



Day On The River Exhibitors: make *your* day a huge success!

We want to help PC3 Day on the River Exhibitors make the most of their public exposure before, during, and after the event. Additional ideas and recommendations are welcome: email paddler@susanstarbird.com.

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FACT SHEET AND TALKING POINTS

WHO: Petaluma Small Craft Center Coalition, its organizational and individual members, and other river-oriented nonprofits

WHAT: a free-to-the-public day to try out canoes, kayaks, rowing shells, and learn about the fun of boating on the Petaluma River.

WHEN: 9 a.m. to 3 p.m. Saturday May 30, 2009

WHERE: The lawn and docks behind Foundry Wharf, 2nd and H Streets in Petaluma

WHY: To give everyone a chance to enjoy the view from the River

HOW: Park in the lot on 2nd south of H Street and walk towards the lawn. Choose outrigger canoeing, kayaking, or rowing, sign the waiver, and hop in a boat! It's free, but donations to support PSC3's youth camps and other programs are encouraged.

Your Guide to the 2009 Day on The River

BEFORE THE DATE:

Mobilize your team!

Gather at least 2-3 volunteers from your organization. Brainstorm ideas that will make a splash during Day on The River. Form a budget and to-do list, and let each member of your team be responsible for a particular aspect of your plan.

As the date approaches, build your team so that when the day arrives, you have plenty of volunteers. The more volunteers, the easier and more fun your day can be!

Promote your sport!

Develop plans for inviting people in your networks to visit Day on The River. Distribute information to your contact lists and help distribute posters and flyers.

Schedule events that make it easy for newcomers to experience more boating after the Day on The River. Offer workshops, clinics, camps, tours, or discounts. Have handouts or signup sheets at your booth or table.

Advertise in the PSC3 newsletter, which will be distributed to everyone at the Day on the River and throughout the summer.

Take photos at Day on The River to use in future promotions.

Practical stuff to do:

- ✓ Develop your promotions plan
- ✓ Prepare your budget and purchase materials
- ✓ Mobilize your volunteers
- ✓ Prepare your insurance waivers
- ✓ Reach out via your contact lists
- ✓ Organize booth signs, handouts, and displays
- ✓ Coordinate your display site and dock needs with PSC3 organizers.
- ✓ Coordinate music or sound and electrical power needs with PSC3 organizers.

ON THE DAY:

Be ready for the 8 a.m. volunteers' meeting!

Set up runs from 6 a.m. to 8 a.m., when the mandatory volunteers' meeting pauses all preparations for about 20 minutes. The public starts arriving at nine, earlybirds even sooner.

Your Guide to the 2009 Day on The River

Attract attention!

Make your booth the most spectacular display of the day. Dress up for the party and make a splash with compelling graphics, costumes, and creative displays and banners. Decorate your boats, too!

If you're a club, wear your uniforms and show newcomers that Petaluma has "nautical mass." Display your club's achievements - people want to join the winning team.

Show videos and offer entertainment or activities for people who are waiting to get onto the water.

Enrich their experience!

Be ready to impart fun facts about the social aspects and history of your sport. Introduce them to boating "culture."

Practical stuff:

- ✓ Bring insurance waivers, a clipboard, and pens
- ✓ Have safety equipment handy
- ✓ Plan for snacks and lunch for your volunteers
- ✓ Coordinate your display site and dock needs with PSC3 organizers.
- ✓ Coordinate music or sound and electrical power needs with PSC3 organizers.

AFTERWARDS:

Reward volunteers!

Recognize your volunteers with a special thank you party and acknowledgement at association meetings. Important: send the count of waivers signed to PSC3 so we can estimate total attendance and on-water activities.

Follow up!

Follow up any new contact names with an offer for the next-step in boating. Day on the River will whet appetites for more river experience!

Practical stuff to do:

- ✓ Report your successes and lessons-learned to PSC3
- ✓ Make notes for next year
- ✓ Pay your bills and revise your budget for next year

APPENDIX: BACKGROUND ON PSC3

What is PSC3? The Petaluma Small Craft Center Coalition is a group of nonprofits, clubs, and individuals promote recreational boating on the Petaluma River. We represent outrigger paddlers, rowers, kayakers, and many other kinds of human-powered watercraft. Our mission is to increase public access and use of the Petaluma River through establishment of a public, multi-use small craft center.

What does PSC3 do? The organization offers multi-sport youth camps, a marathon race for human-powered boats, the annual free public Day on the River, and other activities to introduce people to the view from the river. We partner with other river oriented organizations in the National Park Service's Rivers, Trails, and Conservation Assistance Program; the Mayor's Boat Ride; the Petaluma River Cleanup; and other activities to further conservation and recreation opportunities, and provide speakers to service clubs and other groups. We promote water access, education, recreation, economic development and of course fun!

How will contributing to PSC3 benefit Petaluma? Support of PSC3 underwrites free public programs such as the Day on The River, subsidizes our low-cost multisport youth camps, and helps PSC3 introduce Petalumans to the view from the river through its educational activities. Ultimately, your gifts will assist in establishing a public boathouse on the Petaluma River.

What is a small craft center? A small craft center is a public amenity and a landmark destination on Petaluma's riverfront pedestrian/cycling parkway. It will increase use of the river for fitness, recreation, competition, education, and appreciation and it provides a place where children, groups, and adults can learn about and use nonmotorized boats. It offers social, recreational, health, and economic development benefits to young and old, boaters and non-boaters, business and the environment.

How can I contribute? Volunteer by contacting PSC3, or send PSC3-designated funds payable to the Healthy Community Consortium, 200 Douglas Street, Petaluma CA 94952