



Recreate Responsibly

COALITION & CAMPAIGN

STRATEGY MAP | DYNAMIC WORK PLAN | ADMINISTRATIVE RESOURCES

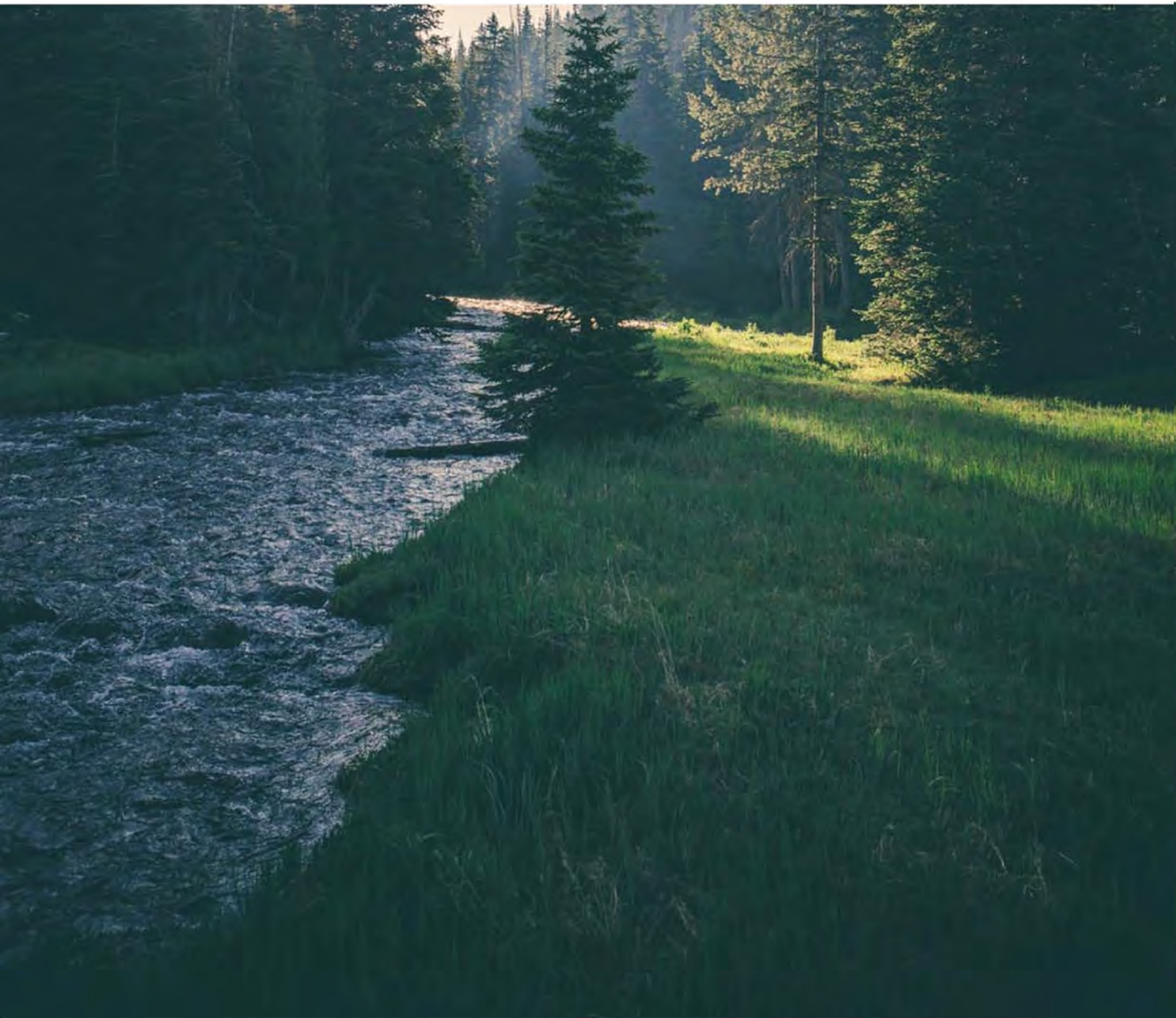


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Introduction



HISTORY OF RECREATE RESPONSIBLY

In May of 2020, just a few months into the COVID-19 pandemic and weeks after most of the United States and world were under “stay-at-home” mandates, people were craving outdoor experiences. Many public lands and natural spaces’ facilities were closed, but remained accessible and people were heading outside during an unprecedented and unpredictable time. Representatives from REI and Outdoor Alliance convened outdoor industry, conservation, and land management experts to address concerns and opportunities that accompanied increased visitation to natural spaces and the Recreate Responsibly Coalition and Campaign (RRC) was born.

The message to the public via coalition partners about how to recreate responsibly during a pandemic was clear and succinct. It has since grown to include guidance on beyond the pandemic and including all facets of responsible recreation and shared stewardship. The original tenets of Recreate Responsibly are below, and you’ll find relevant and topical evolutions of the Recreate Responsibly principles and values further in the document and at www.recreateresponsibly.org.

ORIGINAL RECREATE RESPONSIBLY TENETS May 2020 - August 2021

Know Before You Go - Check the status of the place you want to visit. If it is closed, don’t go. If it’s crowded, have a backup plan.

