



LATINO CONSERVATION WEEK

Disfrutando y Conservando Nuestra Tierra

JULY 13 - JULY 21, 2019
PLANNING TOOLKIT



LATINOCONSERVATIONWEEK.COM

Latino Conservation Week is an initiative of Hispanic Access Foundation

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WELCOME LETTER

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MAITE ARCE
PRESIDENT & CEO

First and foremost, thank you for your interest in Latino Conservation Week and your willingness to lead an event in your community.

When Hispanic Access Foundation developed the concept for Latino Conservation Week in 2014, it was our hope that individuals, organizations, businesses and government agencies would all take part by developing and participating in events and activities designed not only to connect Latinos with the outdoors, but also to teach more about their role as stewards in conserving our natural resources.

From this, we identified three pillars to Latino Conservation Week:

ENGAGE

This week is about providing an opportunity for Latinos to come together and to demonstrate their passion for the outdoors -- both its enjoyment and preservation.

EXPERIENCE

For many, caring for the environment grows out of our experiences of enjoyment. This week many activities are being offered to help foster that connection.

ADVOCATE

This week is an opportunity to shine a spotlight on the Latino support for conservation. Our elected officials and other policy leaders are paying attention.

We're proud to say that this idea has taken root. In 2018, over 150 events were held across the nation. We were honored to partner with the National Park Service and the U.S. Fish & Wildlife Service on dozens of events, as well as numerous community organizations. We look forward to even more impact in 2019.

In addition to the events taking place, we'll also create a PSA campaign for Latino Conservation Week and support events throughout the nation with an earned media campaign.

This toolkit contains a variety of tools and suggestions that you can use in planning, promoting and executing your event. If you have questions, would like to discuss your event or even suggest additional ways to promote the week, don't hesitate to contact our team.

OVERVIEW

WHAT IS LATINO CONSERVATION WEEK?

Latino Conservation Week is an initiative of Hispanic Access, a national nonprofit that works to connect Latinos with partners and opportunities to create a more equitable society.

Latino Conservation Week is a national week of activities that shine a spotlight on the Latino community's strong conservation values and provide access for Latinos (and others) to get outdoors to enjoy and learn about how to protect our natural resources.

PRIORITIES OF LATINO CONSERVATION WEEK

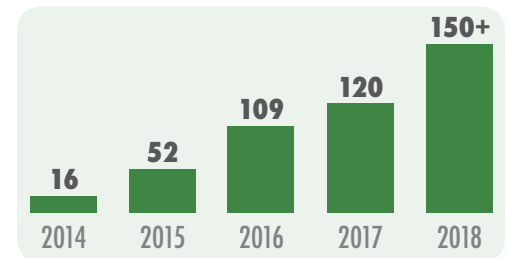
- Provide opportunities for Latino families and youth to enjoy the outdoors.
- Demonstrate the Latinos' commitment to conservation and the protection of our natural resources and cultural heritage.
- Encourage collaborative partnerships between Latino community leaders and organizations to support local and national conservation issues.
- Encourage participants to undertake healthy, educational adventures with family and friends, engage in stewardship, and learn more about preserving our natural resources and public lands.
- Inform policymakers, the media, and the general public of the Latinos' views on important local and national conservation issues.

WAYS TO PARTICIPATE

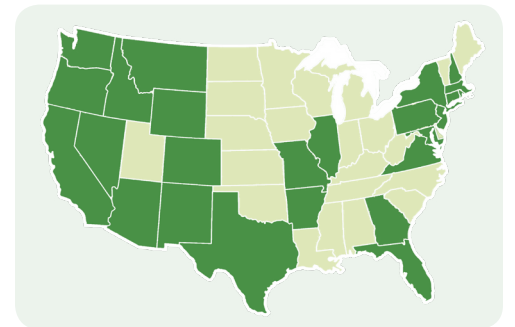
1. **Plan an outdoor recreation event (hiking, birding, camping, etc.)** at your local park, trail, waterway, State Park, National Park, or wildlife refuge, forest, etc.
2. **Plan an indoor environment-theme event** such as a film screening, ranger talk, visit to nature center, etc.
3. **Plan a discussion, panel, or roundtable** with your community organization about connecting your cultural values to conservation.
4. **Participate in conservation advocacy:**
 - Write a letter/ meet/ call with your local elected officials/ US Congressman/ US Senator and share your experience with the outdoors and ask them to protect and create new public lands.
 - Organize a Latino Conservation Week Resolution through your local government - city council, county government, state legislator etc.
5. **Plan a volunteerism event** in local public lands, such as a national park, national monument, fish and wildlife refuge, or area managed by the Bureau of Land Management.
6. **Organize a stewardship event**, such as a group activity around trail maintenance, litter pick-up, tree planting or invasive species removal.
7. **A different idea?** Feel free to run with it!

