

A child is shown from the waist down, kneeling on the ground and planting a small tree. The child is wearing a light-colored long-sleeved shirt and dark pants. The background is a soft, out-of-focus natural setting. The entire image is overlaid with a semi-transparent orange filter. The text is centered over the image.

NATIONAL PUBLIC LANDS DAY AND PUBLIC LANDS PARTNERS

NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION

A photograph of two young children, a boy in the foreground and a girl behind him, both wearing green long-sleeved shirts and blue jeans, crouching in a grassy field. They are focused on planting small, green saplings into the soil. The boy is in the process of placing a sapling into a hole he has dug. The girl is also working with a sapling nearby. The background is a soft-focus green field under bright, natural light.

NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION

KNOWLEDGE TO LIVE BY



National Environmental
Education Foundation

Knowledge to live by

A Recognized Leader

NEEF is the nation's leading organization in lifelong environmental learning.

We connect people to useful knowledge that improves the quality of their lives and the health of the planet.



What Sets Us Apart: Congressionally Chartered



NEEF Accomplishments



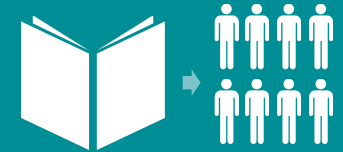
Reach up to 90 million U.S. households with environmental information and practical tips through 350 meteorologists, radio broadcasters and journalists participating in *Earth Gauge*



Enable more than 175,000 volunteers to complete \$18M in park improvements during *National Public Lands Day* at more than 2,200 public land sites in every state, the District of Columbia and many U.S. territories



Train tens of thousands of health care providers on environmental health interventions to prevent and manage diseases such as asthma and conditions such as obesity



Reach hundreds of thousands of students and educators with non-biased environmental education materials during *National Environmental Education Week*, including STEM content



CONNECTING THROUGH PUBLIC LANDS

NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION

Imagine + Discover + Act

Public Lands Every Day

Empower people with
information and tools

Work through
trusted authorities

Public Lands Every Day

- Capacity Building for Friends Groups
- Every Day Grants
- Learning Center
- Resources
- Events Calendar
- Friends Group Map

The screenshot shows the homepage of the Public Lands Every Day website. At the top, there is a navigation bar with the National Environmental Education Foundation logo, a search bar for Program Sites, and the Toyota National Sponsor logo. Below this is a main menu with links for Events, Grants, Resources, Learning Center, Friends Groups, and News Room. The main content area features a large banner for 'Promote Your Events' with a photo of two women working in a garden. To the right of the banner is a yellow box titled 'Add an Event' with the sub-heading 'Engage Your Community!' and a 'Post Events +' button. Below the banner is a 'Visit' section with a link to 'National Public Lands Day: The nation's largest, single-day volunteer effort for public lands. Learn more+'. At the bottom, there are three columns of featured content: 'Grants' with a photo of a group holding a certificate, 'Learning Center' with the PwC logo, and 'Events' with a photo of people planting trees.

Every Day Grants

strengthen the
stewardship of public
lands by
strengthening
Friends Groups
through funding
for organizational
capacity building and
community
engagement



National Public Lands Day September 26, 2015

Help people engage
in meaningful activities
to make a difference



National Public Lands Day

National Public
Lands Day (NPLD) is
the nation's largest,
single-day volunteer
effort for public lands.





National Public Lands Day

A National Environmental Education Foundation Program

Federal Participation on NPLD 2014

Federal Sites	Number of Sites	Percentage of Total
Federal Public Lands	902	42
BLM	247	27
USACE	243	27
DoD	25	3
NPS	141	16
USDA	169	19
USFW	42	5
Misc. Federal Sites (TVA, BOR, NOAA)	15	2
Total	2132	



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NPLD 2014 Signature Sites

- Two Signature Events
 - Humboldt Park, Chicago Parks District
 - Kenilworth Park and Aquatic Gardens, National Park Service
- Over 500 participants
- Special Guests and Partners





NPLD 101



Overview of NPLD Registration Process



Tips and Tricks for a Successful NPLD Event



publiclandsday.org

National Public Lands Day

- September 26, 2015
- Site Registrations
- Site Manager Resources
- Media Toolkit
- Promotion
- Evaluation

The screenshot shows the homepage of publiclandsdays.org. The top navigation bar includes links for 'Register a Site', 'Find a Site', 'NPLD Near You', 'Resources', 'Partners', and 'About', along with a search bar and a 'GO' button. The main banner features a photo of volunteers working on a site, with the text 'Apply for a Capacity Building Grant' and 'Apply for up to \$5,000 in funding. Applications due April 30.' Below the banner is a 'News & Highlights' section with a sub-header 'Washington D.C. Signature Site 2014'. The text describes the 21st anniversary celebration of NPLD, mentioning the participation of 250 volunteers at Kenilworth Park and Aquatic Gardens in Washington, D.C. on September 27. A 'Read more >' link is provided. Below this is another section titled 'Inspired by NPLD? Do More!' with text about the success of the 21st NPLD and a small photo of two smiling women. On the right side of the page, there are several utility boxes: 'Quick Links' with buttons for 'Site Managers' and 'Volunteers', and links to 'Find an Every Day Event' and 'Find an NPLD Project'; 'Join Our Email List' with an email input field and a 'GO' button; and 'Connect With NPLD' with social media icons for Facebook, Twitter, YouTube, and others.