Plan Ahead - Prepare for facilities to be closed or limited, bring food and essentials like hand sanitizer and a face covering.

Explore Locally - Limit long-distance travel and make use of local parks, trails, and public spaces. Be mindful of your impact on the communities you visit.

Practice Physical Distancing - Keep your group size small. Be prepared to cover your nose and mouth and give others space. If you are sick, stay home.

Play it Safe - Slow down and choose lower-risk activities to reduce your risk of injury. Search and rescue operations and health care resources are both strained.

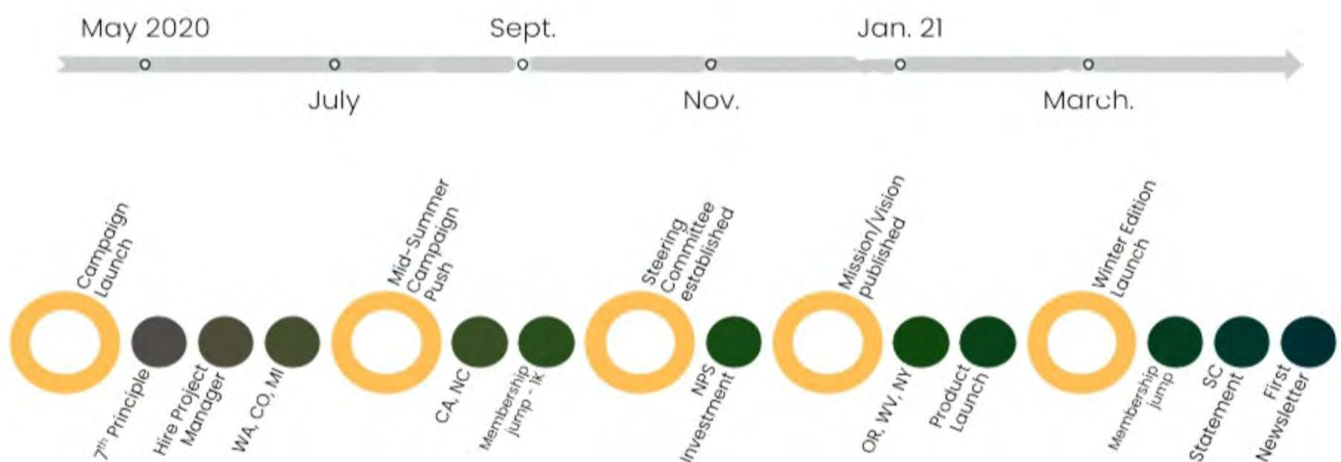
Leave No Trace - Respect public lands and waters, as well as Native and local communities. Take all your garbage with you.

Build an Inclusive Outdoors - Be an active part of making the outdoors safe and welcoming for all identities and abilities.

FIRST YEAR MILESTONES

In its first year of operating, the Recreate Responsibly Coalition achieved:

- #RecreateResponsibly attained 4 billion social impressions within the first 8 months
- The original Recreate Responsibly Social Media Toolkit was downloaded 12,742 times in the first 8 months
- The original Recreate Responsibly Toolkit was translated & made available in 9 different languages
- Two additional editions of the Recreate Responsibly Toolkit were requested and launched: The Winter Edition Toolkit and the Wildfire Edition Toolkit and Resources
- The Recreate Responsibly website had 118,000 page views from 78,000 unique visitors - and was included in the Library Of Congress's 'Historic Collection Of Internet Materials'
- 'Recreate Responsibly' was mentioned 3,118 times in the news, with over 151 million media impressions.
- From May 2020 to January 2021 nearly 1,200 member organizations joined the coalition
- In 2020 seven regional Recreate Responsibly Charters were established, with 4 regional charters queued-up to launch in 2021
- Attendance to virtual convenings and engagement via multiple platforms in 2020 was 3x the average rate of attendance and engagement.



Strategic Plan



In autumn of 2020, the founders of Recreate Responsibly selected, through an open and transparent nomination and review process, a Steering Committee to help set direction and to provide structure to the coalition and campaign. The Steering Committee, with the Coalition and Campaign Manager and facilitators, refined and published the vision, mission, values, and objectives herein, of Recreate Responsibly.

VISION & MISSION

Recreate Responsibly aspires for everyone to have a holistic outdoor experience by advancing all aspects of responsible recreation: keeping yourself, others, and outdoor places safe; accessing outdoor benefits essential to the human experience; and, building an outdoors for all through justice, equity, diversity, and inclusion.

To that end, the mission of the Recreate Responsibly Coalition & Campaign (RRC) is to: convene and connect a diverse network invested in advancing campaigns and resources focused on safe, accessible, inclusive, and responsible outdoor recreation.

VALUES AND OPERATING AVENUES

The values that underpin the operations, activities, and direction of the Recreate Responsibly Coalition and those which shape the voice of the campaign are:

- Social & Environmental Responsibility
- Inclusivity & Universal Accessibility
- Responsiveness & Flexibility

- Capacity & Consistency
- Agility & Efficiency
- Transparency
- Unity

In working towards the vision and mission, the Recreate Responsibly Coalition organically began operating within avenues that proved successful and useful:

- **Convene & Collaborate** - the RRC convenes policy makers, industry leaders, non-profit professionals and influential voices all vested in responsible recreation to ensure unity, consistency, efficiency and transparency across audiences and platforms.
- **Communicate, Inform & Amplify** - the RRC collects, shares, and distributes accessible and inclusive guidance and best practices to help advance social and environmental responsibility

These operating avenues helped to inform the goals and objectives that guide Recreate Responsibly moving forward.