EVENT HISTORY

NUMBER OF EVENTS



WHERE EVENTS HAVE BEEN HELD



YOUR EVENT

WHAT YOU NEED TO SUBMIT YOUR EVENT

To submit your event to the official Latino Conservation Week website to be featured with other events happening in your state and across the nation, you may do so at : <http://latinoconservationweek.com/submit>

- **Title of Event**
- **Event Sponsors:** This should be your organization's name or community name.
- **Description:** What can participants expect to do at your event. Is there any special equipment or items they should prepare to bring with them?
- **Date of Event**
- **Time of Event:** Start and expected Finish time
- **Event Location & Address:** Is there a specific meeting location?
- **Open to the Public:** Is this event Private or Open to the Public?
- **If open to the Public:** Who is the Point of Contact for the event?
- **Image:** Do you have a logo you would like to have published with your event? Is there a specific picture you would like to have on the website associated with your event?

NEXT STEPS AFTER SUBMISSION

- Upon submission of your event, you may receive a follow up communication from a HispanicAccess employee via phone or email to verify the information submitted and to answer any questions you may have.
- Your event will be posted to Latinoconservationweek.com, so that you can share the link with your community and partner organization.
- Begin to create your event specific outreach materials: Facebook Event, Flyers, Social Media, etc. Examples of outreach materials are provided in this resource guide.
- Send out a media advisory inviting the media to promote or attend your event.
- If you are interested in inviting your U.S. Representative or U.S. Senator to your event, please be sure to contact Jessica Godinez, Conservation Program Associate, for assistance.

RESOURCES TO HELP WITH PLANNING YOUR EVENT

- **Outdoor Events:** Not sure what local park, National Park, National Wildlife Refuge are near you? Check out: <http://findyourpark.com/find>
- **Indoor Events:** Interested in finding a speaker for your event? Contact your local Bureau of Land Management, National Park Service, U.S. Fish and Wildlife office or state or regional park headquarters.
- **Inviting Elected Officials:** Not sure who your U.S. Representative or U.S. Senator is find out here: <https://www.govtrack.us/congress/members>.

- **Free Online Flyer Tool:** CANVA <https://www.canva.com/>.
- Be sure to consider and prepare for any health and safety needs, based on the local context. All local organizers are responsible for the well-being of their participants. For example, have local emergency contact info on hand, be sure participants have any necessary supplies like water, sunblock, bug repellent, a first aid kit, etc.
- In addition to having the necessary safety equipment present, be sure to have a safety plan for the event and share it with your group at the beginning.
- **For tips on Summer safety:** <https://www.cdc.gov/family/kids/summer/>.
- For tips on food safety for picnics and camping (in Spanish and English) see: <https://www.foodsafety.gov/>.

DURING YOUR EVENT

- Make sure to capture the amazing fun of your event through photos, video, and personal quotes.
- Post pictures of all the great fun to social media so people can join the fun virtually. You can use the hashtags [#LCW2019](#) or [#LatinoConservationWeek](#).
- Be sure to take count of the number of attendees, age groups, and audience demographics.

AFTER THE EVENT

- Please share your photos, videos, and description about your event, including how many people participated on social media using the hashtags, [#LCW2019](#) or [#LatinoConservationWeek](#).
- Submit letters to the editor and op-eds to your local paper about your event.
- Please send a short recap by email to Hispanic Access Conservation Program Associate, jessicag@hispanicaccess.org with the following information about your event:
 - Title of Event
 - Short Description
 - Date
 - State
 - # of attendees
 - Ages of attendees (estimates are fine)
 - Social Media related to event (Links or Screenshots are fine)
 - Links to any articles published about your event
 - Any recommendations for how to improve Latino Conservation Week
 - Your overall experience participating in Latino Conservation Week 2019

HISPANIC ACCESS FOUNDATION CONTACTS

JESSICA GODINEZ

Conservation Program Associate
jessicag@hispanicaccess.org
 (804) 647-8679

ROBERT FANGER

Chief of Communications
robert@hispanicaccess.org
 (317) 410-7668

PRINCIPLES OF COLLABORATIVE PARTNERSHIPS

Latino Conservation Week initiative promotes and encourages the creation and sustainability of collaborative partnerships between Latino communities, Environmental and Conservation Organizations, and other community serving entities for the purposes of increasing access and representation of Latinos in the outdoors. With these goals in mind, we encourage the use of the Jemez Principles for Democratic Organizing that seek to promote equity, justice, and success for all parties when working to establish these partnerships.

Background on Jemez Principles

On December 6 -8, 1996, forty people of color and European-American representatives met in Jemez, New Mexico, for the "Working Group Meeting on Globalization and Trade." The Jemez meeting was hosted by the Southwest Network for Environmental and Economic Justice with the intention of hammering out common understandings between participants from different cultures, politics and organizations. The following "Jemez Principles" for democratic organizing were adopted by the participants.

#1) BE INCLUSIVE

If we hope to achieve just societies that include all people in decision-making and assure that all people have an equitable share of the wealth and the work of this world, then we must work to build that kind of inclusiveness into our own movement in order to develop alternative policies and institutions to the treaties policies under neo- liberalism. This requires more than tokenism, it cannot be achieved without diversity at the planning table, in staffing, and in coordination.

#2) EMPHASIS ON BOTTOM-UP ORGANIZING

To succeed, it is important to reach out into new constituencies, and to reach within all levels of leadership and membership base of the organizations that are already involved in our networks. We must be continually building and strengthening a base which provides our credibility, our strategies, mobilizations, leadership development, and the energy for the work we must do daily.

#3) LET PEOPLE SPEAK FOR THEMSELVES

We must be sure that relevant voices of people directly affected are heard. Ways must be provided for spokespersons to represent and be responsible to the affected constituencies. It is important for organizations to clarify their roles, and who they represent, and to assure accountability within our structures.

#4) WORK TOGETHER IN SOLIDARITY AND MUTUALITY

Groups working on similar issues with compatible visions should consciously act in solidarity, mutuality and support each

other's work. In the long run, a more significant step is to incorporate the goals and values of other groups with your own work, in order to build strong relationships. So communications, strategies and resource sharing is critical, to help us see our connections and build on these.

#5) BUILD JUST RELATIONSHIPS AMONG OURSELVES

We need to treat each other with justice and respect, both on an individual and an organizational level, in this country and across borders. Defining and developing "just relationships" will be a process that won't happen overnight. It must include clarity about decision-making, sharing strategies, and resource distribution. There are clearly many skills necessary to succeed, and we need to determine the ways for those with different skills to coordinate and be accountable to one another.

#6) COMMITMENT TO SELF-TRANSFORMATION

As we change societies, we must change from operating on the mode of individualism to community-centeredness. We must "walk our talk." We must be the values that we say we're struggling for and we must be justice, be peace, be community.

OUTREACH MATERIALS

Make sure to develop an outreach strategy prior to the day of your event to ensure maximum attendance. Here are some great tips for creating your outreach materials such as flyers, postcards, event invitations, etc.

1. TAILOR your message to your audience.
2. BE CREATIVE - Be sure to use some photos, graphics, or fun font to attract your reader.
3. IMPORTANT INFORMATION TO INCLUDE: Date and time, location, description, contact information.
4. IS YOUR EVENT OPEN TO THE PUBLIC?
 - Are folks required to RSVP? If so be sure to include the information to do so - link/email contact.
 - Will there be a limit to # of Participants?
5. Should They Bring Anything?
 - Will the activity require the participant to wear specific types of clothing or provide any specific equipment?
 - Always good to tell folks to bring water and snacks if activities will be outside.
6. Who should they contact if they would like more information or have questions?
7. ORGANIZATION LOGOS - Be sure to use the Latino Conservation Week Logo and that of your organization on the flyer.



ENGAGING LATINOS TO ENJOY AND PRESERVE THE OUTDOORS WILL IMPROVE THE LIVES AND WELL-BEING OF THIS GENERATION AND THOSE TO COME.

