



National **Take It Outside** Team Member
Outdoor Recreation/Wilderness Planner
Tuscarora Field Office
Elko, Nevada

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Marketing
Take It Outside
May 13, 2014

Take It Outside!



Marketing Take It Outside! Activities



Take It Outside!

Zachary Pratt
Elko District



Marketing – A way to create, deliver, and communicate value to Take It Outside (TIO) participants in a way that is also beneficial to the Bureau of Land Management

Marketing Mix

- Product
 - What does the participant want from an outdoor recreation activity?
 - What is it called? - In this case **Take It Outside**
 - How is it branded? - **Kristen ITC**
 - What features does it have to meet the participants needs?
- Price
 - What is the value of the activity to the participant?
 - How does the price compare with competitors? Are there any?
 - Is there a price already set for similar activities in area?
- Promotion
 - How will you reach your participants through multi-media? I.e., TV, radio, press release, flyers, Billboards?
 - When is the best time to promote?
- Place
 - Where will the activity be held?
 - How will the participants get access?

Take It Outside!



Target Market – is a group or segment of people which the BLM has decided to aim its marketing effort and programs toward.

Take It Outside is BLM's flagship youth engagement program.

- It was established to help ensure that young people from all backgrounds have access to outdoor recreational opportunities on public lands while fostering future generations of public land stewards.
- Stressing health, family, fun, and stewardship, Take It Outside provides opportunities for young people to engage in outdoor recreation, non-formal education, and volunteer projects.

Take It Outside!



- Product
 - What does the participant want from an outdoor recreation activity?
 - What is it called? - In this case **Take It Outside**
 - What features does it have to meet peoples needs?



Family Fun

Stewardship



Health

Take It Outside!



- Price
 - What is the value of the activity to the participant?
 - How does the price compare with competitors? Are there any?
 - Is there a price already set for similar activities in area?



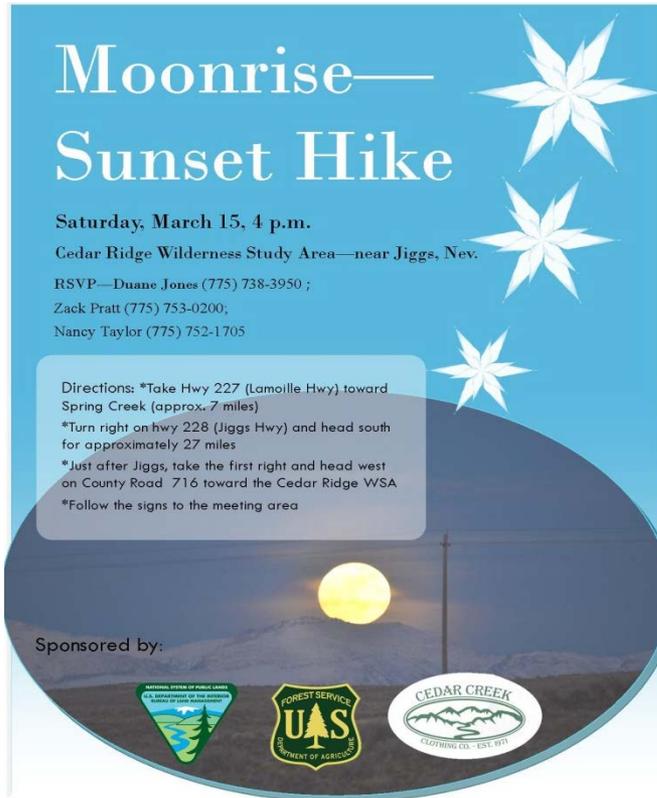
Contributing to a Healthy Environment

Take It Outside!

Sharing Experiences - Socializing



- Promotion
 - How will you reach your target market through multi-media e.g., TV, radio, press release, flyers, Billboards?
 - When is the best time to promote?



**Moonrise—
Sunset Hike**

Saturday, March 15, 4 p.m.
Cedar Ridge Wilderness Study Area—near Jiggs, Nev.

RSVP—Duane Jones (775) 738-3950 ;
Zack Pratt (775) 753-0200;
Nancy Taylor (775) 752-1705

Directions: *Take Hwy 227 (Lamoille Hwy) toward Spring Creek (approx. 7 miles)
*Turn right on hwy 228 (Jiggs Hwy) and head south for approximately 27 miles
*Just after Jiggs, take the first right and head west on County Road 716 toward the Cedar Ridge WSA
*Follow the signs to the meeting area

Sponsored by:



Flyers & press releases can be used for radio and TV interview talking points

TREES PLACE IN A DESERT

BUREAU OF LAND MANAGEMENT

CONTACT PERSON: ZACHARY PRATT — 775.753.0212



On May 2, 2009, you have the opportunity to join others from the community in planting 300 quaking aspen trees on public lands along Sherman Creek in the Adobes. Pictured above are trees and planting that took place a couple of years ago along Sherman Creek. Young children and adults had a great time splashing in the creek, getting muddy, and planting a bunch of trees. So, put on your muck boots, goulashes, or flip-flops and come join in the fun.

Resource managers from the BLM and the Nevada Department of Forestry will be giving presentations on the importance of trees to our desert environment, riparian areas, watersheds, and for recreation. Learn about the concepts of Treading Lightly.

