Sierra Club has been leading outings since 1901 with the idea that “An excursion of this sort, if properly conducted, will do an infinite amount of good toward awakening the proper kind of interest in the forests and other natural features of our mountains, and will also tend to create a spirit of good fellowship among our members.”

— WILLIAM COLBY, FORMER SECRETARY OF THE SIERRA CLUB

THIS TOOLKIT WILL:
• Help you meet local campaign and program goals
• Demonstrate how outings can revitalize current volunteer efforts and recruit new volunteers
• Share campaign themed outing success stories from across the country
• Provide staff and volunteers with appropriate training materials and example scripts for successful outings
• Inspire campaign staff and volunteers to become outings leaders
• Encourage collaborative efforts across all departments of the Club

THIS TOOLKIT WILL NOT:
• Certify you to be an outings leader
• Go through detailed trip planning steps

This toolkit serves to supplement the Outings Handbook and other outings training resources. All national and chapter outings policies and guidelines should be researched and followed before an outing is held. At least one Certified Sierra Club Outings Leader is required on ALL outings.

Written by Jared Robinson Outdoors Apprentice 2012 with special thanks to Ani Kame’enui, Deb Nardone, Graham Taylor, Jackie Ostfeld, Jeff Schmidt, Joanne Kilgour, Kate Colarulli, Kendall Conians, Kristina Ortez de Jones, Laurel Imlay, Leslie Fields, Mark Kresowik, Melanie Mac Innis, Rebecca Silver, Sara Carmichael, and Scott Dye for input and guidance.
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PURPOSE OF THE TOOLKIT

Connecting people to the issues of a campaign or program while on an outing can be an effective education, advocacy, and organizing tool. Sierra Club Outdoors and the Our Wild America campaign have made this toolkit to help your campaign develop educational outings that raise awareness for your issues and bring new people, decision makers, and media to your fight.

Outings have the power to create a deep connection and commitment to the places we visit. They engage our volunteers physically, emotionally, and often spiritually. This combination creates strong environmental advocates and passionate volunteers!

WHAT IS A CAMPAIGN OUTING?

Advocacy: the act of influencing the strategies, actions, decisions, and proposed solutions of those in power in order to create positive change for people and their environment.

Outing: A Sierra Club outing is a sanctioned Sierra Club activity in which a significant component is to take participants into the out-of-doors and meets one or more of the following criteria:

- **Group Management:** It is conducted as a group activity in which participants cannot come and go as they please or on which missing persons would be the Club’s responsibility.
- **Remoteness:** It occurs in places where public emergency services cannot be obtained as quickly as in an urban area.
- **Responsibility for Safety:** Group safety is dependent on the competent leadership and emergency performance of the leader.

A Campaign Outing is a trip that combines the power and fun of getting outdoors with the purpose of raising awareness, motivating new volunteers, creating captivating visuals for the media, and building support for an issue or campaign.

WHY RUN CAMPAIGN OUTINGS?

Outings have inspired a conservation mindset in our members and the public for over 100 years. Here are a few reasons we think it’s a winning combination:

- Unite outings and conservation to support our mission to Explore, Enjoy, and Protect the Planet.
- Outings are a great way to raise public awareness of local conservation priorities and Sierra Club national campaigns. Great visuals = Great media.
- Brings new people to the Sierra Club including volunteers, activists, members, and outings leaders.
- Outings are a good way to engage grasstops and other VIP’s in an informal, informational, and personal way.
- Events and outings are fun! They are a great way to reward hard work and build a sense of community with volunteers and staff.

An Educational Outing is one on which some of the outing is devoted to educating participants about the land and environmental issues. This education can be in the form of a talk or hand-out of printed materials. An Educational Outing can ask participants to take action but this action cannot include an action related to specific federal, state or local legislation. To determine whether your outing qualifies as a 501(c)(3) Educational Outing and to learn about the reimbursement process for such outings, please visit http://clubhouse.sierraclub.org/administration/chapter-funding/educational-outings.aspx
GETTING STARTED

Excited about incorporating outings into your campaign? These easy steps will help you get started:

**BECOME AN OUTINGS LEADER**

Outings volunteers work to get people into the outdoors. Some may already work with campaigns and some may prefer to focus their time on the important work of connecting people to the outdoors. The best way to build the capacity to run campaign outings is to recruit campaign volunteers to become outings leaders or go through the training yourself. See requirements on the next page.