During Latino Conservation Week, adults and youth will have the opportunity to experience the outdoors in new ways and learn how they can help protect our land, water and air. Parks, monuments, preserves, refuges, community organizations and government agencies are being encouraged to reach out to the Latino community by holding an outdoor event, hosting a guest speaker to discuss conservation, or any variety of other activities. Send us your event or activity information and we'll add it to the LCW website roster.

Together we can raise awareness about the growing role Latinos can and do play in conservation.

JULY 11 - JULY 19, 2015



POST YOUR EVENTS AT:

WWW.LATINOCONSERVATIONWEEK.COM

The LCW Logo is FREE to download at LatinoConservationWeek.com.

If you require assistance in the creation of your outreach materials, please contact **Jessica Godinez** (jessicag@hispanicaccess.org).

SPONSORED BY:  Hispanic Access Foundation

**A SAMPLE EVENT FLYER
TEMPLATE IS AVAILABLE FOR
DOWNLOAD UNDER RESOURCES AT
LATINOCONSERVATIONWEEK.COM.**

SOCIAL MEDIA RESOURCES

Social Media Platforms are excellent ways to promote your event, increase interest, and share the great fun you have during the event. In 2018, Latino Conservation Week was a huge success in part because of the thousands of social media impressions surrounding the more than 150 events nationwide that occurred. The friendly “sharing” options on social media platforms like Twitter, Facebook, and Instagram allows for other participating organizations to share each other’s events and news to reach wider audiences. If you are partnering with a specific site, forest, or park, reach out to the appropriate Public Affairs Specialist for help advertising via their social media channels, as well. Here are some helpful tips for enhancing the “reach” of your posts:

Use the Hashtags:

- #LCW2019
- #LatinoConservationWeek

FACEBOOK

- Create a Facebook Event and use it to invite your friends and let them invite theirs. Make sure to have the same information that you provided for the Latino Conservation Week website.
- Share your event on Facebook groups.
- Tag the agency or local park.
- Post to your organization’s profile about your partnership with the Latino Conservation Week initiative. Be sure to TAG Latino Conservation Week Facebook page so that we can share your post.
- Make sure to LIKE and TAG the Latino Conservation Week Facebook Page, as well as Hispanic Access Facebook Page.
- Use Facebook to post updates about your event, including sign-up links, logistical updates, and of course fun photos of your event.
- For a great example check out: Hispanic Access’ National Mall Bike Tour Facebook Event from 2016 <https://www.facebook.com/events/271845063182021/>

TWITTER

- Post about your organization’s participation in Latino Conservation Week. Be sure to tag Hispanic Access and Latino Conservation Week on the post so that we can share!
- Make sure to “Follow” and TAG Hispanic Access (@HispanicAccess) and Latino Conservation Week (@LCW_National) so that we can retweet your posts.
- Posts with Photos or Links to more information tend to do better with readers, and be sure to tag folks in the photos you use so that they can share with their followers!
- For Links, use URL Shorteners like: <https://goo.gl/> to save characters, you only get 280!

INSTAGRAM

- Follow @LatinoConservationWeek and @HispanicAccess and tag us in all your posts.

OTHERS RESOURCES TO CONSIDER

- Eventbrite, LinkedIn, Event blogs, Pinterest and Meet-up



Latino Conservation Week shared Our Wild America-Phoenix's album.

July 20, 2016 · 📷

Special thanks to Sierra Club- Our Wild America for making this happen in Phoenix, AZ!



Our Wild America-Phoenix added 8 new photos from July 19, 2016 to the album: Kayak and Clean up on Salt River — with South by Southwest Adventures LLC at Lower Salt River, Tonto National Forest.

July 19, 2016 · 📷



Jocelyn Torres @Jocely_Torres · 25 Jul 2016

Fun event at @GoMtCharleston this weekend. RSVP and beat the heat for a bit. #Latinos4Conservation

CULTURAL LEARNING DAY

Saturday, July 30, 11 a.m. – 2 p.m.

Spring Mountains National Recreation Area
Cathedral Rock Group Picnic Site



HELP US EXPLORE HOW TO BEST
SERVE OUR LATINO COMMUNITIES!
LUNCH & TRANSPORTAION
PROVIDED
NATURE WALK
INTERACTIVE FAMILY
ACTIVITIES

Space is limited and reservations are **REQUIRED**.
To register or for more information, contact...