FOCUS AREAS

The established avenues provide three Primary Focus Areas of the goals and objectives of the coalition. The RRC focuses its efforts on 1) relevant content creation & sharing, 2) convening and efficient collaboration, and 3) building community and celebrating culture within the outdoors, all under the context of responsible recreation. Each goal falls under one of more areas of focus:

- **Content Creation & Sharing**
- **Convening**
- **Community & Culture (Building & Celebrating)**

GOALS

As of this draft, the stated goals of the Recreate Responsibly Coalition & Campaign are to:

1. Provide meaningful resources that foster sustainable and responsible relationships with the outdoors
2. Disseminate broadly relevant and accessible information
3. Collect and share best-practices
4. Build an insight network that supports a shifting/growing outdoor community
5. Collectively inform sustainability & stewardship practices outdoors
6. Redefine a sustainable recreation culture
7. Support the growth of a larger, more inclusive outdoor community and culture
8. Cultivate a Recreate Responsibly ethos

MEASURABLE OBJECTIVES, ACTIONABLE ITEMS, AND PROGRESS INDICATORS

1. Provide meaningful resources that foster sustainable and responsible relationships with the outdoors

Measurable Objectives:

- Collectively craft ever-evolving general guidelines for responsible recreation, and share (or reshare in innovative ways) those guidelines with RRC members to share with the public, quarterly or more frequently depending on need/season

Actionable Items:

- Review "anchor tenets" for updates, finalize updated tenets to share in Aug. 2021
- Review requests for content collaborations and draft a list of requests and collaborators
- Create a calendar of aligned events and dates and relevant resources

2. Disseminate broadly relevant and accessible information

Measurable Objectives:

- Regularly share guidance and resources through multiple channels and platforms

Actionable Items:

- Share Wildfire Edition weekly with agency and other resources through September
- Identify and create targeted listservs, or channels for specific audiences within coalition membership
- Craft updated collateral for revised tenets

3. Collect and share best practices

Measurable Objectives:

- Fill Resource Hub with relevant resources to aid in responsible recreation practices - considering a wide swath of activities, ecosystems, and points of access

Actionable Items:

- Identify coalition members with relevant resources by activity, user group, ecosystem, land management
- Revise and update Resource Hub with updated resource sections, navigation and resources linked to members or partners
- Launch updated Resource Hub with announcement to full Coalition, Partners & Public in Sept. 2021

4. Build an insight network that supports a shifting/growing outdoor community

Measurable Objectives:

- Provide platforms to convene and to share best-practices, innovation and successful approaches for sustainable and responsible outdoor recreation

Actionable Items:

- Create coalition templates, and website management to support chapter creation and success
- Plan meeting schedule & calendar for the duration of the year including all static working groups and ad-hoc working groups
- Transition Advisory Calls to include Supporting Members, Land Managers and Working Group members. Create space for quarterly membership meetings.

5. Collectively inform sustainability & stewardship practices outdoors

Measurable Objectives:

- Establish reliable methods of information sharing amongst public & private land managers and identify common threads to distill and share with coalition members and the general public

Actionable Items:

- Establish a Recreate Responsibly Land Manager Working Group
- Launch #CreateResponsibly platform to inform creative and entertainment practices in the outdoors
- Establish a Policy & Government Relations Educational Working Group

6. Redefine a sustainable recreation culture

Measurable Objectives:

- Actively seek to bring in and raise the voices of historically marginalized and underrepresented communities

Actionable Items:

- Seek to partner with leaders and movements in this space such as Diversify Outdoors, PGM One, Outdoor F.U.T.U.R.E., Pride Outside, Hike United and others
- Highlight Pride Outside's June Campaign with NOAA throughout the duration of the campaign
- Create platform for members to share stories, resources, perspectives at coalition meetings, and amplify through channels

7. Support the growth of a larger, more inclusive outdoor community and culture

Measurable Objectives:

- Elevate and advance work that eliminates historic barriers to equitable outdoor access

Actionable Items:

- Identify members currently working in equitable access space and call to members to self-identify working in that space
- Fill out Equitable Access section on website - finalize and launch in August 2021
- Collect resources and information with permission to share through channels and highlight in the Resource Hub

8. Cultivate a Recreate Responsibly ethos

Measurable Objectives:

- Increase the number of voices contributing to and sharing Recreate Responsibly guidance
- Amplify Recreate Responsibly guidance to the largest audience possible

Actionable Items:

- Finalize onboarding forms for activated membership and supporting membership
- Finalize and articulate benefits of activated and supporting membership
- Update website to reflect new membership structure and share updated structure with coalition and partners
- Seek strategic partnerships with groups that have a large reach outside of the outdoor or conservation industries to share guidance widely
- Finalize Strategic Partnership outlines for: Outdoor Recreation Roundtable and Yamaha Motor

To see a dynamic spreadsheet of the coalition's measurable objectives along with progress indicators, [follow this link](#).