**TALK TO CONSERVATION AND OUTINGS CHAIRS**

Ask if campaign related outings are already happening and if there is interest in working together to develop a successful program.

**PLAN**

Think through the Who, What, Where, When and Why as well as what resources and skills you will need. Going through training or talking to outings leaders will help ensure you plan safe, fun and inspiring outings.

**WRITE A SCRIPT**

A script will help you think through and maintain consistent messaging for your campaign. Review the sample literature in this toolkit and on the extranet.

**IMPORTANT:** Safety Comes First! Before leading any Sierra Club Outing ensure you are properly trained. Go through Sierra Club OLT 101 and get a first aid certification. See additional information on next page.
LEADER REQUIREMENTS AND TRAINING

OUTINGS STRUCTURE:

Local: Each state has a Sierra Club chapter with an affiliated outings program (except for California, which has 13) and many states have Sierra Club groups that conduct outings as well. Each chapter has an outings chair who manages the chapter and group programs.

Inner City Outings (ICO): Our 52 ICO groups partner and work directly with agencies and schools to provide safe and fun adventures for youth and others who have limited access to the outdoors. Each ICO also has its own chairperson and volunteer leaders.

LEADER REQUIREMENTS:

- Be a Sierra Club member
- Be at least 18 years old
- Complete OLT 101 and basic first aid
- Provisionally lead a Local Outing under the guidance of an experienced mentor leader and be certified to lead by your Outing Chair (On the job training)
- Have skill to lead the specific type of trip or activity
- Complete OLT 201 for overnight trips, additional child abuse recognition and background check for ICO or youth focused outings
- Every outing needs to be approved by an Outings chair

WHERE TO FIND THE NEXT TRAINING EVENT:

Contact your local outings chair and look at local group’s webpage

Check the national training page:
www.sierraclub.org/outings/training/

The Outings Handbook can be downloaded here:
clubhouse.sierraclub.org/outings/training/intro/index.asp

Leader Resources:
www.sierraclub.org/outings/training/leader-resources.aspx

IMPORTANT: All Sierra Club Outings MUST be led by certified outings leaders. Staff can work with existing leaders or can train to become certified outings leaders through their local outings group. Outings leaders can lead and manage safety while staff or volunteers act as issue experts. To partner with outings leaders in this way, a good first person to contact will be your outings chair. Remember: outings leaders are volunteers and already dedicate a lot of their time and energy to Sierra Club Outings. Consider training to become a leader yourself!
SIERRA CLUB CAMPAIGNS

The following pages will go over the Sierra Club’s major campaigns and programs. Included will be a sampling of examples of how outings and campaigns have worked together in the past and ideas for how to connect in the future.

There will additionally be example scripts and outlines of how to run an effective campaign outing.

- Sierra Club Outdoors
- Our Wild America
- Beyond Coal
- Beyond Oil
- Beyond Natural Gas
- Environmental Justice
Sierra Club Outdoors is working to connect people with the Outdoors. Through outdoor activities and public education we are reversing the growing divide between people and nature across the country.

Whether it’s sharing an urban garden with the local community, ice climbing with veterans or leading outings in our local, state and national parks and forests, connecting people with nature makes them healthier, happier, and better environmental stewards.

Sierra Club Outdoors has chapter and local outings groups in every state and all across the nation with certified leaders guiding a variety of trips from day hikes to mountaineering and rafting. We engage 14,000 youth with limited access to the outdoors each year through direct programming. And we are working to ensure that service members, veterans, and their families have the skills, exposure, knowledge, and confidence to explore and enjoy the lands they sacrificed to protect.

We are committed to ensuring all of Sierra Club’s programs advance opportunities for Americans of all ages to get outdoors.
Our Wild America

Land protection is historically at the heart of the Sierra Club. Outings and land protection go back to the time of John Muir getting folks into the Sierra and David Brower taking people rafting in Dinosaur National Monument.

The Our Wild America campaign carries on the Sierra Club’s long legacy of protecting America’s beautiful wildlands. We believe that America’s public lands are held in “public trust” for and by all Americans, providing opportunities to enjoy the great outdoors, and come together to share experiences.