Kelly Miller, Public Affairs & Diversity Outreach Coordinator,
at kellysmiller@fs.fed.us or 702-839-5551

Please be at the Winchester Community Center by 9:45 a.m.
Buses will promptly leave at 10 a.m. and return around 3 p.m.

Don't forget to wear sturdy shoes or boots and bring a hat,
sunscreen, lip balm, and sunglasses.
at kellysmiller@fs.fed.us or 702-839-5551.

SAMPLE SOCIAL MEDIA LANGUAGE
IS AVAILABLE UNDER RESOURCES AT
LATINOCONSERVATIONWEEK.COM.

PRESS AND MEDIA

Is media coverage appropriate for your event? If so, here is a checklist to help assure that the Press has information about your event:

- You may want to consider having media at your event if you will be having a prominent leader attending such as an elected official (Mayor, U.S. Representative, U.S. Senator).
- Work with the Communications Team of the Elected Official's Office to compile a list of key media (television, print, radio, online publications) in your area - with contact information
- Customize a media advisory/news release and share with media contacts.
- When sharing media advisory/news release, make sure to include contact information including a cellular phone number for someone that will be attending the event.

TWO DAYS BEFORE THE EVENT:

- Call reporters about the event and email the advisory.
- In your phone calls, you'll have about 30 seconds to tell them the WHO-WHAT-WHEN-WHERE-WHY of the event, and check their email address to send them your advisory.
- Call back to make sure they received it. Ask them if they are planning to cover the event and try to get a commitment. Don't get discouraged, they probably won't commit!
- Call the Associated Press (AP) and get the event in their "Daybook"
- The AP in your state circulates to all the media outlets in your area a schedule of events for each day. Find their number in the phone book or information, and tell them you have an event for the daybook. Email them your media advisory and call to follow-up.
- Prepare press packets that include your media advisory, press release and biography or other background information. This packet should be distributed to the press at your event.
- Designate a media liaison and greeters and have a set number of people prepared to deliver the message to any reporters that come. Practice fielding questions from the media and role play sound bites and answers.

MORNING OF THE EVENT:

- Call all media contacts once again. Email reporters your press advisory. Try to get a commitment that they will attend.
- Bring press packets and a sign-in sheet for reporters who attend.

AFTER THE EVENT:

- After your event, follow up with all reporters who attended the event. Make sure they have all of the materials they need. If you took digital pictures, offer to email them the pictures. Use this time to thank the reporter and build a relationship with the reporter.
- Look for coverage of your event on the news, in newspapers and online. Record and clip articles and send them to robert@hispanicaccess.org.

SAMPLE PRESS TOOLS

Reaching out to the media is a powerful tool to raise awareness about your event, a specific issue and your organization. Days prior to your event you should send your media advisory to encourage the media to attend. On the day of the event you should provide a more in-depth release with quotes. You can download sample templates for a media advisory and press release under Resources on LatinoConservationWeek.com.

Hispanic Access Foundation is happy to help you formulate your release and provide suggestions. Please contact robert@hispanicaccess.org for more information.

INVITING ELECTED OFFICIALS

In addition to providing more opportunities for Latinos to enjoy the outdoors, it is important that their priorities, concerns, and overall attitudes regarding conservation and environmental protections be shared and heard by decision-makers, policy crafters, and their elected officials. We encourage you to reach out to the elected-officials (City Council Members, Mayors, U.S. Representatives, U.S. Senators) in your area to invite them to participate in the event. Helpful Tips:

- If you are unsure of who the U.S. Representative or U.S. Senator is for your area you can find out so using this online tool: <https://www.govtrack.us/congress/members>.

- It is important to identify the correct person to whom to send your request. Many times may be the individual who works on the environmental portfolio.
- Make sure to contact the office of the elected-official you wish to invite with ample time prior to the event, the earlier the better, as many of their schedules are booked several weeks ahead.
- Be sure to include all the information you have for your event including date, time, location, the number of expected attendees, and if you anticipate their to be press at the event.
- Note in your request what you would like the official to do - ie. participate in a hike, provide remarks (opening, closing), participate in press interviews.
- If you require some assistance, please contact **Jessica Godinez**, jessicag@hispanicaccess.org.

