

Innovative Park Outreach and Marketing Efforts Survey

The American Recreation Coalition and the National Park Service are working together to collect outreach and marketing ideas that can be replicated. Please share examples of innovative outreach and marketing efforts you have used to connect people to parks, attract visitors and/or generate greater awareness of state and national parks. **Please copy and complete this form for each of your projects.**

1. Your Name: _____ Title: _____

Organization: _____

Phone _____ email: _____

Address: _____

City, State, Zip: _____

Are you the best contact for further information? If not, the suggested contact is:

Name/Title/Organization: _____

Phone and email: _____

2. Project Name: _____

Description: _____

Please ID any URL that relates to this project: _____

3. Please describe project results:

4. Please describe the types of organizations involved (for example, concessioner, gateway businesses/organizations, state tourism office, etc.) and the names of principal partners:

5. Did the project target specific demographic groups (for example, youth, urban, disadvantaged, senior, non-Caucasian?). If so, please identify those targets:

6. Did the project involve the use of new "social media" - such as Facebook or YouTube or Twitter? If so, please describe briefly:

7. Please describe briefly the scope of the project in resources (cash and inkind) and duration (one time or on-going):

Please fax your completed forms to 202-682-9529. If you have questions, please contact Mike Sciulla at msciulla@funoutdoors.com or 202-682-9530. **Thank you!**