

RETAIL TIP SHEET

CREATIVE IDEAS FOR INCREASING PARTICIPATION THROUGH THE RETAIL CHANNEL

Turn today's youth into tomorrow's outdoor enthusiasts...

- Reserve a space in your retail environment for children to play - weave in opportunities for experimentation with outdoor activities and gear. If you are tight on space, provide a coloring book with an outdoor recreation theme at a small table with chairs.
- Work with local schools to host field trips during Get Outdoors Month in June. Take groups of students for hikes in your neighborhood park – invite a naturalist from your local parks and rec. department to join you for added value.
- Schedule family hikes, bikes and canoe trips on Saturdays. Team up with other local retailers, manufacturers or city programs to offer special guided trips.

Pay attention to detail, a little extra love goes a long way...

- Always keep juice boxes and small snacks (like raisins) on hand for moms and their families spending time in your store.
- Wondering what to do with those endless stickers? Why not create a sticker basket for children.
- Provide restroom access to your clients. Bathrooms are a huge plus for women, especially for those with young children. Make sure to keep your restroom clean.
- Allow pets in your store and provide a water bowl outside for thirsty dogs. Pet owners greatly appreciate being able to bring their companions along with them. By doing so you show respect and appreciation for their lifestyles.

Help couples and singles find love in the outdoors...

- Host a men's shopping night around Valentine's Day, Mother's Day or the Winter Holidays. Provide opportunities for women to indicate ahead of time what they want including product size, color and brand on a pre-printed card. Collect the email addresses of the potential gift givers (husbands, boyfriends, fathers, sons, etc.) Email the gift giver a couple of weeks before the holiday or event announcing a special shopping evening for men. Include specific requests from female clients in these email reminders. If you can, offer a 10% discount on that night.
- As Americans delay marriage until later and later in life there is an excellent opportunity to capitalize on the singles scene. Why not host a singles clinic on rock climbing or kayaking. Outdoor recreation gives singles a reason to "be", beyond looking for a date. Regardless of whether a match is made, participants will have learned something new and undoubtedly made a friend or two.
- Host monthly "cruiser" rides for singles originating from your store. Dozens of singles (and non-singles) congregate at the Bicycle Garage in Boulder, CO every Thursday night for a fun ride around town dressed in costume – the local community has embraced and even looks forward to this weekly event!

Think globally, act locally...

- Sponsor a fitness challenge. Work with your local university to develop a community health challenge. For example, set a goal to get 20% of residents wearing a pedometer for one month.

Courtesy of:



For more information go to www.outdoorindustry.org or call 303.444.3353.

- Sponsor community service projects in the outdoors that families can do together like trail maintenance and park clean-up projects. Partner with local volunteer agencies to generate interest and promote projects.
- Sponsor a local ski, bicycle, or race team from a nearby school or after-school program. Provide your team with apparel and/or discounts on apparel and gear. Invite youth and their parents to your store for training sessions, educational slideshows and presentations and celebrations after events.
- Sponsor a local women's team – tri-athletes, adventure racers or walking/running clubs for charity.
- Partner with local groups whose members already have a connection to the outdoors: Girl Scouts, 4H Clubs, local Sierra Club chapters, Master Gardeners etc. Host a private product demo for partner groups. Promote clubs and organizations with in-store brochures and materials, and include partner information in local retail ads.

Be a community resource - for once it's good to be a know-it-all...

- Be a conduit for events and activities in your area. Keep an up-to-date event calendar in your store and on your website. Provide links to websites like Active.com, ReserveAmerica.com and Recreation.gov for additional information on outdoor recreation in your area.
- Conduct workshops in-store on topics outside of outdoor recreation like professional development, preparing your taxes, home buying and home improvement to bring women into your store who otherwise might not have visited.
- Sponsor local events like: *Girls on Edge*, a *Danskin Triathlon* or a *Susan B. Komen Breast Cancer Walk*. Take it to the next level, set up training programs. One night a week host training walks, runs, or bikes that originate from your store. Make sure you have water after the training available inside your store.
- Host a booth at your local farmers market or festival to provide trail maps, Leave No Trace tips, clinic flyers and gear for "show and tell". Have knowledgeable staff on hand to fit individuals for products and equipment.
- Collaborate and cross promote with other like-minded local businesses including climbing gyms, yoga/pilates studios, athletic gyms, local parks and recreation departments, non-profits (e.g. Outward Bound, Leave No Trace) and the private sector (e.g. Whole Foods, Home Depot). Place flyers and event calendars in your store from other relevant businesses in your community and ask them to do the same. Co-host community events.
- Host women guest speakers or a women's round table discussion at your store. Follow such events with a buddy-up hike, pairing novice women with experienced outdoor enthusiasts.

Take time to save time for your clients...

- Develop a "wardrobing system." Easily coordinate key products for activities and participant skill levels that are staples in your inventory (e.g. match circles on pant tags with circles on top tags to indicate that a specific product is designed for the novice or beginner).
- Host private in-store events for special groups. Invite local groups to come in for a private shopping experience as well as a presentation on a topic of choice.

Courtesy of:

