TAKE A FRIEND SNOWMOBILING CAMPAIGN

2027

Ideas and tips for running a Take a Friend Snowmobiling Event

take a friend Snowmobiling
GoSnowmobiling.org

Contents:

	Page
Information Sheet on Take a Friend Snowmobiling Campaign:	3
Ideas that work for Take a Friend Snowmobiling Campaign:	5
Co-Sponsoring a Take a Friend Snowmobiling Ride:	5
Take a Friend Snowmobiling Week:	5
Form a Committee:	6
Tips for the Committee Chairperson:	6
Calendar: Suggested Timeline for planning Take a Friend Snowmobiling Rides:	7
Publicity:	8
Partners:	8
Spokesmanship: Types of speaking programs that can be set up:	9
Tips on Public Speaking:	9
Follow up after the event:	9
Checklist for the Day of the Take a Friend Snowmobiling event:	10

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The Take a Friend Snowmobiling Campaign is all about introducing non-snowmobilers to our winter recreation of choice. Research shows that people WANT to go snowmobiling but don't know HOW to get started. By planning a ride, we take the guess work out of it for those that might not try it any other way. Buying a snowmobile is a great investment so if we can show people how to get started properly, they might be more inclined to join us in our clubs, associations, and on the trails or in the mountains and open riding areas.

Sometimes individuals have little knowledge about snowmobiling. If we take them out for a ride and show them how much fun it is and how wonderful it is to experience the winter in a unique way with friends and family, we can shed true light on the family activity of snowmobiling.

So, we encourage you to help your club, and your state/provincial snowmobile association grow by introducing new people to snowmobiling!

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Information Sheet on Take a Friend Snowmobiling Campaign

Dear Snowmobile Clubs and Associations,

The members of the International Snowmobile Manufacturers Association (Arctic Cat, Bombardier Recreational Products, Polaris, and Yamaha) join the organized snowmobile community in announcing the ***Take a Friend Snowmobiling*** Campaign for 2027. State and provincial snowmobile association members of the American Council of Snowmobile Association (ACSA) and the Canadian Council of Snowmobile Organizations (CCSO) are encouraged to sponsor ***Take a Friend Snowmobiling*** activities throughout their states and provinces. Events can be held any time between December 1, 2026, and March 31, 2027, with special emphasis on events during ***Take a Friend Snowmobiling*** Week which will be February 6-15, 2027.

The campaign was created to support all snowmobile associations of ACSA and CCSO and their clubs to enhance and expand their partnership with local Chambers of Commerce, Visitor and Convention Bureaus, snowmobile dealers, and other businesses related to the snowmobiling community. The benefits for your state association could mean such things as more trail signs, groomers, and enhancements for trails in your state, with the biggest benefit of all ~ introducing your non-snowmobiling friends to your favorite winter activity. All clubs are encouraged to take part in the campaign and partner with local media, radio stations, television stations, etc. in promoting a ***Take a Friend Snowmobiling*** event and your club's activities.

Extensive research has shown that many non-snowmobilers who live in the snow-belt are extremely interested in snowmobiling. When asked to rate their interest on a scale of 1 to 10 (10 being the highest level of interest) non-snowmobilers rate their interest at 9!

Research has also shown us that most individuals that live in the snow-belt see snowmobiling as a terrific way to:

a. Enjoy the scenery.
b. Get outdoors and have fun with family and friends.
c. Go to unique places and see amazing sights.
d. Have fun in the winter outdoors and be able to go home tired and ready for a good night's sleep.

The ***Take a Friend Snowmobiling*** campaign is promoted by the manufacturers who encourage all snowmobilers to take their non-snowmobiling friends out snowmobiling to enjoy the winter.

We hope your club and association will take part in a ***Take a Friend Snowmobiling*** event. Talk with neighboring clubs to take part as well. Let your association office know about your plans. The events should increase the profile of your club and attract added support and members.

If you would like more information, please visit www.gosnowmobiling.org web site.

We invite you to post your event photos and videos highlighting your ride activities on our Facebook page: www.Facebook.com/GoSnowmobiling . Share your fun.

Thank you and we look forward to seeing you and your friends out on the trails. THINK SNOW!!!

