



Greetings!

ORPA is excited to announce the launch of our newest endeavor: Outdoor Seekers! Outdoor Seekers is a passport program that encourages kids to get outside and fulfill the 10 \*rights\* outlined in the Oregon Children's Outdoor Bill of Rights. ([Click here for more information on the Bill of Rights.](#))

The main tool of the Outdoor Seekers program is an exciting, interactive website, [www.outdoorseekers.com](http://www.outdoorseekers.com). The website functions as a fun, interactive search tool that will serve as THE place for kids and their families to find parks, recreation facilities and outdoor events in the state of Oregon. To make it work, WE NEED YOUR INFORMATION! This is an enormous opportunity to market your facilities and events for FREE. In just a few easy steps, your organization can become an Outdoor Seeker's program partner and benefit from the marketing efforts pushing this program.

The following entities have already designated partner contacts and are populating the website with information. Thank you!

Bureau of Land Management  
U.S. Forest Service  
Oregon State Parks  
Crook County Parks and Recreation District  
Oregon Department of Fish & Wildlife  
Travel Lane County  
Philip Foster Farm National Historic Site  
Gordon House National Historic Site  
City of Tualatin  
Albany Parks and Recreation  
Corvallis Parks and Recreation Department  
Medford Parks and Recreation  
Tualatin Hills Park and Recreation District  
Portland Parks & Recreation  
City of Sandy  
Bend Metro Park and Recreation District  
City of Hermiston Parks and Recreation  
The Southern Oregon Historical Society  
City of Lake Oswego, Dept. of Parks & Recreation  
Portland Parks & Recreation  
Sunriver Nature Center & Observatory  
Tillamook Forest Center  
Morrow County Public Works  
City of Ontario Parks & Recreation  
Forest Grove Parks & Recreation  
City of Sweet Home  
Oregon State Marine Board  
City of Roseburg Parks & Recreation  
Whole Earth Nature School

City of Salem Dept. of Community Services  
Tualatin Riverkeepers  
City of Oregon City  
R.A.D. Camps LLC  
City of Banks  
Benton County Natural Areas and Parks  
Deschutes National Forest  
Hillsboro Park & Recreation

Here is how your organization can get involved.

#### INPUT INFORMATION INTO THE WEBSITE:

The main component in the Outdoor Seekers program is the website: [www.outdoorseekers.com](http://www.outdoorseekers.com), which will launch to the public MAY 24. All marketing collateral will point people to this website. It holds all the facility and event information, as well as program instructions, an Outdoor Bill of Rights explanation and resources for our partners (YOU!).

How you can help:

NOW: Below this letter are detailed instructions for uploading your organization, facilities/parks and events in the website. The website will launch to the public May 24 and we'd like our member agencies to enter as much information as possible BEFORE MAY 24.

LATER: You only have to enter your organization and locations once! So, as you plan events, continue to input them into the website.

#### PRINT PASSPORTS:

Program participants can obtain a passport two ways: downloading from the website (<http://www.outdoorseekers.com/becomeanoregonoutdoorseeker/outdoorseekerpassport/>) or from program partners (YOU!).

How you can help:

We will be sending each agency that is participating in the program a stack of passports. Please hand them out at your programs this summer. When a child completes the activity at your park, simply initial the correct spot on the passport verifying the activity is done.

#### PROMOTE THE PROGRAM:

Besides passports, we are also offering marketing and promotional materials to our partnering agencies for FREE! You can download all materials from here: <http://www.outdoorseekers.com/partneragenciesandsponsors/already/>.

How you can help:

Download the promotional items and help us promote the program!

- Hang the program poster in all your facilities.
- Place the ad in your newsletters and other promotional pieces.
- Place the logo on your website.
- Print the rack card and place it in your brochure holders.

Time line for program launch and marketing efforts:

- May 16 - 24: Partners populating the site with locations and events
- May 20: Passports, letter and stickers mailed to partner agencies
- May 24: Press release issued, Twitter/Facebook messages, Logos/live links on partners' sites
- May 25: Oregon State Parks Go Guide (<http://oregonstateparks.wordpress.com/>) story
- May 26 - June 4: Oregon State Parks Day promotions featuring the Outdoor Seekers Program (flyer and print ads)

As you can see, we're on a very short time line. The programs' success depends on how many locations and events are entered BEFORE launching on May 24. The goal is for kids and their families to be excited about the program and see the

website as a resource on the FIRST visit! Please help us make this program a success by getting your facilities and summer events entered NOW! You can help the program's long-term success by continuing to come back to add your events as they're planned.