LATINO CONSERVATION RESOLUTIONS

In addition to providing more opportunities for Latinos to enjoy the outdoors, it is important that their priorities, concerns, and overall attitudes regarding conservation and environmental protections be shared and heard by decision-makers, policy crafters, and their elected officials. For this reason, we encourage the engagement of elected officials at all stages to take part in Latino Conservation Week. One way is the passing of a Latino Conservation Resolution. In 2016, Clark County in Nevada passed a resolution designating July as Latino Conservation Month.

SAMPLE LANGUAGE FOR A RESOLUTION IS AVAILABLE UNDER RESOURCES AT LATINOCONSERVATIONWEEK.COM.

FILM SCREENING: MILK AND HONEY (LECHE Y MIEL)

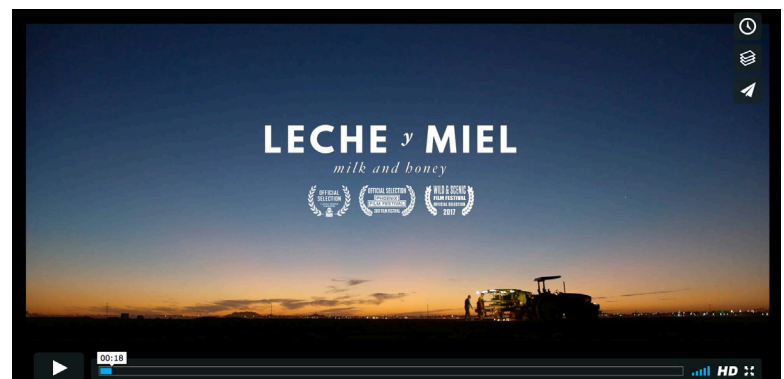
Interested in screening our short film Milk and Honey?

Hispanic Access Foundation partnered with American Rivers to create the 14-minute film "Milk and Honey (Leche y Miel)." One way to participate in Latino Conservation Week, especially if the temperature is too hot for an outdoor event, is to hold a screening of the film along with a discussion on preserving the Colorado River.

The film was released on April 11, 2017 and can be found on HispanicAccess.org and <https://vimeo.com/198051067>

About the film

Yuma is often thought of as a hot, dry desert town in southwestern Arizona, but for the area residents - and the United States as a whole, it is the land of plenty. During the winter months, nearly all the leafy vegetables Americans eat are grown in the fertile fields which lie at the literal end of the Colorado River. For the people who work the fields, the Colorado River represents not only the source of their livelihood, but a deep, spiritual connection to this arid landscape as well. Leche y Miel (Milk & Honey) provides a short, beautiful glimpse into the area's Latino community and their connection to the strained Colorado River.



The film is available at:
<https://vimeo.com/198051067>

FILM SCREENING: LAND, WATER Y COMUNIDAD

Interested in screening our short film *Land, Water y Comunidad*?

"Land, Water y Comunidad," a new short film from Hispanic Access Foundation, explores the relationship Latino and urban communities across the nation have with Land and Water Conservation Fund sites. For Latino Conservation Week you can hold a screening of the film along with a discussion on what LWCF sites mean to your community, how they enjoy them and the impact it would have if these lands were not available.

The film was released on September 4, 2018 and can be found on HispanicAccess.org and <https://youtu.be/5Ybp3b1p38>.



The film is available at:
<https://youtu.be/5Ybp3b1p38>

About the film

The Land and Water Conservation Fund has supported more than 41,000 parks and projects, touching nearly every county in the country. "Land, Water y Comunidad" profiles five LWCF sites from around the country, including Sand to Snow National Monument in the California desert, a community swimming pool in Rifle, Colorado, a city park in Las Cruces, New Mexico, Spring Mountain Ranch State Park in Las Vegas, Nevada and Bill Baggs Cape Florida State Park in Miami, Florida. Personal stories from individuals like a pastor, hunter, millennials and parents, help to demonstrate the relationship diverse communities have with LWCF sites.

You can screen any of our films anytime of the year including Latino Conservation Week. All we ask is that you share with us:

- Where are you showing the film?
- When are you showing it? (Date and time)
- How many people attended? Any notable guests in attendance?





LATINO CONSERVATION WEEK

Disfrutando y Conservando Nuestra Tierra

FOR MORE INFORMATION OR ASSISTANCE, PLEASE CONTACT:

JESSICA GODINEZ

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