With the Our Wild America campaign, the Sierra Club is doubling down in the fight to preserve our wild heritage in the face of threats from mining, drilling, and climate disruption. Focusing on four key initiatives: Securing Permanent Protections, Keeping Dirty Fuels in the Ground, Protect Forests and Wildlife, and Nearby Nature, the campaign seeks to create and protect natural spaces the public can enjoy in the present and into the future.
OUR WILD AMERICA SUCCESS STORIES NATIONAL MONUMENTS AND WILDERNESS

By increasing the amount of lands and waters to be set aside as national monuments and wilderness we can ensure these lands are permanently protected for the future.

EXPLORING, ENJOYING AND PROTECTING NEW MEXICO’S ORGAN MOUNTAINS

The Sierra Club’s Mission Outdoors program and Our Wild America campaign introduced the Organ Mountains to New Mexico military families as part of its effort to offer them an opportunity to enjoy the outdoor treasures they have in their own backyard. In addition to healing, the Sierra Club says, the Organ Mountains area in south central New Mexico safeguards important natural assets and cultural landmarks. The jagged peaks and rugged canyons are home to a rich diversity of life, including plants found nowhere else in the world. In addition to its ecological value, the Organ Mountains – Desert Peaks region hosts abundant archeological and cultural sites and resources, making it a perfect candidate for protection as a national monument.

NEARBY NATURE

Connecting communities with nature is only possible if we can first protect and create access to natural outdoor spaces.

San Gabriel Mountains Forever

The Sierra Club is a founding member of San Gabriel Mountains Forever, a partnership of local residents, faith and community groups, social justice and environmental organizations, and business owners working to protect the San Gabriel Mountains. Community organizing, partnerships, and outings have all been integral to the success of this campaign to protect the San Gabriel Mountains and provide recreational opportunities to local Los Angeles residents.

Other Ideas

- Build long-term outings efforts around priority landscapes to connect communities
- Service outings that promote habitat resiliency such as invasive species removal, tree planting, fence building, corridor creation etc.
- Outings that highlight the damage of roads, invasive species, extraction and mismanagement.
OUR WILD AMERICA SUCCESS STORIES FOR FORESTS AND DIRTY FUELS

PROTECT FORESTS AND WILDLIFE
While our National Forests are formerly protected, they are still subject to activities that could disrupt the wild places Americans hike, camp, hunt and fish.

Mt. Baker-Snoqualmie National Forest
Representative Suzan DelBene joined the Sierra Club and many other stakeholder groups on an outing to Barclay Lake, a site adjacent to the Wild Sky Wilderness in the Mt. Baker-Snoqualmie National Forest. The outing was planned to compliment DelBene’s Recreation Roundtable Discussion in Sultan, WA. While much was learned at the roundtable, even more knowledge and information came out during the hike.

Not only did the hike allow Sierra Club staff and volunteers mingle with DelBene and her team, it also demonstrated the outstanding outdoor opportunities around the Highway 2 corridor. The many people who were also out on the trail, on a weekday afternoon, demonstrated the scale of use to DelBene, confirming our suspicions that Washington’s trails are very popular and are bringing in visitors and locals alike. The trip was a huge success as we established new networks and made a strong foundation for future collaboration.

KEEPING DIRTY FUELS IN THE GROUND
Protecting our air, land, and water from mining and drilling for fossil fuels will help preserve our environment and well-being and combat climate disruption.

Fracking in Loyalsock State Forest
In early June, 2013, then chapter director, Jeff Schmidt led an outing in the Rock Run area of Pennsylvania’s Loyalsock State Forest. The forest is currently threatened by gas drilling, as it sits atop the Marcellus Shale formation. The purpose was to educate Pennsylvanians about what we could lose if the Governor allowed drilling to proceed.

Following the outing, participants went to the Pennsylvania Department of Conservation and Natural Resources (DCNR) hearing at Lycoming College. The hearing had between 450 and 500 people in attendance, and DCNR ended up shutting down the hearing after 3 hours, while there were still people waiting in line to speak at the microphones. Sierra Club members from throughout the state stood to testify. Several weeks later, then DCNR Secretary Rick Allan was fired by Governor Corbett. Many of us think the firing had more to do with Allan’s inept handling of the Loyalsock issue than anything else.

Our struggle to protect the Loyalsock continues, and we will be working to make it an issue in this year’s Governor’s race.
BEYOND COAL

Recently we have seen a surge in coal themed outings being led across the country. The campaign lends itself to powerful visuals of hikers or kayakers protesting as coal plants and nature collide. Read about the campaign and get inspired for your next trip!

