



Outreach Event Manual



The NWTF Outreach Manual contains hyperlinks that require access to the Internet for full benefit. These links give users direct access to forms, documents, information and Web sites, and are easily identifiable by blue type within the document. When your computer is online through an Internet Service Provider, simply click on the [blue type](#) to go to the document referenced.

Table of Contents

| | |
|---------------------------|----|
| INTRODUCTION | 4 |
| Fundamentals | 5 |
| 1. Get Involved | 5 |
| 2. Event Planning | 5 |
| 3. Event Publicity | 9 |
| 4. Courses | 11 |

| | |
|------------------------------------|----|
| WOMEN IN THE OUTDOORS | 17 |
| Introduction | 17 |
| 1. Communication | 17 |
| 2. Committee | 17 |
| 3. Types of events | 17 |
| 4. Goals | 18 |
| 5. Membership | 18 |
| 6. WITO fundraising | 18 |
| 7. Incentives | 18 |
| 8. Wrap up | 18 |

Table of Contents cont.

| | |
|---|----|
| JAKES | 19 |
| Introduction | 19 |
| 1. Planning | 20 |
| 2. Types of JAKES events..... | 20 |
| 3. Safety first | 20 |
| 4. Learning stations..... | 20 |
| 5. Pre-registration..... | 20 |
| 6. Membership | 20 |
| 7. Publicity..... | 21 |
| 8. Best JAKES awards | 21 |
| 9. Important points to keep in mind | 21 |

| | |
|--|----|
| WHEELIN' SPORTSMEN | 22 |
| Introduction | 22 |
| 1. Working with people with disabilities | 22 |
| 2. Types of Wheelin' Sportsmen events | 23 |
| 3. Target groups — finding participants..... | 25 |
| 4. Accessible and adaptive equipment..... | 25 |
| 5. How does HIPAA apply to Wheelin' Sportsmen? | 25 |

Introduction

Research shows that individuals with a connection to the outdoors are more likely to be conservation-minded than people who have no outdoors experience. The NWTF's outreach programs provide this connection.

While mainstream media and programs teaching about the outdoors often ignore the association between hunting and conservation, our programs tell this part of the story!

The wild turkey — our story — is a great wildlife conservation success story and a vehicle for teaching wildlife management principles and the role of hunting.

Our events contain the key components that make outreach effective. They are fun, experiential, relevant, and they take place outside!

These outreach programs help us share our love of the outdoors with new audiences and fulfill the NWTF mission: The NWTF is dedicated to conservation of the wild turkey and preservation of our hunting heritage.

The National Wild Turkey Federation proudly offers the following outreach programs:

JAKES® (Juniors Acquiring Knowledge, Ethics and Sportsmanship) is dedicated to informing, educating and involving North America's youth (ages 12 and under) in wildlife conservation and the wise stewardship of our natural resources.

Xtreme JAKES® is for teens between the ages of 13-17. The program provides advanced, age-appropriate outdoor opportunities and challenges that match a teenager's abilities and experiences.

Wheelin' Sportsmen® provides people of all ages with disabilities the opportunity to stay active in the outdoors through hunting, fishing, boating, shooting and other outdoor activities, and matches those who need extra assistance with volunteers.

Women in the Outdoors® provides outdoor learning opportunities that are exciting and hands-on for women ages 14 and older.

Outreach events may vary by target audience and by the composition of the committee holding the event. Each event helps make the connection between the larger NWTF mission and the activities offered.



FUNDAMENTALS

To accomplish our mission, National Wild Turkey Federation outreach programs require the financial support of membership dollars. All outreach event participants should become a member. Generally, the registration charge for an event includes membership.

As with most guidelines, some exceptions apply. If the event is set up as an expo, fun and learn day or more than 250 are attending, membership may not be possible. In these circumstances the NWTF chapter should make every effort to sign up members during the event. Other exceptions occur when partnering with other groups (ex. Schools, rehab centers, assisted living facilities, etc.). If you have questions about membership requirements please contact us at NWTF headquarters.

If a participant is a current member, their membership fee will be waived but they will be required to pay the event fee, lodging and meals (where applicable). All memberships should be verified.

In many outreach events, fundraising is incorporated to support our mission, but it is vitally important to maintain a balance between fundraising and education.

1. Get Involved!

Hosting an outreach event is one of the best ways to teach others about the outdoors and conservation. You will find it to be a very rewarding experience!

The spirit of conservation and the hunting tradition have been passed from one generation to another in this country for centuries. NWTF outreach events keep this legacy alive. By making a commitment you will bring families closer together by giving them the opportunity to participate in activities that benefit them as well as our natural resources.

You can get involved in a variety of ways, depending on how much time and energy you have to invest.

The first step is to contact an NWTF regional director in your area. Regional directors will provide advice and support as you plan your event. If you need assistance in locating your regional director, call the NWTF at (803) 637-3106 or visit the “NWTF In Your State” icon on the NWTF Web site at www.nwtf.org.

There is no limit to what a person can do. With help from others in your community, you can put on an event that will be fun, exciting and educational for everyone involved!

2. Event Planning

You can never start planning too soon. The more involved your activities are and the more participants you have, the more planning time you will need. The following guidelines will help you prepare for a successful event.

Chapter Affiliation- All outreach events must be linked to an NWTF chapter.

Chapter involvement ensures that outreach events are protected by NWTF’s liability insurance coverage, which is extremely important to event participants and the NWTF.

State chapters may have funding available through the state Super Fund and/or the state Outreach Fund. Contact your regional director for information about applying for these funds.

a. Organizational Meeting

The most important step in setting up an outreach event is to meet with interested volunteers. Start by identifying proven leaders within the community and, if possible, representatives from your state wildlife agency. They are usually busy people, but they know how to make things happen. Your regional director may want to attend your first meeting too, so make sure to invite him or her. For a sample committee meeting letter [click here](#).

Make sure you are well organized. Stick to the agenda and keep the meeting moving. Here is a sample agenda to use as a starting point for your meeting.

Agenda

- Meet and Greet
- Welcome – Statement of Purpose
- Introduction of Guests
- Overview of Committee Duties
- Appoint an Event Coordinator
- Develop Sub- committees
 - Program
 - Site/Location
 - Volunteers
 - Equipment
 - Food
 - Registration
 - Publicity
 - Donation and Finance
- Determine the Date, Place and Time
- Determine Goals
- Review Long-range Planning Schedule
- Set Date and Time of Future Meeting
- Questions
- Adjourn

b. Committees

Each event needs an event coordinator. This person will be the main contact for the event and the central communicator for everyone involved with the event.

Each sub-committee may require up to three members who are willing to work and commit their time. When contacting potential committee members, gain their support on the first contact. Have them commit to attend the first meeting. History has shown that successful events have 10 to 15 committee members.

TIP The best advertising is through “word of mouth” therefore, the larger your committee, the more successful your event will be!

Decide how many sub-committees you need to cover the various aspects of your event and elect a chairperson for each committee. Some examples of committee chairs include:

- **Program Chair** — determines class selections, confirms instructors and equipment needs.
- **Site/Location Chair** — liaison between the event site/event. Provides directions to the event, determines class locations, provides a map showing classes, hangs signs and marks trails to help participants find class locations.
- **Volunteer Chair** — identifies volunteers and personnel to help at the event and communicates with them.
- **Equipment Chair** — coordinates acquiring all equipment for the event and ensures that it is in proper condition. Ear and eye protection must be provided for all shooting activities.
- **Food Chair** — determines menu and coordinates serving of any refreshments or meals. May also oversee getting funds/donations for the event meals, snacks, drinks and supplies.
- **Registration Chair** — coordinates design of the registration packet, establishes and maintains a mailing list of potential participants, responds to participant pre-event requests for information, processes registrations as received, including fees. Sets up and maintains the registration booth on the day of the event.
- **Publicity Chair** — promotes the event through TV, radio, newspapers and other media, provides information brochures to groups, NWTF banquets, local businesses and individuals, posts event flyers and posters in highly visible areas in the community and communicates with registration to develop a mailing list.
- **Donation and Finance Chair** — oversees funding and donations, coordinates the display of donated items and, if applicable, sets up auction.

c. Have a Schedule

Your event requires the use of two schedules: One is your long-range planning, and the other is a detailed schedule for the day of the event.

This schedule should have all the times of different activities listed in order, along with the person in charge, and the exact location of each activity. You should also include how long each activity will last.

Having a detailed schedule will help keep everything running smoothly and ensure that there is time for everything planned. Make sure copies of the schedule are given out to all volunteers and participants.

For more specific details on how to plan an event visit the [JAKES](#), [Wheelin' Sportsmen](#) or [Women in the Outdoors](#) sections of the manual.

d. Make it Fun

Choose activities that will enable your participants to have a good time while learning important lessons about conservation and the outdoors.

