

10 Steps to Plan an “NDA Public Land Workday”

This event supports the National Deer Association’s [Public Lands Initiative!](#)

1) Identify Branch members that will be involved.

- a. Need a main point of contact and a list of others willing to help.
- b. Create a committee.

2) Identify public land that’s near your Branch. Good questions to ask the committee:

- a. What is the most important piece of public land that’s significant to our Branch and the local deer hunting community?
- b. How large is the parcel?
- c. Is deer hunting allowed? Is it hunted often?
- d. Are there tangible issues with this resource that your Branch wants to improve?
- e. Are other volunteer efforts already occurring? And if so, is there an opportunity to collaborate with other local groups?
- f. Are there opportunities to promote NDA with signage after the event?

3) Identify the agency responsible for oversight of that land.

- a. Use [onX Hunt](#) to determine ownership and to acquire best contact information.

Be sure to look at county or state-owned land, federal land (US Fish and Wildlife Service National Wildlife Refuge’s, USDA Forest Service land and/or Bureau of Land Management parcels), or private land that is open to the public.

If National Forest land, contact [Matt Ross](#), Senior Director of Conservation, for assistance.

4) Reach out to that parent organization/agency and start the conversation about how your Branch can help! Good questions to ask include:

- a. What are your limitations? How can the Branch volunteers best assist?
- b. Are permits required?
- c. Is insurance needed?
- d. What is prohibited?
- e. Would publicity be welcome or discouraged?
- f. Other _____.

5) Collaborate and decide on one or more workday activities. Examples include:

- a. Trash pickup.
- b. Habitat work.
- c. Wildlife improvements (outside of habitat work).
- d. Access improvements.
- e. Infrastructure improvements (fixing gates, fences, signs, buildings, etc.).
- f. Other _____.

- 6) **Notify your [Regional Director](#).**
 - a. Do this by phone or email, or through NDA's [Branch Portal](#) Event Form.

- 7) **Pick a date and time, and develop an agenda.**
 - a. What will the start and end time be?
 - b. Where will everyone meet? Will they end the day at the same location?
 - c. What supplies will be needed and will volunteers bring their own?
 - d. How will people travel to and from the work area?
 - e. Will the group be large enough or will enough tasks be occurring that “group leaders” will need to be assigned?
 - f. Will food be served?
 - g. Other _____.

- 8) **Set up a simple way for attendees to register.**
 - a. Geo-targeted email request and a registration process can be created through NDA's [Branch Portal](#).
 - b. Collect email addresses from everyone and communicate with them regularly prior to the event.

- 9) **Promote it.**
 - a. Social Media post? Paid (boosted) or not?
 - b. Flyers? Mailers?
 - c. Radio or newspaper advertisement?
 - d. Other _____.

- 10) **Get to work and have fun! We are “United for Deer”.**

Support from [Bass Pro Shops and Cabela's Outdoor Fund](#) directly helps NDA accelerate work under this Public Lands Initiative.