Contact outreach@safeboatingcouncil.org with any questions. Please follow state and local public health guidance for all outreach events.

October / November

- Read the updated Resource Kit for additional ideas and resources for you to implement in your local community
- Register at safeboatingcampaign.com/become-a-partner to make sure you receive the latest email updates with outreach ideas and resources
- Already registered? Email outreach@safeboatingcouncil.org if you need to update your partner registration
- Save the date for National Safe Boating Week, Wear Your Life Jacket at Work Day, and other community event opportunities
- Begin planning efforts for your local outreach and recruit volunteers
- Request partner logo at safeboatingcampaign.com/resources
- 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 your partner logo
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com
- Identify advertising opportunities in your community, and if needed, request resized artwork from the Safe Boating Campaign (for paid placements only)
- Follow state and local public health guidance for all outreach events

December / January / February / March

- Pursue advertising and marketing opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- Request partner logo if haven't yet
- If needed, purchase additional resources such as printed banners, swag and other educational items at safeboatingcouncil.org
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com
- Identify advertising opportunities in your community, and if needed, request resized artwork from the Safe Boating Campaign (for paid placements only)
- Contact your local state agency or park services to inquire about opportunities to include Safe Boating Campaign signage at park entrance kiosk(s) or launch points
- Review Safe Boating Campaigns ads and signage for kiosk(s) and launch points at safeboatingcampaign.com/resources
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April

- Email your volunteers and local participants with important information about your efforts
- Pursue advertising and marketing opportunities in your community
- Continue planning efforts for your local outreach and recruit volunteers
- If needed, purchase additional resources such as printed banners, swag and other educational items at safeboatingcouncil.org
- Share on social media or download/print the free PSAs, infographics, and other images available at safeboatingcampaign.com
- Identify advertising opportunities in your community, and if needed, request resized artwork from the Safe Boating Campaign (for paid placements only)
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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 at Work Day in this Resource Kit
- Pursue advertising and marketing 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 at Work Day efforts; 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
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June / July / August / September

- Lead additional community efforts - be sure to share with local media
- Pursue advertising and marketing opportunities in your community
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- Identify advertising opportunities in your community, and if needed, request resized artwork from the Safe Boating Campaign (for paid placements only)
- Lead your local National Safe Boating Week, Wear Your Life Jacket at Work Day, and other 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
- Follow state and local public health guidance for all outreach events