It's best to keep topics of discussion short, simple and to the point. Participants will lose interest if there is too much talk and not enough activity.

TIP: Hands-on activities are the best teachers and the most fun.

e. The Program

Determine your event's goals and objectives. What exactly do you want to accomplish?

One-day events avoid the need for overnight accommodations, additional meals and transportation. Weekend events, however, have also proven successful, but keep in mind that multi-day events require more planning and are usually more expensive for participants.

Components of your program can include a variety of learning stations that rotate classes through the day. Another option may be to take your group on a field trip to a local, state or national park or wilderness area. Many chapters hold events in conjunction with other conservation organizations or state/community events. This is a great option for chapters that do not have the resources to hold an event on their own. Other chapters hold monthly events that last a few hours and focus on a single activity, while others focus on organizing a hunt for a specific species, depending on the season and location. Tailor your event to meet the needs in your area.

Many outreach events involve shooting. Below are shooting safety tips from the National Shooting Sports Foundation:

General Tips for Safe Shooting & Firearm Handling

- Treat every firearm as if it were loaded.
- Keep the muzzle pointed in a safe direction.
- Keep your fingers off the trigger.
- Don't rely on your firearm's "safety" device.
- Always wear eye and ear protection.
- Know your target and what is beyond it.
- Keep the firearm unloaded when not in use.

Each events should cover these rules prior to shooting activities.

For more information on practicing and teaching shooting sports safety visit www.nssf.org.

f. Location & Facility

A good location is vital to your event. Once you know the facilities needed for your event begin researching for locations and their cost. Site/location committee members should visit sites firsthand.

National forests, gun clubs, 4-H camps, hunting preserves and private properties often provide the necessary room and facilities required for a quality event. Special consideration should be given to shelter from weather, adequate parking and safety, especially when shooting or archery are involved. Also, consider how many participants can be accommodated comfortably at the facility.

Check all facilities at least one day before the event.

Make sure to have access to your facility by securing keys to gates or doors, ensure electric power and water is turned on, and the heating/cooling units are operating.

And finally, make sure that the facility is handicap accessible. Even if you do not have a disabled participant registered, you should always be prepared.

g. Restrooms

You must provide restroom facilities. If your location does not have adequate facilities, portable restrooms can be rented.

h. Equipment

Based on your activities, make sure that you have all necessary equipment at your event location, ready and in proper condition for use. If possible, it is a good idea to have the equipment on hand and set up the day before the event.

Safety is the most important factor when conducting an event. Ear and eye protection are necessary in many activities, and mandatory for all shooting activities. Try to anticipate any problems that might arise and avoid dangerous situations.

Tip: If you have doubt concerning an activity, don't do it.

i. Food & Beverage

Keep refreshments simple and easy to serve. Drinks (including water) and ice should be made available throughout the event.

Ask for donations! Good sources are local grocers or restaurant managers for food donations and local bottling companies for drinks. Another approach is to ask a local company to underwrite the cost of all food and beverages. Be sure to properly recognize donors at your event.

TIP: In the interest of safety, alcoholic beverages are not allowed during field events.

j. Sponsors & Community Support

Explore all opportunities to fund your event. Chapters frequently find one or more local businesses that want to sponsor an entire event. People enjoy doing charitable things to help kids, women and people with disabilities. You will usually find a warm reception when you ask them to support a program that helps people in your community.

Also, their gift may be tax-deductible ([click here for donor receipts](#)). The National Wild Turkey Federation is a 501(c)3 nonprofit organization whose outreach programs help people learn about conservation and becoming responsible stewards of our natural resources. Many people may not be aware of who we are, and it is important that they know as much as possible about the organization they will be supporting. [PowerPoint presentations](#) that describe outreach programs are available on the NWTF Web site that you can download and customize with specifics about your event.

Be sure to properly recognize those who support the event and see that these businesses are mentioned in any media coverage. This can be accomplished by hanging posters/banners at your event, listing your donors/sponsors in your flyer and/or in event program, as well as recognizing them publicly during your event. Also make sure to send them a thank you note after the event to express your appreciation for their donation.

k. Pre-Registration

Pre-registration allows organizers to make appropriate arrangements regarding location, food, number of volunteers needed and other details.

Once the date, venue, classes and registration fee (if applicable) are determined, create an event flyer/registration form. This form should be eye-catching and inviting. It should also provide important information to prospective attendees and their parents or guardians. The form should include the date, location, time, directions and specific details such as proper attire or equipment needed for the event. The form should be customized to your event.

Information you may need to include on your registration form are: participant's name, address, phone, email address, parent or guardian, emergency phone numbers, NWTF Membership number, release of liability and a photo release for each participant. [Click here to see sample registration forms](#) or for a template you can customize to suit the specifics of your event.

You should distribute copies of the event flyer/registration form to potential participants, local businesses and committee members (for their friends, co-workers and family).

Electronic mailing lists or mailing labels can be generated through NWTF Headquarters, consisting of members and non-members, as well as a determined radius surrounding your event location. Contact your regional director to submit this request.

Also send an electronic copy of your event registration form/flyer to the appropriate outreach coordinator for inclusion in the events section of the program Web site. This will allow potential participants to see as much detail about your event as possible.

l. Checklist

Hosting an event can be intimidating, especially if this is your first time. Below is a checklist to help make the job easier:

First things first:

- Plan early. Begin no later than three months before the scheduled event date; larger events may take longer to plan.
- Involve a core group of dedicated volunteers. It always helps if you include some participants on your committee so you can get an "insider's" perspective on what makes an event fun.
- Decide what kind of event you want to hold. Consider where the event will be held, how many volunteers

you will need and the number of participants you can accommodate.

- Understand that your event is an opportunity to get others involved in the outdoors. Focus on participation and education.
- Safety comes before anything else. Review the event site and make sure the facility or property can accommodate your group safely. Use facilities that are wheelchair accessible or that with a few modifications can be made accessible. Even if your event is not planned for people with disabilities you never know when a disabled parent, sibling or grandparent may accompany a participant.
- Contact other event coordinators while planning the event; they can offer helpful suggestions.
- For events held on public land, work directly with the people who manage it. Get to know them. Introduce them to the program. The more involved they are, the more successful the event will be.
- Get community leaders involved. Even if they can't help with the event, invite them to have lunch or dinner with participants. What they experience may prompt them to host an event or donate to the program.
- Involve your NWTF state or provincial chapter president and board members. They can help find instructors and volunteers.

Outlining the details...

- Once you establish an event date, contact your regional director who will provide appropriate information to NWTF Headquarters so your event will be covered under our insurance policy and listed on the NWTF Web site.
- Make arrangements for food, beverages, first aid, equipment, volunteers and/or instructors.
- Set a registration deadline.

First Aid & Emergencies

Every effort should be made to have appropriate first-aid care readily available at all outreach events. First-aid kits and posted emergency numbers should be stationed at various locations on the grounds of your event. If you do not have multiple classes, a localized first-aid station should be sufficient.

Please make participants aware of the location(s) of first-aid station(s). Notify your local EMS of the date and time of your event; depending on the activities and number of participants, it may also be necessary to ask if they can be available during your event.

Make sure that adequate water is available for the duration of an event, especially in the summer when the temperatures can reach sweltering levels.

Should you have an incident occur during your event, it is imperative to complete an [outreach occurrence report](#) and submit it to NWTF Headquarters.

- If ordering merchandise for your event, finalize your request and submit to your regional director.
- Ask your regional director to supply mailing labels for your state, county and surrounding areas. This information is useful to mail flyers and invitations to your event.
- Hang and distribute flyers in high-traffic areas including libraries, hospitals, rehabilitation centers, schools, retail stores and churches.
- Provide press releases to media outlets and appropriate Web sites. [Click here](#) for sample flyers and press releases.
- Research requirements for fishing or hunting licenses. Many state agencies may grant a license waiver.

Leading up to the event...

- Collect pre-registration information.
- Send confirmation letters or e-mails to early registrants.
- Confirm all paperwork is on schedule.
- Finalize a safety plan and assemble first-aid kits.
- Make sure all equipment, merchandise and supplies are ready for the event.
- Confirm volunteers and/or instructors.
- Consider meeting for a final time with each committee to confirm that all responsibilities have been met.

On event day...

- Set up for the event. Hang banners, fill coolers, post signs, etc. Most tasks can be completed the day before the event to save time.
- As participants arrive, have them complete the required release and registration forms. Every participant, guest, volunteer and instructor must complete a release form. [Click here](#) for copies of release forms.
- Take lots of photographs. You may want to send them to your local newspaper or to the NWTF for possible publication.
- Make sure members of the media have what they need (attendance numbers, sponsors and participants to interview).
- Towards the end of the event, gather all participants for closing remarks and recognition of sponsors, etc.
- Clean up.