The Beyond Coal campaign’s goal is to replace dirty coal with clean energy – by helping local communities advocate for the retirement of old and outdated coal plants and by working to prevent new coal plants from being built.

Specifically, the Beyond Coal campaign aims to:

• Retire a third of the nation’s more than 500 coal plants by 2020
• Replace the majority of retired coal plants with clean energy solutions like wind, solar, and geothermal
• Keep coal in the ground in places like Appalachia and Wyoming’s massive Powder River Basin, so that it isn’t exported and burned overseas

THE SOLUTION:

Clean Energy – As America’s largest grassroots environmental organization, the Sierra Club is working to move America beyond coal – not just by retiring dirty, dangerous, and increasingly expensive coal-fired power plants but also by making sure job-creating and money-saving clean energy solutions are installed in its place. Clean and renewable energy – including wind, solar, geothermal, and energy efficiency – presents an opportunity for America to become more energy independent and economically secure.

IMPORTANT: Coal outings face the same dangers as oil, but once safety issues are addressed, there are some fun and creative ways to get outside and promote our work to move America Beyond Coal.
BEYOND COAL SUCCESS STORIES

FLOATING BEYOND COAL IN ASHEVILLE
On October 14, 2012 the Sierra Club teamed up with half-a-dozen allied groups comprising the Asheville Beyond Coal Coalition to create a 34-boat flotilla on Lake Julian in front of the Asheville Plant, a coal-fired generating station in Asheville, North Carolina. Undeterred by windy, rainy weather, more than a hundred citizens took to the water in kayaks and canoes and deployed three 17-foot-long banners with the Asheville Plant as a backdrop, sending the message, “Let’s Move Asheville Beyond Coal.”

“This is the largest Beyond Coal flotilla yet,” says Sierra Club organizer Kelly Martin. The Club has organized similar floating rallies recently in Baltimore, Seattle, and other locales around the country. Back on dry land, participants took further action by signing petition postcards and drafting a letter-to-the-editor for submission to area newspapers. “The afternoon wrapped up with solar-powered bluegrass music, food, mingling, and fun!” says Martin.

OTHER IDEAS:
- Sea kayak or hike along the coast to protest the creation of coal export terminals.
- Hike a mountain slated for mining or with a view of mountaintop removal.
- Hike or bike to a location with a view of solar or wind energy and compare to the scenery and consequences of coal mines.
- Raft the Gauley river (or others) and explain the threat of coal mining on the river to participants.
- Lead an outing to reforest abandoned mine sites.
BEYOND OIL

The Beyond Oil campaign has a strategic plan, dedicated activists, and powerful visuals. We have seen some great outings protesting coastal drilling and promoting clean energy alternatives and green transportation and look forward to even more mobilization of our volunteers in the outdoors.

The Sierra Club’s Beyond Oil campaign is working to get America off oil by focusing on blocking dirty fuels and dirty money and promoting clean energy and green transportation. Through strategic use of our grassroots power, lobbying, and litigation, the campaign works to block the most dangerous oil projects and revoke the oil industry’s license to operate above the law and interfere with our nation’s transition to a clean-energy future. We are working to stop the flow of dirty money by raising public awareness, holding politicians accountable, and working to build support for environmentally and fiscally responsible candidates. We are advancing green transportation by supporting better transit, safer roads, and walkable, livable communities. We support higher fuel standards and a 21st-century transportation system so that all Americans can have access to safe, affordable and clean transportation.

IMPORTANT: Taking an outing to an oil drill site, refinery, or spill could pose legal or health risks. Be sure to check with state and federal laws regarding photography and trespassing and consider the health impacts of visiting a certain site. Despite these concerns, there are many other options for promoting the Beyond Oil campaign on an outing. Check out some ideas and examples on the next page:
BEYOND OIL SUCCESS STORIES

The Hands Across the Sand movement mobilized beachgoers in 860 different locations worldwide to make a bold, yet peaceful visual statement in protest of careless offshore drilling, urging government officials to consider alternative energy sources and act more responsibly as environmental caretakers.

— ZACH WISBERG HUFFINGTON POST

HUNDREDS MOVE BEYOND OIL TO JOIN HANDS ON AMERICA’S BEST BEACH

In 2012, for the 3rd year in a row, 350 joined Hands Across the Sand Saturday August 4th at America’s #1 beach destination, St. Pete Beach. They came to say no to offshore drilling off America’s Best Beaches on Florida’s central gulf coast, and to say yes to clean energy, yes to Tampa Bay’s $6 billion beach tourism economy, and yes to moving beyond Florida’s dependence on oil.

