

National Safe Boating Week 2024



partnership offering

Kayaking 101



WHAT:

ACA Kayaking 101

Partnership between the ACA Regional Activity Council (RAC), U.S. Coast Guard Auxiliary, and selected State Agencies to rally nationally certified paddlesports instructor and experienced safety boater volunteers to offer one day of low-cost, entry-level training to the public to kick off National Safe Boating Week.

Returning Partners



WHEN:

May 18, 2024

10 am to 4 pm (local time)

WHERE:

State Parks in Tennessee, North Carolina, South Carolina, Florida, Missouri, Texas and USACE in Georgia

HOW:

Joint Press Releases
Joint Social Media Strategy
Nationally Certified Instructor
Volunteers Lead Classes
\$15 per person
“free” kayak rental, if needed
15 people per class

New Partners



Success Metrics from 2022 & 2023

- **2022 – Tennessee**
 - 12 locations; 170 people trained
 - 57 volunteers
 - 23 news stories/earned media
 - Reached >38,000 paddlers on social media
 - Awarded TRPA 4 Star Innovation Award
- **2023 – Tennessee & North Carolina**
 - 24 locations; 279 people trained
 - 179 volunteers
 - 36 news stories/earned media; est. reach 200-500K
 - Reached >83,000 paddlers on social media
 - NC State Parks awarded commendation to Lead Ranger for what was “likely the single largest education day for kayak safety in North Carolina State Parks history.”
 - ACA NC State Director recognized as Volunteer of the Year for Friends of North Carolina State Parks



2023 Recap
Article



2023 TN
Highlights Reel