After the event...

- Mail NWTF headquarters all memberships, credit card receipts, release forms and reporting forms.
- Send thank you cards to sponsors, instructors, volunteers, and members of the media who attended and/or covered your event.
- Discuss with committee members the strengths and weaknesses of the event. Take notes and use them to help your next event run more smoothly.

m. Hunter Education

Some states require hunter education and certification training prior to participation in a hunt. To find out the laws in your state go online to www.fishwildlife.org/where_us.html and review your state's regulations.

n. Insurance

Event locations or facilities are often covered under a blanket liability policy. In addition to the facility's insurance, the NWTF covers registered outreach events.

If an activity is not suggested in this manual, please contact your outreach coordinator to verify insurance coverage by NWTF. Examples of activities not covered include cliff diving, bungee jumping, paintball, skydiving, rock wall climbing and many other similar activities. In some cases, an activity may be approved by NWTF Headquarters if it is covered by the equipment vendor's liability insurance.

o. Instructors

Instructors are the cornerstones of quality outreach events. They are the primary source of contact, guidance and representation between participants and the NWTF. It is important to find certified and/or trained instructors for your activities. Some classes require instructor certification such as handgun classes. To ensure the utmost safety standards and that guidelines are adhered to, make sure that your instructor is certified in this area. Hunting and fishing instructors should use state/provincial and federal regulations pertaining to their course.

Instructors should avoid requests for personalized instruction or other potentially compromising situations. Physical contact between instructors and participants should be limited to contact required during the instruction of the course. If physical contact is required, the instructor should explain the need for the contact and ask permission to closely approach the participant. They should always use language that is supportive, encouraging and respectful.

Instructors can be found through your state agencies, organizations, outfitters, retailers or community groups and at times can provide equipment. Some may charge a nominal fee while others may provide instruction for your event free of charge.

p. Friends in Uniform

Seek assistance from your local conservation officials (forestry, state game and fish department, etc.) and local law enforcement personnel. These individuals can provide expert instruction and help identify quality volunteers.

If you do not have access to local instructors for specialized activities, seek information from national sources (i.e., the National Rifle Association for handgun classes; the ATV Safety Institute for four-wheeler classes, etc.) Many times, these corporate offices have local representatives that can assist with training.

3. Event Publicity

Tips for Successful PR

TIP: Publicize your event to increase attendance and awareness.

Without good publicity no one will know about your event, participants included. Get the specifics of your event out to the appropriate audience in time for them to make use of the information. There are many ways to publicize your event including press releases, the Internet, posters, flyers, word of mouth and NWTF publications.

a. News Releases

TIP: Send news releases to local/state media as far in advance as possible.

As soon as firm details are available, send news releases to newspapers, outdoor writers, state conservation publications, radio stations and television stations. [Fill-in-the-blank news releases](#) are available online.

Two weeks prior to the event, follow up with media contacts to make sure they received your release. Invite them to the event and encourage them to participate. Be enthusiastic and remind them there will be plenty of opportunities to take photos and video.

Keep in mind that articles about Wheelin' Sportsmen, JAKES and Women in the Outdoors are more than just material for the sports section. Send your information to lifestyles and community editors, as well. To add more life to your releases, submit color photos.

You may wish to take this one step further and meet one-on-one with outdoor editors or local radio show personalities for an interview. Most reporters are looking for local events to cover and will welcome the opportunity to interview you. Not only does this open a potential line of communication for future assistance, it also gets your event free publicity.

Magazines and newsletters function under deadlines, so make sure to ask the editors for submission guidelines.

When dealing with state conservation publications, such as state wildlife agency magazines or monthly newsletters, you will need to give several months of lead time.

In response to the news release, many radio and local television stations may wish to conduct a personal interview with you. When conducting such an interview, make sure to include the local NWTF chapter president, the state wildlife agency representative, or any other major coordinator. Keep them involved in the nuts-and-bolts of the event. When conducting television interviews, or on-the-spot newspaper interviews where photos will be taken, make sure that you and your cooperators who are going to be interviewed are wearing some type of identifying uniform, cap or patch so the public can associate each person with their respective government agency or conservation organization.

Be prepared with good facts and details about the NWTF and its programs. Become familiar with key quotes and “blurbs.” This information is available on our [Web site](#).

News releases will often run for extended periods of time as public service announcements on public radio stations, public television and cable television.

If you do your job in selling your event to the news media, you may be able to get local newspaper or television stations to come out on the day of your event.

Please do not hesitate to contact the national outreach program staff or the regional director in your area for assistance. (Link to “[In Your State](#)” Web page)

b. Online Tools

Tip: Use online resources to help publicize your event.

Tap into the power of electronic media to spread news of your event. When your event is registered with NWTF Headquarters it will be posted on our Web site. Online chatrooms, message boards and forums designed for the hunting and shooting community are effective, economical tools for promoting events.

c. NWTF Publications & Mailings

You should notify your state chapter president of your event. These key volunteers often like to attend when possible. Be sure to provide the date and location of your event along with contact name and phone number.

Local chapters may wish to conduct a special mailing to members announcing the event. You can acquire a set of self-adhesive labels with the names and addresses of all members for your state or local chapter area by contacting your regional director.

Tip: Advertise your event at local NWTF banquets.

d. Posters & Flyers

Posters can be made and displayed at strategic locations in local communities. These are relatively inexpensive and can cover an extensive area. Don't go overboard, since this advertising route is not as effective as personal contact. [Click here](#) to download a sample flyer that you can customize with specifics about your event.

e. Public Programs

TIP: Invite people to your event face-to-face.

Speaking to community service groups is another way to advertise your event. It is more labor-intensive, but you cannot beat the personal touch of public presentations. Such presentations provide an opportunity to field questions, and distribute registration forms and informational material.

Potential audiences would include: local school

groups, 4-H clubs, vocational agriculture classes, biology/science classes, scouts (Tiger Cubs, Boy and Girl Scouts), conservation groups, and civic clubs (Kiwanis, Rotary, garden clubs, etc.). Members of these organizations are business owners, healthcare providers, teachers and other professionals who can give you names of potential volunteers and participants, or they may be willing to make a donation. [Powerpoint presentations](#) that describe outreach programs are available on the NWTF Web site can be downloaded and customized with specifics about your event.

f. Other Sources

Your objective is to provide a high public profile for your event. Don't pass any opportunity for public exposure. If you have a display, be sure to post flyers about your outreach event and have information sheets and registration packets available to distribute to interested parties.

Don't overlook other conservation publications for advertising your event, such as your state or local magazines and newsletters from the Wildlife Federation, Izaak Walton League or sportsmen's groups. Be timely in requesting space, since many of these groups have deadlines three months or more in advance of their print dates.

g. What to do when a reporter shows up at your event.

Always provide the media plenty of information. Informational kits are always handy and are used by reporters for reference material. Many tools are available at www.nwtf.org/nwtf_newsroom/.

The news release you sent out before the event should be a good starting point for a reporter on the day of the event. Make sure to have extra copies on hand. A reporter usually wants to know who, what, when, where, how and why. Sprinkle in quotes from participants, the event coordinator and maybe even an event sponsor.

Someone from the publicity committee should be assigned to handle media requests. Their duties should include answering questions about the program and the NWTF, providing good quotes and finding the right people to interview. If you aren't sure how to handle media requests, you can [click here](#) to find detailed media tips, or call the NWTF public relations staff for help.

h. Photography

TIP: A picture really is worth a thousand words. Take plenty of photos to help tell the story of your event.

Make sure to take plenty of photos during the event. Designate one individual whose job is simply to make sure that he/she takes photos of everything. Don't be bashful about staging photos. Quite often you have to set the stage so that your photos tell the story that you want. Pay careful attention to lighting and background distractions.

Tips for snappy photos

Composition

- The Rule of Thirds — Look through the viewfinder, then divide the scene into thirds horizontally and vertically. Place the subject's eye or other focal point at a point where these lines intersect.
- Clean up or avoid background clutter.
- Get close to your subject.
- Take photos that show action and illustrate a point (volunteers helping participants sight in a gun, draw a bow or bait a hook).
- Have people in the photographs wear NWTF clothing, hats, etc.
- When people are in photos, focus on their eyes or face.
- Encourage your subjects to show pleasant facial expressions. Smiles are great!

Lighting

- Shoot with the sun at your back.
- Shoot in the early morning or late afternoon for softer, warmer light.
- Use flash — even during daylight hours — to eliminate shadows.

Brace yourself

- Shoot a camera like you would shoot a rifle; use a rest, watch your breathing and squeeze the trigger.
- Brace your elbows against your stomach if you don't have anything else to rest the camera on.
- Squeeze the shutter release; camera shake causes blurred images.