Thank you for supporting Outdoor Seekers and for your ongoing support of ORPA!



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## Outdoor Space and Event Submission Process

Thank you for your interest in adding your organization's outdoor spaces and events to the Map and Event Listing on Outdoorseekers.com.

**Please note:** Once an organization or location is entered into the system, it's saved. Before adding a new organization or location, review the drop down lists of existing ones to verify that it has not already been added and approved.

To begin go to <http://www.outdoorseekers.com/submissions/organization/>.

### Step 1: Select or Add Organization

In this website, the organization is the main address and contact information for your agency. The organization information entered on this step is used to help us stay in contact with our partner agencies with any new information. The required fields have a red \* next to them. We would appreciate a primary contact person as well, so we can keep in touch easily about your submissions made.

***The only information you enter here that is currently displayed to the public under general Outdoor Recreation Resources is the Organization name and the URL.***

The information displayed on the event calendar and the map comes from step 2 & 3.

Required information:

- Name
- Web site
- Address

- City
- State
- Zip code
- Phone

#### Optional Information

- Image/ Logo/ Icon
- Contact Name
- Contact Email

#### **Example:**

#### **Oregon Parks and Recreation Department (Organization)**

[www.oregonstateparks.org](http://www.oregonstateparks.org)

725 Summer St. NE, Suite C, Salem, OR 97301 1-800-551-6949

## **Step 2: Select or Add Recreational Location/Facility**

In this website, the location/facility is the locations or facilities that people can visit within your agency. Please add each of your organization's recreation locations and facilities by filling out the required information, including what Outdoor Seeker activities are applicable. Once a location is entered, it will be registered in searches and on the map. The feature allows visitors to search for spots to complete passport activities, away from an event. The location will also reside in the drop down menu for future visits.

**Please note:** Before you hit submit, you'll be asked if you'd like to make this a \*permanent location\*. Please check this box if your location has activities year round. Checking this box will ensure that your location or facility will appear on the map and calendar even if there are no upcoming events.

**All entered information will be displayed in various places on the Web site.**

#### Required information:

- Organization (selected in step 1)
- Location name
- Web site
- GPS Coordinates
- Address
- City
- State
- Zip code
- Outdoor Seeker Activities

**Please note:** Both the address and coordinates entered will be displayed on the map and event listing. This allows Web site visitors who do not use GPS coordinates to use the address when they are attending the event. The coordinates are needed to ensure that the location is properly displayed on the Google map.

#### Optional Information

- Phone
- Image/ Logo/ Icon
- Trail map or Brochure

- Description
- Make this a permanent location (appears on site even if there are not upcoming events)

Once step two is complete, you can go onto the final, *optional* step of adding events (unlimited) to that location.

**Example:**

**Oregon Parks and Recreation Department (Organization)**

**Silver Falls State Parks (Location)**

20024 Silver Falls Highway SE, Sublimity, Oregon 97385

Coordinates: 44.853758,-122.662526

[www.oregonstateparks.org/park\\_211.php](http://www.oregonstateparks.org/park_211.php)

*Follow a Trail, Camp out Under the Stars*

**Step3: Add event(s)**

Last, add your upcoming events! Fill out the required information and your events will be registered in searches and on the calendar of activities.

**All entered information will be displayed in various places on the Web site.**

Required information:

- Organization (selected in step 1)
- Location (selected in step 2)
- Web site
- Date\*
- Start Time
- End Time

Optional Information

- Image/ Logo/ Icon
- Fee Amount
- Description
- Event contact name
- Event contact phone

\*The event will automatically be deleted from the event calendar once the date has past.

**Example:**

**Oregon Parks and Recreation Department (Organization)**

**Silver Falls State Parks (Location)**

[www.oregonstateparks.org/park\\_211.php](http://www.oregonstateparks.org/park_211.php)

**Silver Falls State Parks Day & Foot Race (Event)**

10 a.m.-4 p.m. Begin the day with a brisk dash over the creek and through the woods in our Annual 5K Footrace and Youth Development Run. Free one-night camping in regular tent and RV campsites. Day Use parking fee waived.

**Remember:** Once an organization or location is entered into the system, it's saved. Before adding a new organization or location, review the drop down lists of existing ones to verify that it has not already been added and approved.

**To update or delete any submitted information, please contact us.**