Strategy Map 2021-2022

STRATEGY MAP 2021 -2022

RECREATE RESPONSIBLY COALITION & CAMPAIGN

COLLABORATIVE MESSAGING & RESOURCES	Collectively craft universally-accessible messaging	Provide succinct messages to members and public	Amplify responsible recreation content widely
CONVENING & MEMBERSHIP SUPPORT	Offer engaging online membership portal	Plan and host quarterly "State of Recreation" convening	Provide operational support for regional efforts
BUILDING OUTDOOR CULTURE	Amplify partners working to build an equitable outdoors	Partner to develop a library of recreation and equity resources	Develop plan to invest in equitable recreation planning
FINANCIAL SUSTAINABILITY	Implement membership dues, emphasizing supporting members	Bi-directional partnerships with financial contributions	Collaborative products and campaigns

Coalition Structure



The Recreate Responsibly Coalition is an active coalition of more than 1,500 businesses, governmental agencies, nonprofits, and influential voices who are working together to help everyone experience the benefits of nature. The coalition brings people and efforts together through established committees, working groups, ad-hoc committees, regular meetings, events and 3 levels of membership. There are also Recreate Responsibly stakeholders and partners listed below.

STAKEHOLDERS

- RRC Governance
 - Steering Committee
 - Coalition & Campaign Manager
- RRC Committees & Static Working Groups
 - Chapters Working Group
 - Communications Committee
 - Land Management Working Group
 - Membership/Partnerships Committee
- RRC Chapters
- RRC Membership
 - Agencies, Travel-Tourism, Non-Profits, Businesses, Individuals

- Strategic Partners & Industry Partners
- Beneficiaries
 - Individuals & Families accessing the outdoors
 - The Land
 - Communities



OPERATIONS

GOVERNANCE:

RRC operates through predominantly volunteer-efforts of our committees and working groups. It is governed by a Steering Committee and managed by a Coalition & Campaign manager from the Recreate Responsibly managing agency. The managing agency is selected at the discretion of the Steering Committee

Steering Committee:

The Steering Committee is composed of 19 coalition members, one rotating Land Management Working Group Liaison, and one rotating representative from the Chapters Working Group. The Steering Committee sets the strategic direction for the coalition and its campaigns; it serves as a decision-making body, and stewards campaign guidelines and coalition best-practices and standards.

Coalition & Campaign Manager:

The Coalition and Campaign Manager works closely with the Steering Committee and all committees and working groups to ensure smooth day-to-day operations of the RRC.

Decision Making Framework:

Decisions about overarching direction, membership, broad affiliations or official public statements are made by consensus within the steering committee. Static [Working Groups](#) are established by the steering committee and can make independent decisions within the context of their stated charters. AdHoc committee work should be approved by their establishing static working group.

The Coalition & Campaign Manager has discretion to make day-to-day decisions to ensure successful management of the coalition and campaign, however, they must bring decisions that may impact the overarching direction, membership, and broad affiliations or requests for official public statements to the steering committee for a consensus decision.

When a request or decision is faced, the Coalition & Campaign Manager (or static working group lead) should consider the correlation to the mission & vision of the RRC, and pose the request or decision to the steering committee (or to the Coalition & Campaign Manager if coming from a working group lead) in an email.

Decision Making Roles and Responsibilities

Steering Committee: Make informed decisions by consensus about overarching direction, broad affiliations and official public statements.

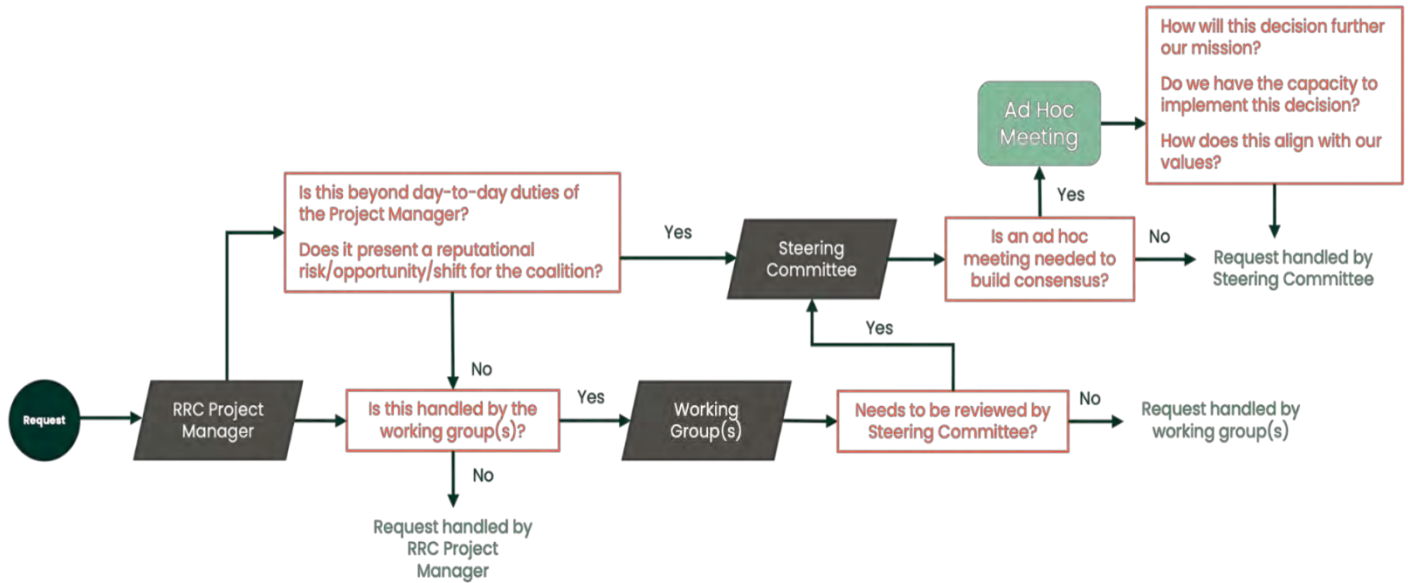
Coalition & Campaign Manager: Ensure smooth day-to-day operations of the RRC. Route external or internal requests or decisions to appropriate working groups or steering committees. Help facilitate the decision making process and the final implementation and integration of decisions.