Hunting photography

- Search for an exciting background (gnarled tree trunks, rocks, flowering trees, etc.).
- Keep the animal in good shape.
- Try to avoid posing the hunter behind the animal. Use the exciting background as discussed earlier to position the animal and hunter.
- Clean blood off both the animal and subject. Place an animal's tongue in its mouth.
- Keep gun muzzles in a safe direction and the action open.

Make sure to show people enjoying the event. If the local newspaper takes photos, ask them to share copies for your use. When taking photos, make sure to get the names of people in the photos.

i. Planting Seeds for the Future – Post-event Publicity

TIP: Follow up with media after your event by sending photos and a recap of the day's activities.

Do not forget post-event publicity. Doing a good job here can lay the groundwork for next year's event by motivating people to come back, and providing a greater degree of credibility to your event in the eyes of local businesses and potential contributors for subsequent events.

Submit articles for publication to outside sources such as regional hunting/fishing magazines, NWTF publications, state wildlife agency magazines, and publications from your cooperators. Let the public know what you and your cooperators have been doing.

TIP: Send photos & copies of news releases to NWTF to showcase your good work.

To submit digital photos for use in NWTF publications, photos must pass these criteria before being considered:

- **Resolution:** The minimum allowable resolution for photos in all NWTF publications is 1,500 pixels by 2,100 pixels. This resolution will allow us to reproduce up to a 5x7 inch photo at 300 pixels per inch (ppi). If your camera will not take photographs at this resolution or higher, do not submit digital photos from that camera. The camera must have at least a 3-megapixel sensor to qualify.
- Always shoot in the digital camera's highest quality, lowest compression mode, which gives you the largest file size. If you can, shoot in a RAW format.
- When submitting digital photos, do not crop, or adjust color or brightness, or in any way manipulate the image before submitting it.
- We cannot use home-scanned prints or slides. Submit the original prints or slides and let NWTF personnel scan them to their specifications.
- Do not submit prints made from digital files, either from a home printer or a professional printer. Submit the digital file instead.
- We cannot use photos published from another magazine or newspaper.
- Images must be in RAW, uncompressed TIFF or low compression JPEG format.
- Burn all images onto a CD or DVD. For a small fee (around \$5), photo-finishing stores can help. They include Wal-Mart, CVS Pharmacy, Target and K-Mart; all have the ability to take images straight from your memory cards and put them on CD. Do not attempt to e-mail high-resolution photos from a dialup connection.

4. Courses

Birdwatching

Note to instructor: If possible, provide binoculars or spotting scopes, and field guides.

Attracting and identifying birds through the use of:

- Calls and tapes
- Natural bird songs
- Field guides
- Identification keys
- Habitat identification

- Feeding stations and water supply

Boating

Note to instructor: Provide life jackets for all participants.

Types and styles of boats

- Recreational (utility)
- Cruisers
- Run-about
- Personal watercraft
- Canoes, kayaks, inflatables
- Sailboats and sailboards

Types and styles of motors

- Outboards
- Jet pump
- Inboard
- Trolling

Boating equipment

- Life jackets
- Fire extinguishers

Warning devices

- Whistles
- Horns
- Bells
- Lights

Safety issues

- Overloading
- Capsizing
- Speed regulations
- Restricted areas
- Navigation rules
- Drugs and alcohol
- Hypothermia

Legal Requirements

- Registration
- Titling of boats, motors and trailers
- Hull identification numbers
- Boating education classes

Practice for boating

- Trailering
- Launching
- Loading

Camping

Note to instructor: Have a basic first-aid kit on hand to treat burns, scrapes and other minor injuries that may occur.

Basic equipment

- Types of tents
- Types of sleeping bags
- Types and operation of lanterns

Selection of campsite

- Identification of poisonous plants

Cooking methods

- Stoves
- Campfire (obtain permit if required)
- How to build a fire
- Utensils
- Dutch Oven

Camp setup

- Putting up and taking down a tent
- Rolling and unrolling a sleeping bag
- Placement of campfire

Camping etiquette

- Leaving the campsite
- Low-impact camping
- Garbage detail

Canoeing and/or Kayaking

Note to instructor: Provide life jackets for all participants.

Types and style of canoes and/or kayaks

- Solo and tandem
- Whitewater, flat water

Equipment

- Paddles
- Life jackets
- Throw ropes

Practice paddle stroke techniques

- Avoid capsizing
- Getting in and out of canoe
- Righting a capsized canoe

Conclude with canoeing activity

Deer Hunting

Methods of harvest

- Rifle and shotgun
- Archery
- Black powder

Hunting techniques

- Tree stand
- Stalking
- Driving
- Still-hunting
- Calling/rattling/lures/scents

Habitat identification

- Scouting
- Reading signs

Use of camouflage

- Clothing
- Blinds
- Equipment

Safety

- Identifying your target
- Use of hunter orange

Ethics and hunter responsibilities

- Landowner relations
- Tracking
- Cleaning and care of game meat
- Fair chase

Rules and regulations

- Hunter education
- Licenses

Fly-fishing

Note to instructor: Provide eye protection to all participants and life jackets for on-the-water activities.

Fish habitat identification

Species identification

- Game and nongame fish

Basic fly-fishing equipment

- Rod & reel rigging procedures
- Line, leaders, tippets and knots
- Fly selection, dry and wet
- Accessories: waders, float tubes & fins, fishing vests, creels, etc.

Casting techniques

- Function of a cast
- Breakdown of a cast
- Variations of casting

Local fishing opportunities

- Streams
- Lakes
- Ponds

Rules and regulations

- Licenses

Freshwater Fishing

Note to instructor: Provide eye protection to all participants and life jackets for on-the-water activities.

Basic fishing equipment

- Rods and reels
- Rigging procedures, knots
- Line weights
- Tackle and tackle boxes
- Baits and lures
- Waders, float tubes and fins, fishing vests, creels, etc.

Casting techniques

- Function of a cast
- Breakdown of a cast
- Variations of casting

Fish habitat identification

Species identification

- Game and nongame fish

Local fishing opportunities

- Streams
- Lakes
- Ponds

Rules and regulations

- Licenses

Habitat Improvement

Identifying wildlife openings/

Field management

- Rights of way
- Roads
- Edge

Forest management

- Clear cuts
- Selective thinning
- Prescribed burning

Management assistance

- U.S. Forest Service
- State Extension Service
- Conservation organizations

- State and provincial wildlife agencies

Hiking & Backpacking

Equipment selection

- Backpacks
- Hiking boots
- Clothing

Specialty equipment

- Tents
- Camp stoves & lanterns
- Sleeping bags
- Food
- First-aid kit
- Water treatment

Areas to backpack or hike

- State parks
- National forests

Preparation

- Organizing and planning
- Packing
- Physical conditioning

Rules and regulations

- Safety plan
- No fire zones
- No-impact camping areas

Map & Compass

Types of maps

- Topographic

Map reading

- North, south, east, and west
- Roads
- Railways
- Power lines
- Fields
- Tree lines

Equipment

- Compass types
- GPS

Safety

- What to do if you are lost
- First aid/survival

Mountain Biking

Note to instructor: Emphasize importance of safety equipment and proper fitting of equipment.

Equipment selection

- Use of cycling shop for proper fit
- Bike
- Helmet
- Gloves, elbow and knee pads
- Tire pump/patch kits
- Eye protection
- Clothing
- Light
- Camelbaks & water sources

Basic bike adjustments

- Tire repair
- Chain repair

Bike handling

- Proper hand signals
- Shifting techniques
- Brake action (front/back)
- Off-road riding
- Trail riding

Planning and organizing a ride

- When
- Where (state parks/forests)
- How many participants
- Time to start
- Length of trip
- Mountain biking clubs for information

Plant Identification

Note to instructor: Due to the possibility of a negative reaction to an edible plant, it is suggested the participants not actually consume edible plants during class.

Identifying plants

- Poisonous
- Common to area
- Edible

Identifying trees

- Deciduous
- Evergreen
- Common to area

Equipment

- Field guides
- Hand lens

Primitive Cooking

Note to instructor: Emphasize safety around campfire.

Equipment selection

- Types of cooking utensils
- Types of camp stoves
- Where to buy
- What to buy

Types of fires for cooking

- Propane
- Wood
- Charcoal
- Sterno

How to start a fire for cooking/

Cooking methods

- Dutch-oven
- Open flame
- In coals

Types of foods

- Breakfast
- Lunch
- Dinner
- Snacks
- Recipes

Safety

- Ability to extinguish fire
- First-aid kit

Rifle Marksmanship

Note to instructor: Use of eye and ear protection for all participants; emphasize range safety.