Meet at the BLM District Office, 3900 E. Idaho Street at 8 a.m. on 5/2/09 and as a group we will travel to the tree planting site. Bring appropriate clothing and drinking water. A picnic lunch will be provided, so please RSVP to Zack by 4/24/09.

DATE: MAY 2, 2009

STARTING AT 08:00 AM

Access to Sherman Creek is off I-80, at the Osino exit. Directions can be picked up at the BLM Office at 3900 E. Idaho Street, Elko or by calling Zack Pratt at 775.753.0212.



Take It Outside!



- Place
 - Where will the activity be held?
 - How will the people get access?

BLM Nevada News

FOR RELEASE: March 9, 2011

CONTACT: Zachary Pratt, Outdoor Recreation Planner, (775) 753-0212

Volunteers needed for National Public Lands Day May 14, 2011!

In celebration of National Public Lands Day on May 14, 2011, The Bureau of Land Management, Elko District Office is seeking volunteers to assist with or provide activities at Carlin Canyon.

Proposed activities include: Kayaking obstacle course, paint bucket and relay race, casting, water rescue, canoeing, airplane demo and a mountain bike race. The BLM is also planning educational and demonstration sessions on a variety of outdoor subjects such as geology, rock climbing, fisheries, wildlife, forestry, trails and Leave No Trace.

Volunteers are needed to assist with the activities or to provide demonstrations in keeping with the concept of experiencing outdoor life and America's public lands.

According to Zachary Pratt, Outdoor Recreation/Wilderness Planner, firm commitments are needed by March 22nd for promotional purposes. There will be a meeting on that day at 9 a.m. to finalize the day's activities. Attendance is open to anyone interested in volunteering.

"Currently, we've received interest from the Boy Scouts and the 4-H in providing demonstrations," said Pratt. "We are open to anyone wanting to provide classes or assist with our planned activities."

National Public Lands Day is the nation's largest hands-on volunteer effort to improve and enhance the public lands Americans enjoy. In 2010, 170,000 volunteers nationwide built trails and bridges, removed trash and invasive plants, planted trees and restored our water resources.

The partnership sponsoring the event includes Northeastern Nevada Stewardship Group, Nevada State Parks, U.S. Forest Service, U. S. Fish and Wildlife Service, Natural Resource Conservation Service, Nevada Department of Wildlife, and the BLM.

For more information, contact Zachary Pratt at the BLM, 775-753-0212, [email zpratt@blm.gov](mailto:zpratt@blm.gov) no later than March 22nd.

-BLM-



Take It Outside!



Marketing - is developing a Market Mix of product, price, promotion, and place aimed at adding value to your target market.

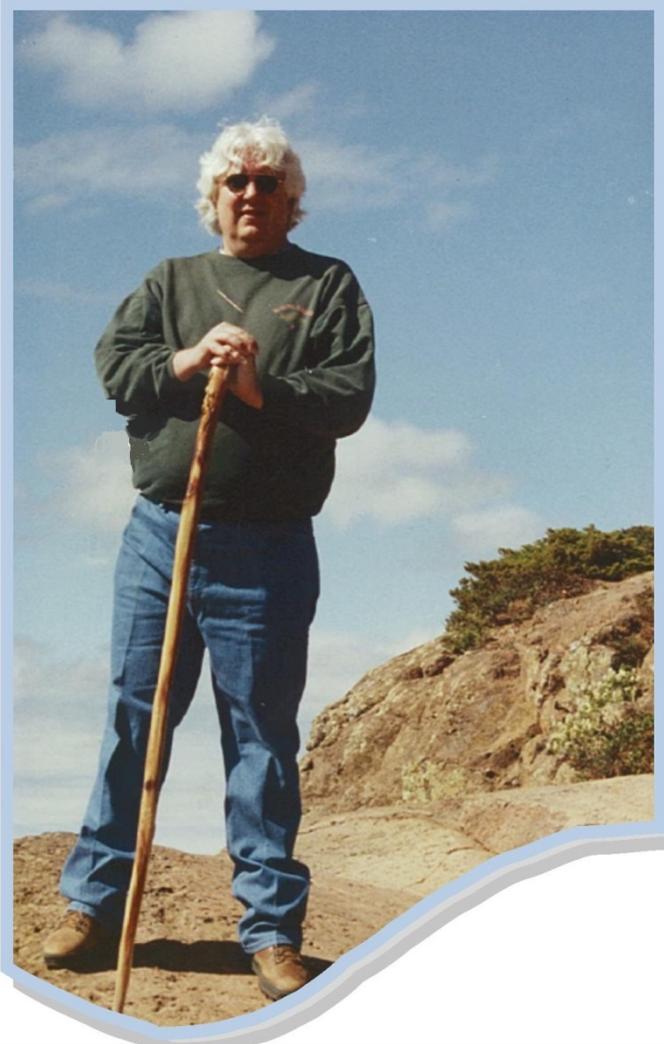
Take It Outside

- Who = families & youth outdoors
- What = snowshoeing, hiking, tree planting, photography
- Where = in a location that your target market can easily access
- When = you are ready and have developed your marketing mix

Value-added (benefits) for your participants can be:
physical, social, environmental, and/or economic

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