Sincerely,

Jaret Smith

Jaret Smith
President ISMA

Ideas that work for a Take a Friend Snowmobiling Event:

- Legislative Rides
- Convention and Visitor Bureau Rides
- Chamber of Commerce Rides
- Forest Service and Provincial Land Managers Ride
- Tourist Association Rides
- Reporters Rides – Newspaper and Magazine
- Tourism Bureau Rides
- Military Service Member Rides
- Invite members of the local service clubs (Elks, Knights, VFW, Optimists)
- Club members bring friends and family to Go Snowmobiling

Co-sponsor a Take a Friend Ride with:

- Local Radio Station – hold a remote broadcast event and invite callers to join you in the ride!
- Local TV station
- Gas Station
- Restaurant
- Dealers
- Co-Sponsor with a Charity of your choice
- Convention and Visitors Bureaus
- Chambers of Commerce
- Tourism Bureaus
- Join with other local clubs
- A local company (big or small) that wants to recognize their employees
- Coordinate and Advertise a Company appreciation ride

Take a Friend Snowmobiling Week:

Take a Friend Snowmobiling Week is February 6-15, 2027. You can put special emphasis on your planned rides during this special week, which will be supported by special Media Contacts from ISMA and its partners.

Remember: Snowmobilers are active all year round. They are outdoor Enthusiasts who enjoy

- Camping/RVing
- Boating
- Hunting
- Fishing
- ATV Riding
- Motorcycling
- Golfing
- And more

Partnering with any of these non-winter activity enthusiasts will expand your reach and your strength in the community.

How to get started:

FORM A COMMITTEE

Each club should assemble a committee to work on the *Take a Friend Snowmobiling* campaign. One person cannot do all the work, and if the duties are divided among a committee, it makes everyone's load lighter and goals easier to carry out. Are there other organizations in your community whom you can involve in this effort? Combine forces whenever possible. The duties can be divided as such:

Committee Chair Coordinator

Make assignments, oversee activities, find other community organizations to take part.

Publicity Coordinator

In charge of dispersing information: poster distribution, news releases, advertising.

Activities Coordinator

You may need several people to fulfill these duties. Develops and coordinates activities and events.

Spokesperson

Pick a person who likes to talk and knows what they're talking about! This person could visit various organizations in the community (schools, emergency services, service clubs) to speak on snowmobiling.

Sponsor Coordinator

This person will contact various sources for sponsorship of projects that will need funding, workforce, etc.

Partnership Coordinator

This person will make calls to gather partners to support the ride in any way at all.

Tips for the Chairperson

- Make lists, put everything in writing: who oversees each duty, specifically what they are doing and deadlines for carrying out each step. Make sure all committee members get their assignments in writing and know what each other is doing. Avoid duplication of efforts.

- Follow up regularly with committee members to make sure they are on track and are meeting the predetermined deadlines. Be prepared to help or re-delegate work if it is not progressing, as necessary.

- If things are not going as planned, reassess your campaign. Look at what you can do and concentrate on those projects. It is always best to do a few good events rather than many mediocre or poor events.

- Use your leadership skills to their greatest potential! Be as polite and diplomatic as possible. You are not a boss - you are working with volunteers!

CALENDAR

It's never too soon to start planning! Get your committee in place as soon as possible.

September/October 2026

- Committee members should be chosen.
- Make a list of possible activities, participating organizations, and sponsors. Begin contacting them now!
- Choose a date for an event.
- Concentrate on the Take a Friend Snowmobiling Week if possible.
- Choose a back-up date (or two) just in case the weather does not cooperate.
- Each committee should have confirmed plans and budgets.
- Develop a list of required supplies (posters, pamphlets, event prizes, news releases, etc.) and a budget.
- Confirm sponsors and sources of funds.
- Order supplies.

November/December 2026

- Produce a program of events and distribute copies to all participating organizations, sponsors, media.
- Distribute pamphlets, posters, programs.
- Mail out news releases, public service announcements, invitations to events.

January 2027

- Distribute more handouts, posters, etc.
- Confirm activities participants.
- Confirm scheduled media coverage.
- Send out press releases.

February 2027

- February 6-15, 2027, is Take a Friend Snowmobiling Week
- February 13, 2027, take part in International Snowmobile Ride Day with a local club.

January 1 – March 31, 2027

- **TAKE A FRIEND SNOWMOBILING EVENT**
- Hold press conference, rides, etc.

After the event:

- Send thank you notes, follow-ups, and replies to attendees.
- Enjoy the snowmobile season!
- Have a follow-up committee meeting and critique.
- Send a follow up report and photos to your state/provincial snowmobile association.
- Post on Social Media page(s).
- Begin planning for the 16th Annual Take a Friend Snowmobiling Campaign in 2028.

Publicity

Remember, **repetition** is important. More than one publicity strategy will be needed to get the message to everyone.

News Releases and Stories

News releases are informal articles about things that are happening. Produce your own news releases on activities that you are planning. Make sure you send them 2-3 weeks ahead of the activity.

Establish contact with local media whom you can call on to cover your activities. If no one can attend, draft your own story, take black and white photos, and send them as soon as possible for publication. Invite your local Visitors Bureaus and Chambers of Commerce to partner with you.

Use your web site and your Facebook page to promote your safety week event.

Partners

Involve as many organizations and individuals as you can. Co-sponsors can contribute time or funding for projects.