Types and calibers of rifles

- Semi-automatic
- Bolt action
- Lever
- Break
- Pump

Types of ammunition

- Terminology
- Purchasing ammunition

Parts of a rifle

- Barrel
- Stock
- Action
- Safety

Safe handling of a rifle

- On the range
- In the home
- Carries
- Shooting positions
- Cleaning
- Storage

Shooting basics

- Dominant eye
- Zone of fire
- Identifying your target
- Loading and unloading
- Use of safety
- Use of sights

Safety equipment

- Eye protection
- Ear protection
- Shoulder pad

Shotgunning

Note to instructor: Use of eye and ear protection for all participants; emphasize range safety.

Types and gauges of shotguns

Types of ammunition, chokes and loads

Parts of a shotgun

- Barrel
- Stock
- Action
- Safety

Safe handling of a shotgun

- On the range
- In the home
- Carries
- Shooting positions
- Cleaning
- Storage

Shooting basics

- Dominant eye
- Zone of fire
- Identifying your target
- Loading and unloading
- Use of safety

- Use of sights
- Shooting techniques and instruction

Safety equipment

- Eye protection
- Ear protection
- Shoulder pad

Stream Ecology

Note to instructor: Use state/provincial game and fish agency staff for information and instruction.

Identify what is a stream

- Importance of
- Terminology

Identify aquatic life of a stream

- Larvae
- Insects
- Crawfish
- Turtles
- Snakes
- Frogs
- Salamanders
- Fish

Equipment selection

- Seines
- Dip nets
- Clothing and shoes
- Collection containers

Safety rules and regulations

Turkey Hunting

Bird identification

- Species
- Gender

Habitat identification of each species

- Scouting
- Reading signs

Turkey hunting safety

Equipment selection

- Firearms and ammunition
- Bows and arrows
- Decoys
- Clothing
- Camouflage
- Hat
- Facemask or face paint
- Gloves
- Blinds

Demonstrate hunting techniques

Identify types and methods of

- Calls
- Shot placement

Ethics and hunter responsibilities

- Landowner relations
- Game care and cleaning
- Fair chase

Rules and regulations

(specific to your area)

- Licenses

- Tags

Archery

Archery equipment

- Bows
- Arrows
- Releases
- Points
- Broadheads
- Field points, etc.

Fitting equipment

- Benefits of working with a pro shop
- Terminology

5. Outreach Hunts

Hunts must coincide with legal seasons. Private Regulated Hunting Grounds are exempt from this mandate as long as they operate within the confines of their permits.

You may hold a hunt wherever you choose, but it is a great idea to hold your event on property that the participants will be able to come back to hunt at other times of the year. This helps break down one of the barriers of knowing where to hunt.

Use these tools and recommendations for planning your hunting event.

a. General Planning & Safety

- Have adequate eye and ear protection available for shooting activities.
- Each person in the hunting party must abide by your state's game regulations. Check with your state agency to see if licenses can be waived for sanctioned youth, military personnel on leave or hunters with disabilities.
- Strive for a ratio of one mentor per participant.
- Consider offering a Hunter Education Class for pre-registered participants with mentors in attendance.
- Identify safety precautions you must take and determine how to ensure that every participant understands the safety guidelines.
- Study "Shoot-Don't Shoot" scenarios with your participants.
- Determine if shotguns/shells will be provided or if participants will be required to bring their own.
- Determine if participants will be required to bring their own camouflage clothing or if this be provided.

b. Hunt Preparations

- Make sure all participants have received guidelines for the hunt in advance, including where events will be held, when the participants need to be there, and safety rules.
- Determine how many fields/locations will be used and how many hunters can be safely accommodated?

Add Mentor Checklist?

c. The Day of the Hunt

- Remember that all game laws apply to this hunt. Be sure your volunteers and participants are aware of and adhere to all game laws.
- Decide on a rain plan.
- Visually examine each participant's Hunter Education card or hunting license.
- Focus on the experience of the hunt rather than the kill. It's important that bagging game is not over-emphasized in a hunt. Inexperienced hunters may not always harvest but they will take home memories of their first hunt and the events leading up to it. A hunt's success shouldn't be measured by whether a hunter takes game. Make sure all your participants feel successful.
- For an all-day event, you must arrange to feed your participants. If you can offer wild game as the main course, this would be a great way to incorporate the events of the day.

d. Wrapping Up

- Consider offering a demonstration on cleaning and processing wild game.
- Thank your volunteers, guides, sponsors, donors and others who contributed to the event. Appropriate recognition can help you retain volunteers and sponsors for a similar event next year.
- Use the publicity tips in chapter 3 to let the NWTF and other local media outlets know about your event. Include photographs taken of participants at the hunt.
- Evaluate your success.
- Consider future possibilities for new or additional opportunities to interact with participants.

6. Printable Forms & Links

- a. JAKES registration forms
 - i. [JAKES event registration form](#)
 - ii. [JAKES participant registration/release form](#)
 - iii. [JAKES reporting form](#)
 - iv. [Customizable JAKES posters](#)
- b. Wheelin' Sportsmen forms
 - i. [Wheelin' Sportsmen pre-registration/liability/photo/news release](#)
 - ii. [Wheelin' Sportsmen Fact Sheet](#)
 - iii. [Wheelin' Sportsmen Posters](#)

If you are planning a Wheelin' Sportsmen event, it helps to have volunteers and committee members with disabilities. They know better than anyone what others in their situation may need or want to enjoy a great event.

- c. Women in the Outdoors forms
 - i. [Women in the Outdoors participant registration form example](#)
 - ii. [Participant - Instructor release form](#)
 - iii. [Participant - Membership evaluation form](#)
 - iv. [Women in the Outdoors fact sheet](#)
 - v. [Budget worksheet](#)
 - vi. [Women in the Outdoors poster advertisement](#)

Women in the Outdoors

Prior to the implementation of the Women in the Outdoors (WITO) program, NWTF supported female-focused outdoor skills training programs through various organizations. In 1998, seeing the demand for such outdoor educational activities for women, the NWTF expanded its outreach efforts to include a formal WITO program.

The WITO mission is to provide outdoor educational opportunities for women, and to promote conservation of the wild turkey and the preservation of our hunting heritage. Since WITO began, more than 3,000 events have been hosted across the United States and Canada at some of the most beautiful outdoor sites on the continent. To date, about 100,000 women have discovered that many activities such as camping, hunting, fishing, shooting, canoeing or bird watching are fun and relaxing.

Whether the event you are planning is a hunt with others who also enjoy the sport or you want to try something new with one of our workshop-style events, we have what you are looking for. The following information will greatly assist you in ensuring that your event is safe, successful and fun!

1. Communication

Your regional director is the primary contact with the NWTF. He/she will assist you in the planning of your event through the submission of the paperwork necessary to ensure liability insurance coverage and supplies needed in the coordination and facilitation of your event. To locate your regional director, go to www.nwtf.org and supply your information in the “[NWTF In Your State](#)” section. It is important to note that while involvement of the regional director is essential in your event, he or she cannot do all the planning; your event committee must be responsible for most of the details.

2. Committee

The success of an event directly hinges on one of the most important factors in the organizational structure - the committee size. The details surrounding an event are innumerable and while most of our volunteers have full-time jobs, it is advisable to have at least 10 individuals that comprise your committee in order to cover the various aspects of organizing an event. This is a

great way to get new people involved. Contact individuals within your local community through

- Church
- School
- Local businesses
- State and wildlife agencies, etc.

You may be surprised at the interest you discover in bringing such an event to your community.

3. Types of Events

WITO events can come in a variety of formats.

- a. Specialized events that focus on only one activity, such as:
 - Handgun certification course
 - Hunt
 - Hike in a state or federal park
 - Whitewater rafting trip, etc.
- b. Workshop events (a variety of hands-on classes), such as:
 - Canoeing
 - Air rifle
 - Outdoor photography
 - Archery, etc.

For a full list of classes you can offer, [click here](#). All activities can be planned for either a single day or multi-day event.

4. Goals

Always set realistic goals that are achievable when planning your event. How many women are you anticipating? How many classes can you accommodate with the volunteer-base you have available to you? This is especially true if this is your first event. If possible, align your goals with the Golden Hen status criteria, which is mentioned below. Not only is this a great place to start, if achieved, your chapter will receive a gun which can be used at your next event and special gifts for your committee members. Once you have accomplished your first event, build upon your successes to increase your event size, participant base and committee for next year. If your event is well-planned and attended, the event will sell itself. Women will leave excited over their newfound experiences.

5. Membership

Membership is required for all participants who attend a WITO event. Normally, the membership fee is included in the registration fee, but may be waived for current members. If a participant is unsure about her current membership status, she should pay the fee; a year is then added to her membership, no matter what her current status may be. A WITO membership includes a one-year subscription to Turkey Country magazine, a WITO decal and a membership card which entitles the member to 10 percent off purchases and a sponsor member 15 percent off purchases through NWTF's Turkey Shoppe. This discount excludes firearms.