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NPLD Online Registration Overview

Register a Site Find a Site NPLD Near You Resources Partners About


Register a National Public Lands Day Site

What type of site are you registering?:




Register a NPLD Site

NPLD site



Register a Toyota Site

Toyota site



Register a Scout Site

Boy / Girl Scout site

* designates a required field.

Tell us about your NPLD site location:

Name of Site / Public Land Area: *

Agency/Organization hosting the event: *

Site Address

Street: *

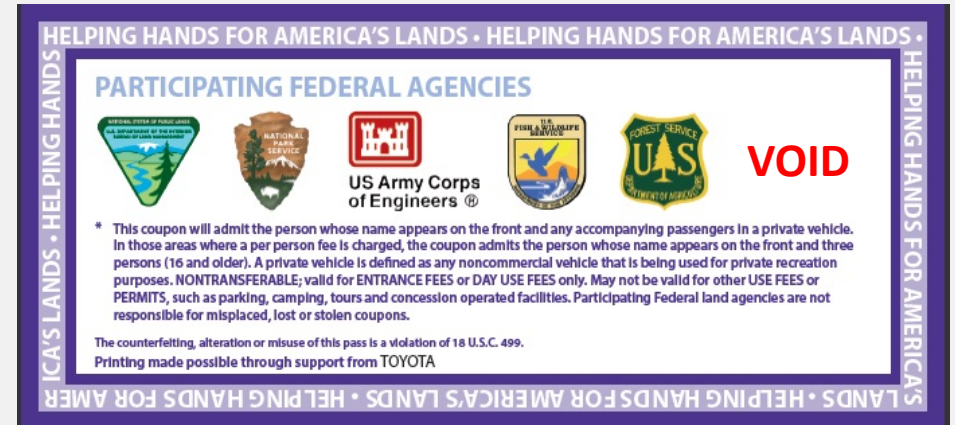
Additional:



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2015 NPLD Federal Fee Free Coupons



Fee free coupons are good for one day of entrance fees or day use fees until Saturday, September 24, 2016. At some public lands, this can include accompanying passengers in a vehicle. The coupons cannot be used for parking, camping, tours or concessions.



Fee Free Coupons: How To Get Them

- Who is eligible?
 - Partners of the following federal land management agencies:
 - Bureau of Land Management
 - National Park Service
 - USDA Forest Service
 - US Army Corps of Engineers
 - US Fish and Wildlife Service
- How Do I Request Them?
 - Indicate you are eligible on your registration
 - Number of coupons based on number of participants (volunteers)
 - Make sure you have the following information:
 - Contact information of your federal agency partner including name, mailing address, phone number and email

Register site by Sept. 1 to receive coupons by Sept. 26!



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Media Kit for Site Managers

SHARE:      Like  0



The Media Kit is designed to help site managers and volunteer coordinators capitalize on the local media potential of National Public Lands Day projects and use social networks to recruit more volunteers and generate more attention.

For more resources and graphics to promote your event on websites, social media and more, check out the [Online Media Toolkit](#).

[Outreach Planning Calendar](#) | [Media Advisory Template](#) | [Press Release Template](#) | [Talking Points](#) | [FAQs](#) | [Media Coverage Report](#)



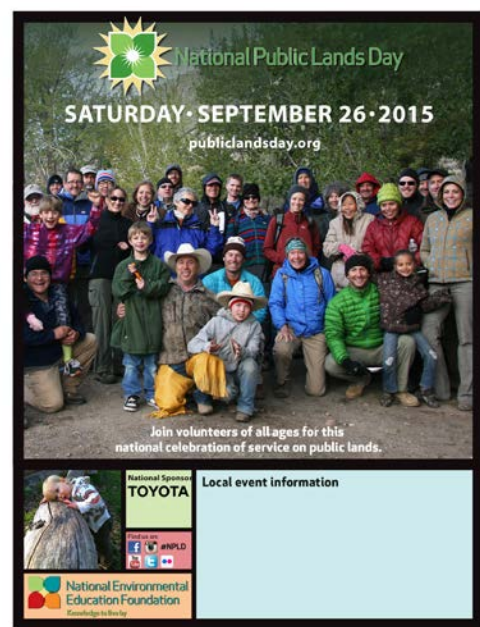
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Online Media Toolkit



National Public Lands Day
Saturday, September 26, 2015
#NPLD TOYOTA



National Public Lands Day
SATURDAY · SEPTEMBER 26 · 2015
publiclandsday.org

Join volunteers of all ages for this national celebration of service on public lands.