In the most dangerous state to ride a bike or walk down a street, many came not by car but by PSTA trolleys or in electric vehicles. 20 people rode 14 miles across St. Petersburg from Tampa Bay to the Gulf of Mexico on a Sierra Club outing. They rode to counter the American Petroleum Institute’s message that Florida must allow drilling off its pristine beaches to compensate for the state’s high level of oil consumption.

Floridians joined Hands on the beaches of Tampa Bay Saturday to tell Big Oil that, actually, we can save more oil than we could ever drill for in the gulf. From bicycles to trolleys to EV’s, the technology is here that will help protect our local economy’s #1 source of jobs and income, coastal tourism and fishing.

OTHER IDEAS:

• Take an Outing to a proposed future oil development site, drill site or pipeline, and talk about the importance of protecting the area and the potential for damage and disaster.
• Raft the Missouri or other rivers and highlight the Tar Sands Pipeline and potential for leaks.
• Hike or kayak along the New Jersey Coast or other proposed drilling coastland.
• Hike the San Gabriel Mountains (or others) and look back on the smog and pollution created by oil and coal.
• If safe, survey a spill site from a distance or help lead a cleanup.
Bey Ond natural gas

The Natural Gas Campaign was born from the efforts of our local chapter volunteers and staff who first saw the damage the natural gas industry was having on their local streams, favorite trails, and the environment in their own backyard. Getting outdoors on natural gas focused outings will continue to inspire local activists in the community and bring new volunteers to this important fight.

The Sierra Club’s Beyond Natural Gas Campaign works to end destructive drilling in the U.S. by enacting strict safeguards on drilling and fracking, protecting precious places from dangerous natural gas extraction, and closing industry loopholes on commonsense environmental laws. Natural gas companies have been given a free ticket to profit from dirty fossil fuels for too long, and now are looking to profit further by exporting U.S. natural gas overseas. The Beyond Natural Gas Campaign also works to stop natural gas exports, which will lead to more fracking of U.S. land, as well as more destruction of our air, water, environment, and climate.

To help provide a solution for how to move beyond natural gas, the Campaign also focuses its effort on promoting clean energy sources like wind, solar, and energy efficiency, which are the only true safe and sustainable solution for a healthy climate.

GOALS:
- End destructive drilling
- Stop natural gas exports
- Protect our climate
GAS AND ACCESS
Gas drilling operations can shut people out of their public lands. Trails and parks become off-limits when a gas company comes in with trucks and machinery. Streams are dewatered and many sportsmen and kayakers are losing their favorite places. Host a rally around exploring local parks and the threats of gas drilling.

DOMINION COVE POINT LIQUID NATURAL GAS (LNG) OUTING
Along the trail, we learned about the background of Calvert Cliffs and talked about natural gas and hydro-fracking. We also surveyed the area for the diverse wildlife and plants hidden in the freshwater and tidal marshland that make up much of the state park.

At the beach, we talked more about the Cove Point Natural Gas Facility that currently serves as a natural gas storage facility. As we looked for fossils and shark teeth on the beach, we had an informal discussion about Dominion’s plans to expand the facility into a natural gas export plant and provided informational materials to write letters to the editor.

On our way back, we took the orange trail, which highlights more of the beautifully forested part of the park. We talked about the current status of natural gas facilities in Maryland and how citizens can get involved in stopping Dominion from becoming a LNG export facility.

Enthusiastic participants were recruited to be volunteers and some have now been trained as outings leaders!

OTHER IDEAS:
• Take hikes to parks and public lands that have been impacted by gas drilling.
• Hike, kayak or canoe pristine streams or ones impacted by natural gas. Impacts can include chemical pollution, dewatering, pipe crossings.
• Fly Fish streams and highlight the potential for loss of fish and wildlife from pollution.
• Go bird watching and connect fracking damage to the dangers posed to Sage Grouse and other threatened wildlife.
ENVIRONMENTAL JUSTICE

Outings and events can be a great way to bring local communities together to discuss or take on local issues. With Environmental Justice we have seen treescaping projects to save backyards and rivers, local cleanups, hikes to spill sites on Uranium Legacy Remembrance Day, campaigns to save local recreation opportunities, outings highlighting transportation equity and more.

