

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. Visit safeboatingcampaign.com/become-a-partner/how-to 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 a partner logo at safeboatingcampaign.com/become-a-partner/how-to
- 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 a partner logo if you 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
- 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)
- 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
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ADDITIONAL OUTREACH IDEAS



Safe Boating Campaign fun doesn't have to stop after National Safe Boating Week! Keep the momentum going and build awareness about boating responsibly throughout the year.

- Check safeboatingcampaign.com often as new resources will be released throughout the year
- Participate in community events in your area where you can share about boating safety
- Plan a local Ready, Set, Wear It Life Jacket event any time during the boating season
- Invite a boating safety professional from a state or local DNR to speak about boating safety
- Visit a local elementary, middle, high school, or college and educate the students about life jacket safety
- Create an educational day where you can teach the public how to fish or boat while emphasizing important life-saving decisions like wearing a life jacket
- Organize a safety day on the water for your local youth organization (i.e., Boy Scouts, Girl Scouts, 4-H)
- Volunteer to train, or arrange training for, youth summer camps on safety practices for water activities
- Work with local or state partners to do safety awareness day where local enforcement agencies and organizations distribute Safe Boating Campaign resource
- Host a booth at various boating events, races, and other events where visitors may be given Safe Boating Campaign resources
- Install launch point signage or a billboard near a popular boating area
- Partner with local outdoor clubs to host a life jacket and water safety presentation