National Sponsor
TOYOTA

Local event information

National Environmental Education Foundation
Knowledge to live by



National Public Lands Day
Saturday, September 26, 2015
#NPLD TOYOTA



National Public Lands Day
Saturday, September 26, 2015
#NPLD TOYOTA



National Public Lands Day

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Educational opportunities for NPLD sites

- Organize a **citizen science** activity like a
 - Bioblitz (photographing species for identification)
 - Bird-count
 - Water quality monitoring
- Organize a **clean-up** and discuss how trash and pollution can harm the ecosystem.
- **Tree planting** with discussion of the benefits of trees to local land and waters.



Photo by Sarah Wilson

Citizen Science

- NEEF's **Bioblitz Educator Toolkit** offers links and resources to get you started.
 - Different ways to run a bioblitz
 - Lesson plans and activities
 - Platforms available
- Digital version with photos uploaded to a common album.
 - Project NOAH
- Pen and paper recording sightings of pre-determined organisms or other objects of interest.



Photo by Buzzards Bay Coalition

Organize a Cleanup

- A cleanup event can provide a great learning opportunity to talk about
 - Types of pollution found during the cleanup and how it might have arrived there.
 - How trash and other forms of pollution impact the land or water.
 - What affects this might have on the plants and wildlife found there.
 - Ways to better inform the public in order to prevent further pollution.



Photo by Claire Fackler

Organize Your Own
Community Cleanup!

National Environmental
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Let's plan it out...

**nickelodeon
GET DIRTY!
EARTH DAY**

- Get a group of friends together who want to join you!
 - Pick a date and time when you're all free for the cleanup.
- Pick a location! Talk to your school principal or area parks and recreation department for recommendations.
- Figure out what to do with the trash and recycling: Ask if your local trash company will pick up the bags or donate a dumpster, or you can ask an adult with a big car to pick them up.
 - Find a list of materials that can be recycled in your community.
 - Know what can **NOT** be thrown away and find out where to bring these items (i.e. batteries, paint).

Get the word out!

- Let the community know the time and the place to meet, and how long you intend to stay. Tell your school, community center, place of worship, sports teams, etc.
- Create a sign-up sheet—how many people want to come? Get phone numbers from anyone who wants to join in case plans change.
- Make a rain plan. If it rains, have a backup time in mind and contact people the night before to let them know if the event is still on.

What you'll need:

- Bags: one color for trash, another for recycling
- Sturdy gloves
- A bucket for sharp items
- Drinking water
- A first aid kit

Everyone should bring:

- Bug spray and sunscreen
- Hats, pants, close-toed shoes
- A bottle of water

Tree Planting

- Planting new trees to restore an area of a park provides a perfect opportunity to ask questions about important environmental science topics such as:
 - Why are trees important to that area? If the planting is taking place by a body of water, talk about why trees are important to healthy waterways.
 - What wildlife rely on the trees for habitat and/or food?
 - What benefits do the trees provide to people?



Photo by Danielle Blanchard

Other Educational resources available through NEEF

- **Greening STEM Learning Center** offers educator resources to help make connections between environmental education and STEM subjects (science, technology, engineering and math).
- **Toolkits** of lesson plans and activities
- **Educational infographics**
- **Webinars** with experienced educators and STEM professionals.
- **Blog posts** on best practices, lessons learned and available resources





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Top 10 NPLD Projects

- Remove invasive vegetation
- Trash collection
- Build or maintain trails
- Paint facilities
- Native plant seed collection
- Plant native trees and vegetation
- Interpretive hikes
- Maintaining gardens
- Installing information kiosks
- Enhance wildlife habitat





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10 Unique NPLD Projects

- Gospel jubilee
- Geocaching
- Bird nest box construction
- Bat education activities
- Historic reenactments
- Monitor water quality
- Scavenger hunt
- Health and fitness fair
- Accessible garden construction
- Harvest festival



Next Steps

- Talk to colleagues about NPLD projects in your sites.
- Register your NPLD site today and receive Fee Free Coupons by September 26 (Federal partners only).
- Share NEEF resources with your volunteers and Friends Groups.
- Learn more about NEEF Programs.
- HAVE FUN!!!!



Resources & Contact Information

NEEF

- neefusa.org
- facebook.com/NEEFusa
- [@neefusa](https://twitter.com/neefusa)

Public Lands Every Day and National Public Lands Day

- publiclandsday.org
- publiclandseveryday.org
- facebook.com/nationalpubliclandsday
- [@publiclandsday](https://twitter.com/publiclandsday), [#NPLD](https://twitter.com/NPLD)
- instagram.com/publiclandseveryday

National Environmental Education Week

- eeweek.org
- facebook.com/eeweek
- [@EEweek](https://twitter.com/EEweek)

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QUESTIONS?

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THANK YOU!

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