Overwhelming evidence shows that low-income communities and people of color bear disproportionate environmental burdens when it comes to pollution and health issues. In 2000, Sierra Club launched its Environmental Justice program to address this national crisis. By providing assistance, training, and resources, we work directly with communities to ensure all people a healthy environment – where they live, learn, work, play, and pray.

The Sierra Club Environmental Justice Program has organizers in Detroit, MI; Washington, D.C; Minneapolis, MN; Memphis, TN; El Paso, TX; Flagstaff, AZ; New Orleans, LA; Appalachia, and Puerto Rico. We work directly with communities to ensure that all people have equal access to clean air, clean land, and clean water.

Low income communities and people of color often have fewer opportunities to get outdoors and often live in park deserts without access to green spaces to get outside. For example, 30% of Latino adolescents have ZERO access to safe parks or open spaces. And even if they do have access to get outdoors, the air quality in their neighborhoods is likely sub-par – 66% of Latino families live in areas that don’t meet air quality standards.

Continued communication between ICO, local outings, and Environmental Justice organizers will ensure that the people most effected by environmental burdens are connected to our work and benefit mentally and physically from time spent outside.
ENVIRONMENTAL JUSTICE

PUERTO RICO
The Sierra Club’s newest chapter in Puerto Rico is a model for strong integration with the whole community.

“Excursions are a key part of how we connect our communities with the Northeast Ecological Corridor. Our Puerto Rico chapter outings program provides monthly public trips to the Corridor as well as dozens of special group trips to the area throughout the year.” The chapter has also found success by participating in community events such as the National Puerto Rican Day Parade, which provided an opportunity to reach people on environmental issues and build important relationships with Puerto Rican communities off the island.

MINNESOTA NORTH STAR
Chapter The chapter’s Land Use and Transportation committee has launched a Transit to Green Spaces outings program to explore ways to reach parks and natural areas without cars and to champion access to green spaces for all people. This work connects to the Minnesota Environmental Justice Program’s work on Transit Equity, one of three projects highlighted in the Chapter’s Earth Day event honoring green heroes of color.

TOXIC TOURS
Informational tours of areas polluted by toxins serve to raise awareness of the effects these polluters have on the surrounding land and people. Rita Harris has been running Toxic Tours in Memphis, TN for years and the Delaware Chapter recently created a toxic tour on their website.

COMMUNITY RESTORATION
After a tour of the erosion that was causing backyards in the Penn Branch community to disappear, DC EJ organizer Irv Sheffey and others led efforts to stop erosion by treescaping and greening the banks of the Pope Branch stream.

SAN GABRIEL MOUNTAINS FOREVER
“People of color and immigrant communities have to struggle every day for jobs, health care, and community services. The thing I’m most excited about in this campaign is answering those challenges with the environment in mind. Obesity, diabetes, and asthma are big problems in these communities, so we want to make it easier for people to get to places where they’ll be getting exercise and air pollution isn’t so high.” – Jasmin Vargas

OTHER IDEAS:
• Community cleanups
• Green space outings
• Community greening initiatives creating urban gardens or supporting access to local parks
• Family outings
• Plant or refinery tours
• Cultural and historical themed outings
CAMPAIGN OUTINGS SCRIPT

In drafting a plan for an campaign outing it is important to think about what information you want to convey, who your target audience is, and who will be leading the trip. Creating a Script will help make your outing more successful, repeatable, and effective.

On the following pages are a number of example scripts from campaign outings created by the Maryland Chapter of the Sierra Club.

Note: Scripts have been edited to only include outlines or section titles to give an idea of the topics covered. Please see their webpage for full outings scripts, maps, and other resources:
http://maryland.sierraclub.org/action/p0303.asp
CAMPAIGN OUTINGS SCRIPT EXAMPLES: BEYOND COAL OUTING CP CRANE COAL PLANT KAYAK TRIP

DELIVER TRAILHEAD TALK.
1. Make sure everyone has: snacks, water, sunscreen, hat, life vest, paddle, etc.
2. Make sure everyone has signed liability form and has paid us if they rented a kayak.
3. Identify who has emergency response first aid kit, who will be the Point, and who will be the Sweep Leader.
4. Introduce Beyond Coal Campaign and how CP Crane coal plant is detrimental to health and environment.