6. WITO Fundraising

Fundraising is a vital part of many WITO events. During fundraising, it is important to share with the participants where the proceeds go from the various auctions and raffles. Fundraising allows the WITO program to continue its mission and provide more women across the country the same opportunities being experienced by women at your event. You can encourage excitement and fun when you

incorporate games into your fundraising plans. [Click here](#) for a list of ideas that have proven successful across the country. If you have a game or fundraising idea that has been successful for your chapter, be sure share it with us: http://www.nwtf.org/best_practices/.

7. Incentives

- a. Rebate
 - Your chapter will receive 15 percent of the net profit (this will increase to 25 percent as soon as possible) to help fund future events.
- b. Incentive guns can be earned for fundraising at your next event (i.e. raffles or silent auction).

Requirements are as follows:

- Post-event paperwork is submitted to NWTF Headquarters no later than 30 days following the event.
 - A minimum of 50 memberships is received
 - A minimum of \$500 net profit is made
- c. Golden Hen Status requirements are as follows:
 - Post-event paperwork is submitted to NWTF Headquarters no later than 30 days following the event.
 - A minimum of 50 memberships is received
 - A minimum of \$1,000 net is raised

A Golden Hen pin is provided to all committee members each year the event reaches this status. In addition, there are 3-, 5- and 10-year Golden Hen shirts for committee members. These milestones can be reached without events being held in consecutive years.

8. Wrap Up

Make sure all participants have the opportunity to complete an [Event Evaluation form](#) at the conclusion of the event. Hearing from the participants will provide you with valuable information for planning your next event. Plan a follow-up meeting with your committee and regional director to recap the event and complete preliminary paperwork. This is a great time to discuss new ideas and areas for improvement while the details are still clear.

If you have any questions regarding the Women in the Outdoors program, contact Teresa Carroll, Women in the Outdoors Program Coordinator at (800) THE-NWTF or tcarroll@nwtf.net.

JAKES

Juniors Acquiring Knowledge, Ethics and Sportsmanship

In 1981 NWTF saw a need to reach out to the younger generation of members and began the JAKES Program. JAKES stands for Juniors Acquiring Knowledge, Ethics and Sportsmanship. At the 19th annual convention in Nashville, Tennessee, honorary convention chairman John L. Morris stood beside his close personal friend, Porter Wagoner, and pledged \$100,000 to support JAKES. The offer was met with a standing ovation by NWTF volunteers and staff. Today our events are often referred to as Porter Wagoner Conservation Field Days.

The National Wild Turkey Federation's JAKES program is dedicated to informing, educating and involving North America's youth in wildlife conservation and the wise stewardship of our natural resources.

In 2002 the NWTF officially launched the Xtreme JAKES program. While sharing the same mission as JAKES, it provides teens (13-17) with advanced outdoor opportunities and challenges more in line with their abilities and experiences. Our hope is to capture the audience of young people and to maintain the interest of our JAKES members as they mature.

Each year NWTF chapters across the US and Canada host events giving young people a chance to get outdoors and try hands-on activities. Events are designed to help pass on the traditions of hunting, teach the principles of habitat management, hunting ethics, safety and responsible hunting.

JAKES membership

JAKES Members receive:

- Four issues of a full-color JAKES magazine
- NWTF membership card
- JAKES decal
- A chance to win a Hunt of a Lifetime

Why get involved?

- Recruit youth to the sport of hunting
- Teach youth about conservation
- Share our love of the outdoors

Youth are important to the future of NWTF and hunting!

By getting involved, you can introduce young boys and girls to the beauty and wonder of our natural resources and the need to manage not only the wild turkey but all of our natural resources wisely. We challenge you to take an active part in hosting a Porter Wagoner/JAKES Conservation Field Days event. You will make a difference in the life of a child.

1. Planning

a. Audience — Target Group

Target a specific audience and try to estimate attendance. Offer activities that will be interesting to both younger and older kids and divide groups into age-appropriate activities. It is very important that the children who attend your event are accompanied by a parent or guardian. You should make this clear on all registration materials. Remember, we want to reach hunting and non-hunting families alike.

b. Program

Usually it is best to plan for a one-day event. This eliminates the need for overnight accommodations, additional meals and transportation. Tailor your event to meet the needs of the youth in your area. Remember to be creative and have lots of fun.

2. Type of JAKES events

a. Traditional JAKES event — a variety of learning stations that small groups rotate through in one day. [Click here for a diagram of station setup.](#)

b. JAKES festival, fair or expo — many chapters hold JAKES events in conjunction with other conservation organizations or state/community-funded events. This is a good option for chapters that do not have the resources to hold an event on their own.

c. Educational presentation — turkey anatomy, turkey calling, etc...

d. Field trips — to an outdoor wilderness area or state/national park.

JAKES/Xtreme JAKES hunt

e. "Learn to Hunt" event — many chapters work in conjunction with state agencies to introduce women and children to hunting through hands-on courses.

f. Stewardship project — tree planting, river clean up, etc...

3. Safety First!

Remember, children are the future hunters and conservationists of our country, and we must protect them. You can have fun and be safe at the same time. See page 6 for shooting safety rules.

a. Safety questions- When planning activities, ask the following questions:

Is this activity suited for the age group?

Is the equipment safe and in proper working order?

Do I have enough volunteers based on the number of children to have small groups?

Do we have someone in attendance that has basic medical training?

Is a first-aid kit available?

Does everyone know where it is located?

Is there one person in charge of handling emergency situations, should they arise?

Is there a phone nearby to call for assistance if needed?

Do you have eye and ear protection for shooting situations?

4. Learning Stations

a. Learning stations are a great way to teach children a variety of different skills. Available resources will vary from area to area and can dictate which stations would be appropriate for your event.

[Click here](#) for a list of station ideas

b. NWTF chapters are offered JAKES products at a discounted rate. Some kits are available that can be used at learning stations. [Click here for a link to JAKES products](#)

5. Pre-Registration

A pre-registration form (link to sample form/template) should provide important information to prospective attendees and their parents or guardians. The form should include date, location, time, directions and specific details such as proper attire or necessary equipment. The form should also include name, address, phone, parent or guardian, emergency phone numbers, release of liability and a photo release for each participant.

All attendees, volunteers and guests are required to complete an NWTF release form. We have two styles of forms:

a. [Click here](#) to download a registration and release form. These forms can be mailed ahead of the event.

b. [Click here](#) to download a "list style" release form. These forms can be placed on clip boards and signed the day of the event. This style is great for large events and can eliminate long lines at registration.

6. Memberships

All youth attending JAKES events should become members. Membership cost is \$10. JAKES members receive JAKES magazine, a membership card and decal. Xtreme JAKES members receive access to Xtreme JAKES e-magazine, a membership card, decal and one issue of Turkey Country. Providing them with a membership ensures attendees receive the conservation message all year long and serves as a reminder of the fun they had at the event.

As with most guidelines, some exceptions apply. If the event is set up as an expo or more than 250 youth are attending, membership may not be possible. In these circumstances the NWTF chapter should make every effort to sign up members during the event. Other exceptions occur when partnering with other groups (ex. schools). If you have questions about membership requirements please contact us at NWTF headquarters.

There are several ways to cover the cost of membership:

a. Attendees pay a registration fee which incorporates the cost of membership. Charge enough to cover the cost of membership and any other costs that were not covered by donations. Your chapter may want to offer scholarships for participants who cannot afford to pay. Most parents do not mind paying a minimal fee to attend the event; keep in mind it gives your event perceived value and can help with pre-registering attendees.

b. Find a local sponsor to cover some or all the cost of memberships

c. Set aside outreach contributions on your banquet

financial report to cover the cost of membership

7. Publicity

By publicizing your event you will increase community awareness and attendance. Refer to page 9 for specific tips.

- a. JAKES Web Site — Events are posted by state on the NWTF Web site. [Click here](#) to request that we post your event on the JAKES Web site.
- b. JAKES flyer [Click here](#) for a flyer which can be used to promote your event.
- c. Other ways to let your community know about your event:
 - Participate in community-wide events, local parades, etc...
 - Advertise at your other NWTF events (banquet, WITO or Wheelin' events)
 - Involve and invite Boys and Girls Clubs, Boy Scouts, Girl Scouts, FFA and 4-H Clubs
 - Network with local schools and teachers

8. Best JAKES Awards

Each year during our national convention we offer awards to chapters who host outstanding JAKES events. Awards are given in many different categories (including Xtreme JAKES) making all events eligible!

