

Imagine an AMC-wide celebration of all the things we love – outdoor experiences, friends, food, and fall! You can create a memorable 2022 FallFest this September by leading trips, welcoming people to AMC, and celebrating National Public Lands Day while also getting your hands on some cool volunteer swag. Be inspired by the fact that in 2021, the efforts of staff and volunteers led to 300+ people registering to attend the event at Noble View Outdoor Center alone!

FallFest – like Fall Gathering, but more cooperative and accessible:

FallFest most closely resembles what was previously known as Fall Gathering but broken up into 3 regional events where the responsibility and resources for running the event are more equitably divided up between staff and volunteers. And because these events take place at 3 key locations across AMC's region they are more accessible for long time AMC supporters as well as folks who are learning about or interested in the AMC for the first time.

- A day of FallFest branded outdoor activities, trainings, and social events that raise awareness of AMC and increase the opportunity to celebrate locally.
- September 24 and 25 events offered at and around one of three AMC lodges: Highland Center in Crawford Notch, NH; Noble View Outdoor Center in Russell, MA; and Mohican Outdoor Center in Blairstown, NJ
- By working together as an organization on an AMC-wide event that takes place across the region we share the work that previously rested on one chapter offering Fall Gathering. When we market the event as an organization, we increase our reach!

Staff will cover –

- Providing 3 AMC locations (MOC, NBV, HC) for the events to take place.
- Registration for all 3 events (registration will be on a sliding scale or “pay what you can” model to further support our goal of making this an equitable event)
- Creating a menu for the lunch BBQ at each location and cooking all the meals.
- Securing additional sponsorships for the event (e.g. Drink and snack companies to provide free samples to attendees)
- Marketing through AMC's main social media channels, and email updates. As well as paid ad placement online and in print.
- Swag items for all attendees (e.g. stickers, hats, coupons, door prizes)
- Gifts for all volunteers who lead an activity or help for the day or post an activity (Before July 31) they are leading an activity (volunteer specific swag)
- Free meals to volunteers at FallFest
- Free memberships to anyone who attends FallFest who is not already a member or hasn't been a member for 3+ years.

Where do Volunteers fit in?

Based on the great work done by the Noble View Stewardship Council, the Western Mass Chapter, and the Noble View Staff this is a schedule that we know works well to bring people in:

- September 17-23 optional FallFest events that cannot take place the day-of. Online workshops, longer hikes to further areas, overnight trips, and local day activities. A great way to introduce local communities including members to the wonderful experience of going with a trained leader! All posted events point to FallFest registration for the weekend events.
- Offering Events on September 24 at Mohican Outdoor Center and the Highland Center & September 25 at Noble View Outdoor Center. These events should be geared mostly towards first-time AMC participants. And take up no more than ½ day.
- Organizing workshops that can take place at each camp. These can be *Leave No Trace*, intro to “xxx” activity, how to “xxx”, naturalist talks, history lessons, etc.

AMC FallFest



- Promoting the FallFest weekend on chapter social media and email blasts.
- Reaching out to local community partners to attend (gear demos, info booths)
- Possible evening entertainment.

With the increased visibility from marketing, free membership, and low cost; this is a fantastic opportunity for chapters to showcase the work they do in the region and recruit new members and potential leaders.

Examples of FallFest Activities:

Hikes, Bike Rides, Paddling, Climbing, Fly Fishing Workshop, LNT, Birding, Backcountry Cooking, Campfire Building, Map & Compass, Packing, Camp History Walk/Talk, Knot Tying, Bear Bag, Astronomy, Scavenger Hunt, Gear Swap, Wildlife Presentation, Pumpkin Decorating, Hammock Camping/Demo, Bike Shop/Repair, First Aid Workshop, Storytelling, Face Painting for Kids, Ski Demo

The last big step left in creating a successful FallFest is creating a schedule full of activities at our 3 locations. For now, if you're interested in volunteering to host an activity, please reach out to volunteerrelations@outdoors.org

We'll be discussing activity planning in more detail at the next FallFest planning meeting on Monday, June 20th. Register here: <https://outdoors.zoom.us/meeting/register/tZAlf-yoqDMtGdwjHkQsN1WM05RznhM7qceA>