LAUNCH KAYAKS/CANOES FROM DUNDEE CREEK LOCATION OF ULTIMATE WATERSPORTS.
When across from point of Marshy Point Nature Center Dock, stop and talk.
5. Talk about Gunpowder Falls State Park and ecological importance. Mention heavy residential area and tourist area.
6. Established in 1959 to protect Gunpowder River and the Big and Little Gunpowder valleys, Gunpowder Falls State Park is now one of Maryland’s largest state parks. Comprised of over 18,000 acres in Harford and Baltimore Counties, Gunpowder’s narrow corridors host a varied topography ranging from tidal wetlands to steep and rugged slopes. Gunpowder features more than 120 miles of trails, protected State Wildlands, historic sites, fishing and canoeing/kayaking streams, a swimming beach, and a marina.
7. Photo op.
   • Cross water passage together (~500feet).
   • Once across water, kayak along land around the tip of the Dundee Natural Environment Area until CP Crane Coal Plant is seen.

ONCE AROUND TIP AND CAN SEE CP CRANE COAL PLANT, STOP AND TALK.
1. Talk about history of CP Crane Coal Plant
2. Explain how CP Crane and other coal plants are currently hurting Maryland’s air and water.
   • In the U.S., 1 out of 10 children suffers from asthma. It is the number-one illness that causes kids to miss school. Each year, coal pollution causes 12,000 emergency room visits and $100 billion in health costs. Half of U.S. families live in places with unsafe air. Pollution from coal-fired power plants creates smog, which can cause chest pain, coughing, and breathing difficulties. Smog can make conditions like bronchitis, emphysema, and asthma worse or even fatal.
   • 2010 impacts of the CP Crane Coal Plant: annual mortality due to individual power plant = 59 people, etc. (See CP Crane table above)
3. Explain solutions that Sierra Club has proposed
   • Close CP Crane power plant, and others throughout Maryland.
   • Invest in off-shore wind energy in Maryland
   • Invest in other forms of renewable energy, clean energy careers, and energy efficiency.
4. Photo op
   • Kayak back the same route that we came. Take breaks before and after crossing water passage, as needed.

AFTER RETURNING TO LAUNCH SITE, HOST PICNIC LUNCH AND TALK.
1. Recap about importance of environment, current threats from coal plants, and proposed solutions.
2. Answer questions.
3. Photo op
CAMPAIGN OUTINGS SCRIPT EXAMPLES

DOMINION COVE POINT LNG — CALVERT CLIFFS STATE PARK OUTING SCRIPT
Discussion topics from a day hike outing focused on discussing natural gas issues in the area:

- Introduction
- Brief Park Background
- What is Natural Gas?
- Hydraulic Fracturing aka Hydrofracking
- Cove Point History
- Update About Cove Point Facility
- What Can We Do?

MATTAWOMAN CREEK OUTING SCRIPT
The Maryland Chapter of the Sierra Club has a long history of running campaign outings in support of Mattawoman creek. Here are the planned stops and discussion topics from the Mattawoman kayak outing script.

<table>
<thead>
<tr>
<th>THEME</th>
<th>STOP</th>
<th>TOPIC</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
<td>Our Setting</td>
<td>American lotus</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>2</td>
<td>The Shad/Herring Fishery</td>
<td>Spoils beach</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Life-cycle of Migratory Fish</td>
<td>Upstream as far as we can get</td>
</tr>
<tr>
<td>Threats</td>
<td>4</td>
<td>Sediment</td>
<td>Spadder dock upstream — find a place with submerged aquatic vegetation like hydrilla</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td></td>
<td>Downstream end of UPstream spadderdock (drowning woods)</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Forest Loss</td>
<td>Beaver house</td>
</tr>
</tbody>
</table>
RESOURCES AND CONTACT

Thank you for reading this Tool Kit! We hope you will consider using outings as an advocacy and organizing tool in the future and share your success stories with us.

If you have questions regarding training requirements, workshop dates, or next steps to becoming a leader please contact:

Your local outings chair or go to: www.sierraclub.org/outings/training/leadership.

If you would like to be introduced to your outings chair please contact:

Mel Mac Innis, Assistant Director for Volunteer Engagement, melanie.macinnis@sierraclub.org

If you have questions about how you can incorporate outings into your work or want to share a success story from your outing please contact:

Mel Mac Innis, Assistant Director for Volunteer Engagement, melanie.macinnis@sierraclub.org