Themed Outings

Are you ready to put on a themed outing on behalf of Latino Outdoors? Let’s get started. This is simple and totally fun. It starts with your location, activity, and time of the year. Once these are in place, let your mind wander and get inspired. You’ll be surprised to see how culturally appropriate, relevant touches will make your event a major success.

1. Location
   - What kind of rules & regulations are in place at the location of your event?
   - Look into any permits and participant limits before finalizing your plans.
   - Not all outdoor spaces have facilities or trash cans. Do your research online or by phone and be prepared.
   - Consider time of day and year for location. Not all outdoor spaces have shade.

2. Activity
   - Hiking, biking, kayaking, camping, birdwatching…does your outing require special insurance approval? These approvals can take 2-4 weeks so plan accordingly.
   - For events that might require supplies like camping gear, see if there is local non-profit or outfitter to borrow from. Not all participants will have their own gear. Be sure to consider transportation and storage needs.

3. Audience
   - Children, adults, teens,
   - Health & wellness

After these first three steps are in place, it’s time to start developing your theme. The name of your event can draw people in, so get creative. If your chosen trail allows pets and you’d like to bring an after-hike snack treat, how about, “Perritos y Paletas en el Parque”. If you’re birdwatching, then maybe “Pajaritos y Pan de Dulce”.

4. Event Title
   - A catchy event name that rhymes can grab people’s attention.
   - Offer a variety of outings and activities to attract new audiences.
   - Craft/art activities can help draw in families.

5. Collaboration
   - For a Bird Watching event look to an Audubon society for possible partnerships. Or local park to see if any birding groups are locally to reach out for help.
   - Check with local park staff to see if they offer any lead outings or docent/ volunteer that could come on your event that is an expert.

6. Outings Framework
   - (learning about the animals, leave no trace principles, what to pack for a hike, …. i.e.)

7. Marketing & Outreach
• Use Canva to make a flyer
• Share on social media (Facebook, and Instagram)
• Share with local partners (Having a Google email group set up is a easy way to get information to all partners)
• Post on community bulletin boards of areas that you might be targeting participants from. (ex. YMCAs, community centers, libraries, rei … i.e.)

8. Community Engagement
• Provide volunteer hours for local students that need to get community services hours.
• Empower previous participants to help lead part of the event. Some participants might have a skill to share which an event can be made around (meditation, yoga, birding.)
• Incorporating a theme that participants can contribute or do somethings hands on. For example, sketching a landscape vista at the top of a trail.

9. Think about the size of group and how many volunteers you will need
• The amount of supplies, gear, or equipment needed for your outing may limit the amount of people you are able to accommodate. Take this into account when planning your outing.
• When deciding how many participants to allow on an event, consider how impactful the outing can be some might require a smaller group than others. (for example, events that require camping gear, backpacking, and kayaking/ water gear)
• Remember that a hike should always have a lead and a sweep for safety. Participants that come often and feel comfortable can be a sweep, but a volunteer is best so that all participants can enjoy the event.
• Size of group can also be affected by parking lot size, trail size, and permit limits of parks.

10. Timing
• Hosting events on popular annual celebrations like Mother’s Day or Earth Day are always fun. Do some research for newer traditions like Kids to Parks Day, Latino Conservation Week, National Public Lands Day, or #OptOutside.

11. Resources page
• iNaturalist (app that allows you to view Flora and Fiona of the location and others can help identify them also)
• Beetles institute resource page (provides free lesson plans for outings)
• Native lands app
• Field guides (Detailed information of specific species. Great for birding or looking for mushrooms)
• Avenza app (Can download lots of maps for free to view location on a map without service)

12. Examples
• Fungus and Photography
• Cesar Chavez's Service Project
• Goose Fly-off
• Arriba, Abajo y Alrededo
• Gratitude Hike
• Bird ID Walk
• Sunset Picnic and Hike
• Women’s Empowerment Hike
• Campout for All: Pride Outside
• Indigenous Peoples’ Day Hike
• Vamos Tidepooling
• Bat Night
• Kids to Parks Day - Pokémon Go
• Madre y Hijas Campout
• Exploring Slide Ranch