Potential sponsors, and ideas for how they can take part include:

Snowmobile Businesses	Dealerships, repair shops or aftermarket suppliers can provide vehicles for trail rides, technical help and location for a Safety Clinic, and donate prizes for contests.
Community Organizations	The Chamber of Commerce, conservation commission, planning board, Rotary Club, Lions Club, Police Department, tourism organizations, school or emergency services can co-sponsor an introductory talk on snowmobiling and provide location and man/womanpower.
Private Industry and Business	Many snowmobilers are in private industry that may be able to provide support. They can also provide funding for specific activities such as printing, advertising, awards or refreshments. Partner with your local business partners who are a part of the snowmobiling community such as: Banks, restaurants, gas stations, ski-hills, etc.

Spokesmanship

Types of speaking programs that can be set up before the event could include:

1. **MEDIA INTERVIEWS:** **<u>Radio, TV, Newspapers, Social Media</u>**
   Prepare a list of questions that you can provide for the interviewer that will make him or her sound knowledgeable. Bring facts with you - practice reading them and answering questions before your first interview.

2. **COMMUNITY ORGANIZATIONS**
   Arranging a speaking engagement to inform members of your Take a Friend Snowmobiling event can be a first step towards getting the group to take part as a sponsor. Use visual aids, such as slides, overhead transparencies, handouts or a short video to highlight your presentation.

3. **ONLINE**
   Make an invitation video to put on your web site, link to your Social Media pages, and to have club members send it to their non-snowmobiling friends or potential participants via e-mail or text. Keep it short, to the point.

Tips on Public Speaking

- Be ready to explain *why* you are sponsoring a *Take a Friend Snowmobiling event*.
- Be proud of your task.
- Be sincere and enthusiastic.
- Know your subject matter.
- Dress professionally, neatly and comfortably.
- Practice speaking with a tape or video recorder.
- Use written notes on key items to cover.
- Smile and have fun.

Follow up after the Event

- Create a list of the people who participated.
- Get their e-mail and mailing address.
- Plan to follow up with them and invite them to a club/association function soon!

Take a Friend Snowmobiling Checklist

1. Pick the location and the route. Points to consider when choosing a route:
    a. Ease of access to the media and legislative attendees and the public to include ease access for TV filming, radio, etc.
    b. Direct route from that point to the luncheon location.
    c. The route is no longer than 50 km (30 miles) in length.
    d. Route needs to be properly marked and groomed. If you cannot properly groom or mark the route, do not hold ride.
    e. Have police escorts especially for crossing roads, and to highlight the safety effort - not only to the media but also to the police who need to be involved with the enforcement.

2. Start time: at 10:00 AM with brief statements and introductions. Start the ride and have lunch at 12:30 PM. Plan a short ride back to the starting point with a possible wrap up around 3:00 PM.

3. Theme: The theme of the ride should highlight the fact that all interested individuals will be able to take part. Safety and fun must be the ongoing themes, and you must give a safety update before the ride ever begins and all individuals riding must ride in a safe manner. No alcohol can be served anywhere around during or after the program.

4. Lunch: The lunch should be sponsored by a non-alcohol partner or sponsor, as well as any breakfast or rolls and coffee in the morning. Have a guest speaker on snowmobiling and our economic impact.

5. You need to obtain snowmobiles and snowmobile clothing from dealers or other club members for individuals to use while taking part on the ride.

6. Coordinate the activity with other clubs and your state/provincial association.

7. Send out invitations at least 2-3 weeks prior to the ride. They need to be personally signed, including an agenda. Be as specific as possible and have phone numbers to contact. Also in the letter, highlight exactly what the event is going to be – a fun, safe snowmobile ride. Highlight the invitation individuals that you think will be attending (i.e.: manufacturers reps, elected government officials, etc.) and that there will be a firsthand demonstration of safe riding techniques. Invitation lists should include but not be limited to: *All media in the area - radio, TV, newspaper, Association and club members and their publications; Elected politicians and staff; Key national and or state/provincial organization influentials.*

8. Follow up with phone calls and send out follow-up information once individuals contact you, to include maps of where you are going to be, etc. Once you build your list of who is taking part, you may want to send out a second invitation to the media highlighting for them who is attending the event to encourage their attendance.

9. Immediately after the ride, send out thank you notices to develop a good working relationship with the media and government types - ***your follow up with them is imperative***. Thank your participants and ask them if there are any questions they may have about snowmobiling. Invite them to join your club and or association. Offer that go with them to a snowmobile dealer if they are interested in buying a snowmobile.

10. Send a follow up report including pictures of happy new riders to your state/provincial snowmobile association and to the Go Snowmobiling Facebook page at www.Facebook.com/GoSnowmobiling .

11. **Remember ~ Holding a ride can strengthen your club and help expand your membership.**