Working Group or Chapter Leads: Make independent decisions within the context of established [charters](#), and route any requests or decisions that impact the overarching direction of the coalition or campaign to the Coalition & Campaign Manager.

Decision Making Steps

1. Request or decision is posed or emailed to Coalition & Campaign Manager
 - a. The Coalition & Campaign Manager packages the consideration within the context of the RRC mission and vision and shares it with the Steering Committee or appropriate working group, flagging the request for a response.
2. If the decision is routed to the working group the working group has authority to make a final independent decision or provide a recommendation for decision by steering committee
3. If the decision is routed to the steering committee, members have 5 business days to respond to the request when making a decision by email. If more discussion is needed, members have 3 days to respond to a request for an ad-hoc meeting.
 - a. Final consensus will be made via email after any ad-hoc meeting, or during a regular steering committee meeting.
 - b. Needs 75% response to move forward
4. The Steering Committee should weigh each decision answering 3 questions:
 - a. How will this decision further our mission?
 - b. Do we have the capacity to implement this decision?
 - c. How does this align with our [values](#)?
5. Discussion and opposition is captured and considered within a [Decision Matrix](#)
6. Consensus is reached when 75% or more of the over 75% responders vote that they support taking an action or indicate that they are okay with moving forward.
 - a. If anyone indicates a “level 5 opposition” in the form the movement must be reconsidered, reframed and repropose
 - b. A “level 5 opposition” must include a substantial rationale

- Once consensus has been reached the Coalition & Campaign Manager will email the entire steering committee and file all correspondence and findings in a public shared folder



WORKING GROUPS:

Active committees and static working groups integral to RRC operations are:

Chapters Working Group (see full [Chapters Working Group Charter](#))

Meets once monthly to:

- Convene regional or state-driven Recreate Responsibly Coalition co-leads to share best practices
- Support chapter co-leads in localized Recreate Responsibly activations and activities
- Help to stand-up emerging chapters

Communications Committee (see full [Communications Committee Charter](#))

Meets bi-weekly to:

- Refine messaging and develop & implement communications strategies to help meet the mission of Recreate Responsibly
- Implement campaigns as they arise
- Gather and share creative assets (video, social media, traditional media)
- Seek relevant academic/scientific studies to support messaging & overall vision

Federal Agency Working Group (see full [Federal Agency Working Group Charter](#))

Meets once monthly to:

- Convene land managers to share trends, immediate needs, and Recreate Responsibly priorities
- Identify cohesive messaging approaches that are relevant and appropriate for public lands' visitors
- Work to establish continuity amongst agencies and division in terms of responsible recreation standards

Membership & Partnerships Committee (see full [Membership Committee Charter](#))

Meets once monthly to:

- Work with Communications Committee to identify new audiences
- Define and make public membership benefits, membership standards and responsibilities.
- Support membership engagement and communications.
- Develop and propose recommendations to the Steering Committee and present when relevant, on the Advisory Call; long-term fundraising strategies including campaigns and partnerships.

Ad Hoc Working Groups:

Any committee, static working group, or active coalition members may establish ad hoc working groups to address audiences, topics or issues as they arise, e.g.: winter conditions, wildfire, government relations, entertainment, JEDI etc.

Ad-Hoc or Timebound Working Groups (as of July 2021)

- Create Responsibly Working Group (see full [#CreateResponsibly Charter](#))
- Wildfire Working Group
- Winter Working Group
- Policy Education & Government Relations (in formation as of September)

See the [RRC Structure & Governance](#) document for a break-out of this information.

CHAPTERS

Responsible recreation and shared stewardship happens at the grassroots level. The RRC aims to support localized and grassroots efforts to expand Recreate Responsibly efforts, the model, resources and community through RRC Chapters. As of this draft, there are seven regional RRC Chapters and three queued up to launch. The currently operating seven RRC Chapters are:

- Washington State RRC
- California RRC
- Oregon Chapter
- Colorado Chapter
- Great Lakes RRC
- New York RRC
- West Virginia RRC
- North Carolina

Detailed information about each currently operating chapter can be found on the individual chapters' sub-site at www.recreateresponsibly.org.