[Click here](#) to download an application

Xtreme JAKES

1. How to incorporate Xtreme JAKES into your JAKES event

You don't have to hold an additional event to achieve the outcome of this program. Incorporating Xtreme JAKES activities into a JAKES event does require a bit more planning, but is relatively easy. And like most things, there are a variety of ways to do it.

a. Ideas for Xtreme JAKES stations — You may elect to have your teens attend the same stations and rotations as younger JAKES, but the activity offered will be at an advanced level. For example, while younger children go to Fishing Basics or Fishing 101 your presenters can offer Introduction to Fly Fishing to teenagers.

[Click here](#) for a list of station ideas.

b. Instructors

You need to find certified or trained instructors/guides if at all possible for the more technical and potentially higher-risk activities noted. Instructors can be found through state agencies, organizations, outfitters, retailers or community groups and can provide equipment, safe and sound instruction and guidelines in these areas. Some may charge a nominal fee while others may provide the class for your event free of charge.

c. Different station choices for teens during course of event.

Sometimes the more challenging activities take more time than those offered at a typical JAKES event. In this case you may schedule kayaking for your teens while the

younger children attend Turkey Calling 101, Camouflage Hide 'n Seek and Introduction to Turkey Hunting. [Click here](#) for a sample rotation schedule like this.

d. Teens can help plan and teach at the event

Pass on the tradition! Put some of the older youth who have been attending your JAKES events for the past several years to work. Teens can help plan and instruct activities for the younger children and also play a role in planning the activities at the event. Forming an Xtreme JAKES Committee is a great way to recruit help for the event. Keep teens (and even college-aged former JAKES) involved and pass along experience to potential future JAKES coordinators!

e. Other ideas-

Xtreme JAKES Event

You may opt to plan an entire event just for teens! This is up to you and your committee.

9. Important Points to Keep in Mind

a. Stick to the mission

Use Xtreme JAKES activities (ex: kayaking, rock climbing) to attract older youth to your event, keeping in mind that the goal of your JAKES event remains the same: to inform, educate and involve North America's youth in wildlife conservation and the wise stewardship of our natural resources.

b. Liability clause

If an activity is not suggested in the JAKES/Xtreme JAKES Manual, you need to contact national headquarters to ensure the activity is covered by our insurance! Examples of activities not condoned by the NWTF include cliff diving, bungee jumping, paintball, skydiving and many other similar activities popularized in media as "extreme."

c. Achieving the "look"

Grouping — Young people attending your event should be grouped by ages. This is very important for distinguishing the older attendees from the younger ones.

d. Xtreme JAKES gear/support products

Gear — If you award certificates of accomplishment or provide gear such as caps or T-shirts, it is important that you distinguish your teens by giving them something different from the younger attendees.

[Click here](#) to download the JAKES/Xtreme JAKES support order form. These products are pictured and can be ordered from your JAKES support order form.

NOTE: All that applies to a JAKES event applies to an event where Xtreme JAKES initiatives are held, so please look over your manual carefully. Xtreme JAKES initiatives are simply more advanced or more challenging.

If you have questions regarding the JAKES program, contact Mandy Harling, JAKES program Coordinator at (800) THE-NWTF or mharling@nwtf.net.

Wheelin' Sportsmen

People with disabilities have long been faced with challenges when it comes to participating in outdoor recreation such as hunting, fishing and shooting. That's where Wheelin' Sportsmen can help! Our events help people with disabilities overcome the structural or social barriers that might prevent them from being active in outdoor recreation.

One of the key things to keep in mind when working with people with disabilities is simply that they are ordinary people, just like everyone else. By using your imagination and input of participants, you can make sure everyone has an enjoyable experience.

The best way to have a successful Wheelin' Sportsmen event is to start planning early and include some of your prospective participants in your planning meetings. No one knows better what a person with a disability would enjoy at an event than those who are disabled themselves.

1. Working with People with Disabilities

Some people may be hesitant to hold a Wheelin' Sportsmen event because they don't have any experience working with people with disabilities. There is no need to be nervous or feel uncomfortable. The important thing to remember is that all people want to be treated with respect and dignity. As long as your heart is in the right place, all barriers can be overcome.

Hopefully, these tips may provide some guidance:

General tips...

- When introduced to a person with a disability, it is appropriate to offer a handshake. People with limited hand use or those who wear an artificial limb can usually shake hands. Shaking hands with the left hand is an acceptable greeting.
- Relax. Don't be embarrassed if you use common expressions such as "See you later," or, "Did you hear about that?" in relation to a person's disability.
- Treat the individual with dignity, respect and courtesy.
- Listen to the individual.
- Offer assistance but do not insist or be offended if your offer is not accepted.
- Don't assume a person cannot perform a

certain task. Ask what works for him or her and try to make accommodations.

- Refer to a person's disability only if it is relevant to the conversation.
- Plan for rest periods. Some disabilities aren't visible but can affect mobility and endurance.

Choose the Right Words!

The language used by Wheelin' Sportsmen volunteers should be supportive. It is important to avoid inappropriate comments. One of the big movements in the disabled community is something called "People First Language." Experts say language is a reflection of how people see each other. That's why the words we use can hurt. It's also why some communicators choose language that puts the person first rather than the disability. Instead of saying a "man confined to a wheelchair," say, "a man who uses a wheelchair." Avoid terms with negative connotations such as crippled, deaf and dumb, lame and defective. If you aren't sure how to refer to a person's condition, ask. And if the disability isn't relevant to your conversation, don't mention it at all.

Working with people with VISUAL disabilities...

- It is always appropriate to offer your help, but don't be surprised if the person you are helping would rather do it himself or herself.
- If someone needs help and you aren't sure what to do, just ask. A gentle touch on the elbow will indicate that you are speaking to that person.
- If you are walking with someone who is blind or has a sight impairment, do not take his or her arm; let that person take your arm, instead.
- Pet a guide dog only during "off duty" hours. Even then, ask the dog's owner for permission.
- Speak to the individual when you approach him or her. State clearly who you are; speak in a normal tone.
- When conversing in a group, remember to identify yourself and the person to whom you are speaking.
- Be descriptive when giving directions; verbally give the person information that is visually obvious to individuals who can see. For example, if you are approaching steps, mention how many steps there are.
- Tell the person when you are leaving the area.
- If you are offering a seat, gently place the individual's hand on the back or arm of the chair so he or she can locate the seat.

Working with people with HEARING disabilities...

- Speak clearly and distinctly, but do not exaggerate. Talk at a normal pace unless someone asks you to slow down.
- Keep your mouth clearly visible. Waving your hands or holding something in front of your lips, makes lip reading impossible. Do not chew gum.
- Use a normal tone unless you are asked to raise your voice. Shouting will not help.
- Speak directly to people with hearing disabilities, not behind them, beside them or away from them.
- Use several forms of communication at various learning stations. Examples include PowerPoint, pictures, maps and other visual aids.
- Speak expressively. Subtle changes in tone that may indicate sarcasm or seriousness are of no use to those who cannot hear. Instead, they will rely on your facial expressions, gestures and body language to understand.
- If you have trouble understanding the speech of people who are deaf, ask them to repeat what they said. If that does not work, use paper and pen.
- If a deaf person is with an interpreter, speak directly to the person who is deaf, not the interpreter.
- If you telephone an individual who is hard of hearing, let the phone ring longer than usual. Speak clearly and be prepared to repeat the reason for the call and who you are.

Working with people with a PHYSICAL or MOBILITY disability...

- Offer help, but wait until it is accepted before giving it.
- If possible, put yourself at eye level with a person in

a wheelchair.

- Use your imagination to help people with mobility issues participate in every activity.
- Provide participants with a site map that shows them where bathrooms are located and where classes will be held. If you are aware of terrain issues (muddy road, steep hills or sandy areas) alert the participant to potential problems and keep in mind they may need assistance.
- Accept the fact that a disability exists, but it's usually best not to ask personal questions regarding the disability until a closer relationship develops.
- Allow extra time for completing activities.

Working with people with a COGNITIVE disability...

- Too many directives at one time is confusing. Use short, concise instructions.
- If you are in a public area with many distractions, consider moving to a quiet or private location.
- Offer assistance completing forms and understanding written instructions and provide extra time for decision-making.
- Talk slower than usual and pause if necessary so the person can process information. You may need to repeat yourself.
- Reinforce information with pictures or other visual images.
- Use modeling, rehearsing and role-playing.
- If you aren't sure what to do or say, ask the person what he or she needs.

Working with someone with a SPEECH impairment...

- If you do not understand something the individual says, do not pretend that you do. Ask the individual to repeat what he or she said and then repeat it back.
- Be patient.
- Try to ask questions that require only short answers or a nod of the head.
- Concentrate on what the individual is saying.
- Do not attempt to speak for the individual or attempt to finish his or her sentences.
- If you are having difficulty understanding the individual, consider writing as an alternative means of communication.