Chapters operate independently, and may organize themselves in any manner that suits the region, populace or ecosystem that they serve as long as they follow the membership association and intellectual property standards set forth in the Collateral Use Guidelines section of this document.

CHAPTER FORMATION:

Chapters are led by organizational member volunteers. Chapters are formed when a member organization representative completes these steps:

1. Indicate interest by reaching out to info@recreateresponsibly.org.
2. Chapter dues are the same as “Activated Members” - either \$15/mo or in-kind support for access to modifiable materials and the coalition-building toolkit.
3. The chapter-lead(s) will receive invitation(s) to the Chapters Working Group and be provided access to the Recreate Responsibly Coalition Building Toolkit and offered technical support.
4. Chapter-leads complete an onboarding form to set up chapter subsite and listserv management.

REGULAR CONVENINGS

State of Recreation (quarterly):

The Recreate Responsibly Coalition will co-host quarterly “State of Recreation” meetings to convene officials and representatives from Land & Resource management agencies with outdoor industry leaders, conservation professionals and influential organizations to share outdoor trends, climates, as well as local and national policy that impact recreation resources and outdoor access. General RRC membership will receive invitations to these quarterly convenings and access will be open to the public.

Advisory Calls (monthly):

Supporting Members (as described in the Membership section of this document) will have the opportunity to convene with the Land Management Working Group and committee/chapter leads in order to provide strategic direction and feedback on the Recreate Responsibly Campaign development. Supporting members, committee and chapter leads, and Land Management Working Group representatives will receive invitations and the calls will be limited to meeting participants.

Committee, Working Groups and Charter convening details are outlined in the above Coalition Structure section of this document. .

MEMBERSHIP

The Recreate Responsibly Coalition is an active coalition of more than 1,300 businesses, governmental agencies, nonprofits, and influential voices who are working together to help everyone experience the benefits of nature. Born out of a desire to see people enjoy the outdoors safely at the start of a global pandemic, our diverse community has grown into a collaborative hub working to share accessible guidance about responsible and holistic outdoor recreation and experiences in nature and to support an ever-expanding outdoor community.

Membership Tiers

Coalition Membership has evolved into three distinct levels or opportunities for engagement:

- General Membership
- Activated Membership
- Supporting Membership

General Membership:

General membership is and will always remain free and open to any organization, agency, brand or individual with interest in joining the movement to ensure safe and responsible outdoor recreation and access to nature for all. General membership entails joining online at www.recreateresponsibly.com/join and includes:

- Immediate access to ready-to-go media resources and toolkits
- Regular coalition & campaign newsletters and correspondence
- Invitations to virtual events and action-alerts
- Opportunity to connect with local colleagues via chapter affiliation
- Feature on chapter sub-site

Activated Membership:

Activated Memberships help to provide sustainability for production and distribution of campaign resources. Membership can be activated at www.recreateresponsibly.com/join for \$15/month or with in-kind support by emailing info@recreateresponsibly.org with interest. Activated membership includes everything that comes with General membership plus:

- Modifiable Toolkits and resources + early access to campaigns
- Discounted AllTrails Pro App
- Potential spotlight on your program or initiative on RR blog, newsletter, or social media channels
- Invitation to regular Recreate Responsibly Coalition Convenings

Supporting Membership:

Supporting Membership is vital to the sustainability of the coalition and helps to shape the direction of the coalition and campaign. It's ideal if the success of Recreate Responsibly supports the bottom line of your business goals or foundational mission. Supporting membership entails sliding-scale supporting contributions of \$2,500 to \$10,000, or significant in-kind contributions. Cause-marketing products or initiatives, significant awareness campaigns using your platforms, or gifting staff-time are examples of supporting in-kind contributions. In addition to all membership benefits, Supporting members receive:

- Frontline opportunities to help lead the direction of the campaign and coalition
- Opportunities to Host/Collaborate on events & campaigns
- Listings on the Recreate Responsibly main page, in media and in key spotlight opportunities such as the monthly newsletter and social media channels

Organizations interested in becoming Supporting members should refer to the [Supporting Membership Information sheet](#), also found in the Resources section of this document.

MEMBERSHIP STANDARDS:

- By joining, all members acknowledge support of the mission and values captured in this document.
- By joining, all members agree to be inclusive and kind in all use of, or suggested affiliation to, Recreate Responsibly messaging or materials.
- By joining, all members agree to abide by the Collateral Use-Guidelines in this document.
- Activated and Supporting members should represent Recreate Responsibly by linking to the website on their website if possible and to include affiliation where appropriate.
- Members should respond to membership surveys whenever possible

Strategic Partners to the RRC:

Strategic Partnerships are an important component to the success of the coalition campaign. A Strategic Partnership is ideal for

- other coalitions/networks with aligned missions or visions
- large organizations or initiatives not typically associated with the outdoors or nature-based recreation

Supporting members may also engage in strategic partnerships that include specific coordinated campaign development components and may or may not include large financial or cause-marketing contributions.