2. Types of Wheelin' Sportsmen Events

a. Hunts

Hunts are the most popular type of Wheelin' Sportsmen event. You can hold a Wheelin' Sportsmen hunt for any type of game: turkey, deer, wild hog, quail, pheasant, etc.

Hunts can be one-day or multiple-day events. The choice is yours. Our advice is always to start simple and add to your event every year. There are several models of Wheelin' Sportsmen hunts that have proven to be very successful:

- Ultimate Team Ups pair people with disabilities with able-bodied partners for the hunt. They work together as a team throughout the event to provide assistance, form friendships and learn from one another. Ultimate Team Ups often have a small banquet or benefit dinner during one of the meal functions that increases awareness and raises money to support the program.
- Does for Does are hunts designed specifically for disabled women. Similar to Ultimate Team Ups in every other way, this ladies-only hunt bring together women with disabilities to learn and experience hunting from other women.
- Veterans Hunts are an increasingly popular type of Wheelin' Sportsmen hunt. Many chapters are holding hunts for disabled veterans or working with military bases to provide hunting opportunities for newly disabled veterans.
- Mentored Hunts are a great way to engage your longtime Wheelin' Sportsmen members in the program. Mentored hunts pair people with disabilities that are experienced hunters with someone who has a newly acquired disability or someone who is disabled and has never hunted. These events allow people with disabilities to learn from someone who has been where they are and learned to overcome the same barriers they may be facing when trying to become active in the outdoors.

The first step is to find a landowner or hunt location that can accommodate your group. Commercial outfitters, private landowners or hunting clubs are all popular options. Don't forget public hunting sites. Check with your state wildlife agency or local national forest. They will often work with you to have hunts for people with disabilities on public land on days that the general public might not be there.

Some tips to help plan your Wheelin' Sportsmen hunt:

- Have extra firearms and ammunition available for participants who don't have their own.
- Always build time into your schedule to have EVERY hunter sight-in on the range before going into the woods. This allows their guide to know their ability level and helps ensure a safe hunt.
- If ground blinds are built for wheelchairs, use plywood flooring so chairs will move easily and make the least amount of noise possible.
- If shooting houses are on the ground, a piece of plywood works great for a ramp.
- Participants in wheelchairs should be taken to blinds that are accessible by vehicle. Try to have a couple of ATVs or UTVs available for transporting hunters in the woods.

Hunters using wheelchairs can also be transported to their stand on utility trailers. Be sure to secure the wheelchair with tie-down straps to keep the chair and the passenger secure. Have at least one volunteer ride with

the individuals. Remember to drive safely and slowly.

- Every hunter should be accompanied with a volunteer, guide or partner for the hunt. Do not leave someone with a disability alone in the woods.
- Have extra volunteers available to help with transporting hunters and retrieving game.

The goal is to have a safe, enjoyable hunt for everyone. Some hunters may have difficulty dealing with extreme hot or cold temperatures. If a hunter is uncomfortably hot or cold, it is okay for them to return to the base camp.

b. Fishing events

Not everyone is an experienced hunter, but almost everyone loves to fish! Fishing events are great ways to introduce Wheelin' Sportsmen to your community and to introduce people with disabilities to the outdoors. Always encourage family involvement! Having fun is the main objective at these events but also be on the lookout for ways to incorporate other aspects of the NWTf's conservation message. Have a hunting or shooting demonstration at lunch, or talk to participants about how hunters play a role in conservation of all species, including the fish they are there to catch.

Tip: Use fishing events as a way to introduce people with disabilities to other forms of outdoor recreation.

Make sure your location is accessible to participants with all types of disabilities, especially those with mobility problems. Ponds or lakes with accessible piers or docks work best.

You can also hold your event somewhere with a flat, grassy bank. Be sure to clear away undergrowth at key locations to provide more access for people with mobility impairments.

Your event will run smoothly if you make sure to have enough volunteers to help bait hooks, remove fish and provide general assistance to participants. Make sure to contact your game and fish department for license requirements; many states will provide a license waiver for this type of event.

c. Fun and Learn Days

Fun and Learn Days introduce people with disabilities to a variety of outdoor activities. Similar to JAKES or Women in the Outdoors events, Fun and Learn Days offer many different types of activities for people to try. You can set up the event like an expo and let participants try only what they would like. Or you can put participants into groups to rotate through activity stations. Either way, make sure to have a wide variety of things for participants to try. Also, always try to include some sort of shooting or hunting station so that everyone learns about the important role hunting plays in conservation.

Popular activities are:

- Fishing

- Archery
- Air Rifles
- Hunting 101
- Game Calling
- Game Identification
- Any of the classes or activities discussed in chapter 1

Try to involve the friend or family members that accompany the person with a disability to the event. Letting them participate in the activities improves the relationship between the participant and their family member or guest, and makes a more enjoyable day for everyone.

d. Shooting events

Shooting events are designed to promote the shooting sports and are a valuable tool to get more people with disabilities involved in shooting. Skeet, trap and sporting clays shoots are all very popular with Wheelin' Sportsmen members.

e. Additional types of events

In addition to the activities discussed above, you can hold many other types of events such as:

- Conservation-related programs
- Boating activities and other water sports
- Camping

3. Target Groups—Finding Participants

a. NWTF membership lists

Always start by inviting Wheelin' Sportsmen members in your state to your upcoming event. You can obtain a current list of members, or mailing labels for members, in your area by calling your regional director. He or she can have the NWTF membership department send the list directly to you. Make sure to pull a new list every year so that new members are notified of your event.

b. Local communities (churches, schools, rehab centers, assisted-living facilities, disability resource groups)

There are many groups in your community that help people with disabilities every day. Send information about your event to them and ask for help spreading the message. Rehab hospitals and assisted-living centers are always looking for new activities for their patients.

Most states have a commission on disabilities or similar entity. It is helpful to contact them; they can often provide lists of service providers across the state who work with people with disabilities. They can also send information about your event to the many groups and people they serve.

There are also several service agencies dedicated to specific disabilities. For instance, you can contact the local chapter of Autism Society, United Cerebral Palsy, or other similar organizations. Most of the time they

would be happy to send your event flyer or press release to their members.

c. Disabled American Veterans and other disabled veterans groups

Wheelin' Sportsmen has a partnership with Disabled American Veterans to help provide outdoor opportunities to disabled veterans. You can contact your local DAV chapter and invite them to your event. You can also contact the Warrior Transition Unit at a local military base and invite them to attend your event.

4. Accessible and Adaptive Equipment

Always try to select event locations that are accessible for people with disabilities. If there are areas of your event site that are not accessible, some simple modifications are often all it takes to accommodate your participants.

Accessibility Information

Accessibility guidelines and assistance are available at the following Web sites:

- www.access-board.gov (Federal Access Board)
- www.adata.org (ADA Technical Assistance Program)
- www.ncaonline.org (National Center on Accessibility)

Adaptive Equipment Information

There is also a variety of equipment available to help people with disabilities. These Web sites offer suggestions and equipment:

- www.wheelinsportsmen.org
- www.abledata.com
- www.accesstr.com
- www.assistivetech.net

5. How does HIPAA Apply to Wheelin' Sportsmen?

There is a lot of confusion about what HIPAA is and how it relates to people with disabilities. HIPAA refers to the Health Insurance Portability and Accountability Act of 1996 (HIPAA). The HIPAA law is a multi-step approach that is geared to improve the health insurance system. One approach of the HIPAA regulations is to protect privacy. This is in Title IV which defines rules for protection of patient information. All healthcare providers, health organizations, and government health plans that use, store, maintain, or transmit patient health care information are required to comply with the privacy regulations of the HIPAA law.

How does this apply to Wheelin' Sportsmen? The primary question we get refers to our [participant registration form](#). The participant registration form asks individuals to share information related to their disability so that event organizers can properly prepare for every participant's needs. Some people mistake HIPAA's privacy regulations for meaning we cannot ask

participants information about their medical condition or disabilities. HIPAA doesn't pertain to questions we may ask. People are free to disclose whatever information they would like.

HIPAA has to do with what healthcare providers can share. If a group home or nursing home is bringing a group of patients, they cannot provide us with the health/disability information UNLESS they have the express consent of the participant. Most group homes leave this information blank or have the patients who

are able complete this information. Another option for group homes is to fill out one (1) registration form for the entire group and list any special concerns event coordinators may need to know about anonymously. For instance, the Edgefield Nursing Home may fill out one registration form that says they are bringing participants, one of whom is blind and three of whom are in power wheelchairs. This provides the chapter with helpful information for planning the event while not sharing personal information about their patients.

If you have questions regarding the Wheelin' Sportsmen program, contact Illana Burkhart, Wheelin' Sportsmen Program Coordinator at (800) THE-NWTF or iburkhart@nwtf.net.



P.O. Box 530 • 770 Augusta Road • Edgefield, South Carolina, 29824 • (803) 637-3106