Campaign(s)



The primary objective of the overarching #RecreateResponsibly Campaign is to share, far & wide, Recreate Responsibly principles and to cultivate a responsible recreation, shared stewardship & inclusive outdoors ethos. This campaign has an indefinite timeline but includes campaign components and iterations that may be specific to an activity, ecosystem or season.

Campaign model: 1) co-creation of succinct tenets, 2) alongside accessible graphics, 3) with a collaborative coalition sharing-plan, 4) that connects tenets to additional resources.

Seasonal Campaigns To-Date

- May 2020 - #RecreateResponsibly Launch
- July 2020 – Summer Seasonal Campaign Push
- November 2020 – Winter Edition Campaign Launch
- January 2021 – Winter Edition Campaign Push
- May 2021 – Wildfire Edition Campaign Launch
- July 2021 – Wildfire Edition Campaign Push
- August 2021 - #RecreateResponsibly Relaunch (see [campaign action items](#))

RECREATE RESPONSIBLY ANCHOR TENETS (as of August 2021)

Know before you go - Check the status of the place you want to visit for closures, fire restrictions, or weather.

Plan and prepare - Reservations and permits may be required. Make sure you have the gear you need and a back-up plan.

Build an inclusive outdoors - Be an active part of making the outdoors safe and welcoming for all identities and abilities.

Respect others - There is space for everyone outdoors. Be kind to all who use the outdoors differently.

Leave no trace - Respect the land, water, wildlife, and Native communities. Follow the seven Leave No Trace principles.

Make it better - We all have a responsibility to sustain the places we love. Volunteer, donate, and advocate for the outdoors.

Sample Campaign Calendar

Coalition Channels:

- Twitter: [@RecreateInfo](#)
- Instagram: [@recreate.responsibly](#)
- Youtube: [Recreate Responsibly](#)
- Hashtags: #RecreateResponsibly

General Social Posting Schedule through September 2021:

Daily Themes

- **Monday** - Share Your Story or Blog
- **Tuesday** - Tenet Focus
- **Wednesday** - Wildfire Resource
- **Thursday** - Member Highlight
- **Friday** - Favorite Places

Monthly/Weekly Themes

- **June**
 - Great Outdoors Month
 - Key Partners: Agencies
 - Pride Month (Pride Outside)
 - Key Partners: Pride Outside + NOAA (#PrideInTheOcean)
 - Ocean Month
 - Black Birders Week (first Week)
 - National Trails Day (5th)
 - Get Outdoors Day (12th)
 - Juneteenth (19th)
- **July**
 - 4th of July Weekend
 - Latino Conservation Week (17-25)
 - Key Partners: Hispanic Access Fund + Latino Outdoors
 - National Forest Week
 - Key Partners: National Forest Foundation

- **August**
 - Hike United
 - Big Gear Show
 - Outdoor Retailer
 - National Summit Day
 - 1916 National Park Act Anniversary/fee-free day (August 25)
 - Key Partners: National Park Service + National Park Foundation

Sample Campaign Release Plan

- 6/25 Review with Steering Committee
- Graphic Design (8/1)
 - Vertical infographic
 - 7 social media tiles (title + tenets)
 - 7 social media tiles (title + graphics)
 - Get drawings/icons/graphics individually for canva
- Timeline
 - 7/10-7/15 Design and review
 - 7/10 Translation - start with Spanish
 - 8/1 Toolkit
 - 8/1 Blog post explaining the new tenets
 - 8/1 Email draft for coalition explaining new tenets
 - 8/6 Press release draft
 - 8/10 New website design
 - 8/10-8/12 Rollout
- Core-Coalition Content:
 - 7/7 Topline note for July newsletter:
 - 7/16 July Advisory Call
 - 8/3 email to coalition sharing toolkit, new tenets, asking them to share starting
 - 8/10 update history section of website with metrics on our work/impact
- Strategic partners + new coalition partners:
 - 8/1 Turn July newsletter topline into blog post
 - 8/1 Advance preview to influencers we previously worked with
 - Membership committee to do outreach on recruiting new members + partners
- External/outdoor community content:
 - 8/10 Press Release
 - 8/10 Impact metrics in individual social posts

Additional Campaign Resources can be found in the Resources section below.

Resources



WEBSITE & TOOLKITS

- www.recreateresponsibly.org is the primary communication tool and resource hub of the Recreate Responsibly Coalition & Campaign.
- Current campaign toolkits are available to all members via newsletters or with a general membership login.
 - Current Edition: [WILDFIRE RESPONSIBLY TOOLKIT](#)
- Previous or seasonal campaign toolkits and modifiable resources are accessible with an activated or supporting membership login at www.recreateresponsibly.org/join.

STRATEGIC PLANNING RESOURCES

- [RRC Goals and Objectives](#)
- [Strategic Planning Visual Slides.pdf](#)
- Survey findings

STRUCTURAL RESOURCES

- [RR Structure/Governance Overview Draft](#)
- [RRC Decision Framework](#)
- [RRC Decision Matrix](#)

CHAPTER RESOURCES

- [Ground Rules for RR Meetings](#)
- [State Coalition Toolkit - Steps, Ideas & FAQ](#)

MEMBERSHIP RESOURCES

- [RRC Supporting Membership Introduction](#)
- Brand kit (in development)

USE-GUIDELINES

A stand-alone version of the following Recreate Responsibly Collateral Use Guidelines can be downloaded here: [Recreate Responsibly Collateral Use Guidelines](#)

Usage Guidance and Association:

This guidance provides appropriate use of any Recreate Responsibly logos, graphics, visual collateral, slogans, tenets and specific messaging associated with the Recreate Responsibly Coalition and Campaign. The aim of the coalition and campaign is to spread the message and ethos of responsible recreation and shared stewardship far and wide - and that goal is achieved more effectively through cohesive branding and messaging. We are not building a brand, but a movement and our brand resources working together are a part of making that movement accessible and far-reaching. We thank you in advance for your participation in #RecreateResponsibly.

Hashtag:

1. All are encouraged to use #RecreateResponsibly hashtag on relevant social media posts. This may include:
 - a. images or graphics that convey responsible outdoor adventures, time outside or responsible time in nature,
 - b. images or graphics that promote or inspire responsible outdoor practices
 - c. information for campaigns or events that promote or inspire time in nature and responsible recreation or shared stewardship
2. Please **do not** use #RecreateResponsibly hashtag:
 - a. to promote your products/services, unless profit from those products/services goes to support responsible recreation, or
 - b. in connection with an individual, group or organization that in anyway promotes or otherwise does not actively oppose hate, violence, racism, or discrimination.

Association:

3. Recreate Responsibly Coalition(RRC) Members:
 - a. General members of the RRC can list themselves as “members of the” Recreate Responsibly Coalition when articulating affiliation or association
 - b. Activated members can also list themselves as “members of the” Recreate Responsibly Coalition and may use logos, typeface and visual assets provided in the Activated Membership Area of www.recreateresponsibly.org
 - c. Supporting members may list themselves as “supporting member of the” Recreate Responsibly Coalition and may use logos, typeface and visual assets provided in the Supporting Membership Area of www.recreateresponsibly.org

4. Chapters:

- a. Recreate Responsibly Chapters should refer to their entity as “Recreate Responsibly [Chapter Title]. Chapters may use logos created in collaboration with the RRC, and may use logos, typeface and visual assets provided in the Supporting Membership Area of www.recreateresponsibly.org. Chapters may have an independent web-presence but should make every effort to utilize their corresponding Chapter subsite created on www.recreateresponsibly.org.

5. Strategic Partners:

- a. Strategic Partners may list themselves as “in partnership with the” Recreate Responsibly Coalition only in respect to the terms and conditions outlined in their signed partnership agreement.

6. References to association or use of logos, graphics or visual assets:

- a. No assets or references may used or displayed in any of the following ways:
 - i. in any manner that discredits the Recreate Responsibly Coalition or tarnishes its reputation or goodwill;
 - ii. in any manner that infringes, dilutes, changes the intent of, or misconstrues the mission of the Recreate Responsibly Coalition;
 - iii. in any manner that is false or misleading;
 - iv. in connection with any hate, violence, racism or discrimination or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - v. in any manner that violates the trademark, copyright or any other intellectual property rights of others;
 - vi. in any manner that violates any law, regulations, or public policy;
 - vii. or as part of a product or service of an organization not connected with the Recreate Responsibly Coalition

Ownership and Intellectual Property Authority:

7. Responsible Sharing of Content:

- a. Creative Commons Licensed: Recreate Responsibly© 2020 content, materials, logos etc., from and by the Recreate Responsibly Coalition -an Unincorporated Nonprofit Association, are licensed under CC BY-ND 4.0.
- b. View the license: <http://creativecommons.org/licenses/by-nd/4.0/>

8. Ownership & IP Management:

- a. All work product developed by the ‘Recreate Responsibly Coalition & Campaign managing agency’ alone or in conjunction with others in connection with the performance of services pursuant to the management of the Recreate Responsibly Coalition & Campaign shall belong to the Recreate Responsibly Coalition - an Unincorporated Nonprofit Association; coalition members or partners, or any individual entity shall retain no ownership, interest, or rights therein, however, coalition members and partners may use any design, copy and/or production work to be displayed as completed work with ‘Recreate Responsibly’ cited therein.
- b. Any design, copy, marks or visual collateral developed in support of the Recreate Responsibly Coalition will be managed under the authority of the managing agency throughout the duration of the managing agency’s term, as determined by the Recreate Responsibly Coalition Steering Committee.

Verbiage and presentation of tenet(s) language:

9. Chapters have the authority to create regionally or topically branded material provided that they do not alter the intent or primary verbiage of the tenets.
10. Recreate Responsibly Tenet headers, and subheaders should not be altered, however any complementary messaging or language provided by the RRC can be modified at the discretion of the member or partner.

Use of provided graphics and messaging:

11. Recreate Responsibly graphics offered through membership toolkits, partnerships, or Chapter association, or shared via media platforms should not be altered, other than those “modifiable graphics” provided within membership areas and alterations of those graphics should not deter from instructions or brand-kits provided with “modifiable graphics”.
12. Logos and typefaces should not be altered, and any re-creation of a Recreate Responsibly or #RecreateResponsibly logo is prohibited unless done collaboratively with the RRC.