

More Aux Challenge 2008

Suggestions and Ideas Post GNATS
Best Practices & Suggestions

Answers to Questions about Using
These Class Aids & Marketing Tips



June 30 2008

Mike Brough

Aux Challenge 2008

Tell the World About Our Safe Boating Classes

**Develop & Pass On Tools That Help Us Tell The
World About Our Classes**

Get Best Practices into Every Classroom

**Make Our Classes So Good EVERYONE Will Want to
Take Them**

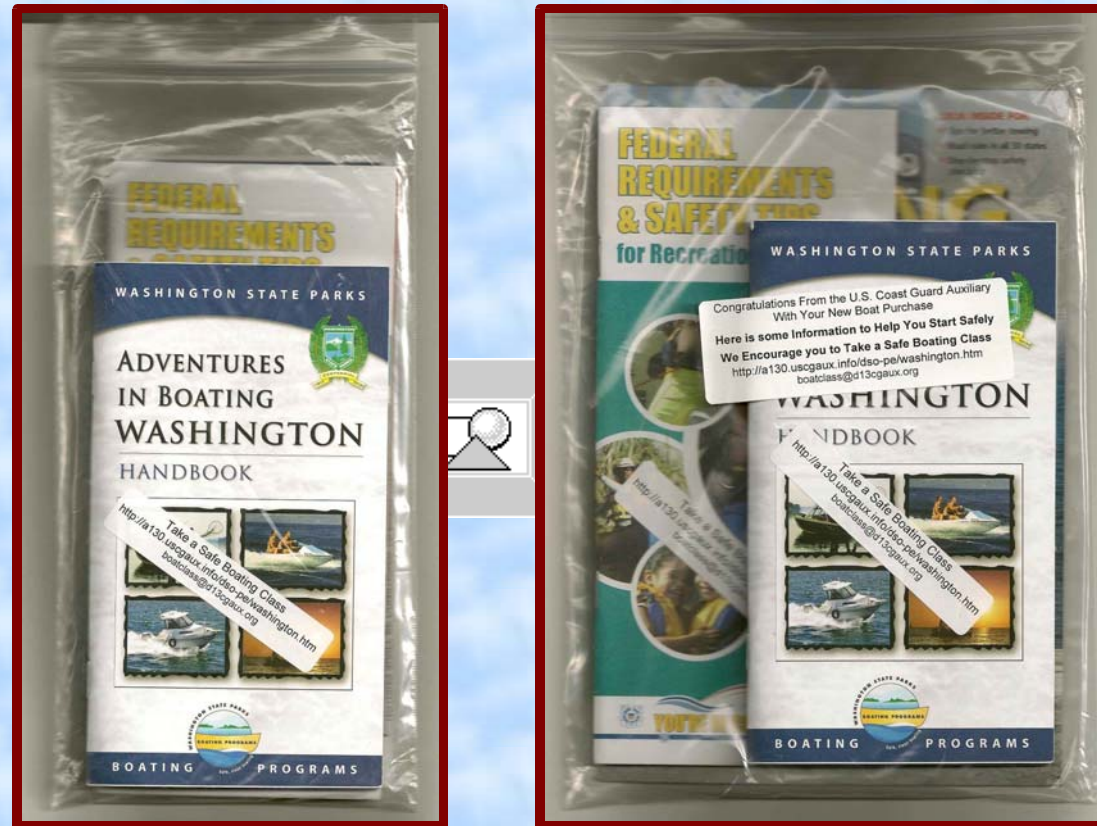


Sign Students up at Sports Shows

May 22 2008

Yakima has had very good results at Sports Shows. They sign people up for a Boating Safety Class at the show. Money is collected and the text is given to the student at the show. The student has time to read and study the text and shows up for class better prepared. They also have an incentive to show up as they have paid the tuition. This might be a bit difficult in Seattle because of the wide area represented, but I think it would be doable. In talking to people at the Boat Shows and Sportsman's Show I am sure we would have gotten several to sign up for a class. Doing only sign ups for one type of class would be easiest. Remember the people you talk with at these shows are thinking about Boating Safety or they would not stop at our booth. Emphasize to potential students that we have a class convenient to them and make it easy for them to register.

Put Literature Packages in Ziploc Bags



Bag Contents on next slide

Handouts In Ziploc Bags are Easier to Hand Out

Left (Small Bag) 5" wide 10" high

**Federal Requirements & Safety Tips
Washington State Requirements Booklet
Vessel Safety Check Equipment List
Important Seattle Area Boating Information
Mandatory Boating Safety Education Handout**

Right (Large Bag) 7" wide 10" high

**Congratulations on your new boat purchase sticker
Federal Requirements & Safety Tips
Washington State Requirements Booklet
Your Guide to Towing Booklet
Vessel Safety Check Equipment List
Important Seattle Area Boating Information
Mandatory Boating Safety Education Handout**

**EVERYTHING has "Take a Safe Boating Class" Sticker
with the D 13 Safe Boating Class Web Site**



Questions Page 1

Do I need to use every marketing idea??

No. All ideas are suggestions. Hopefully you will develop additional ideas for your own area. If you don't have a Hot Dog Stand at your boat launch ramp then don't post there.

Do I need to use every class aid, are the class aids MANDATORY??

No. All class aids are suggestions. Hopefully you will develop additional aids for your own classes and teaching style. Use the class aids that are appropriate for your class and teaching style.

Where does the Intent to teach get published???

The information in the Intent to Teach is published where YOU ask it to. See “Help with the Intent To Teach a7023s Form” for the minimum set of email addresses.

Visit <http://www.zipcon.net/~mikeb/AuxEd.html> for a copy.

You can send the Intent to Teach to as many places as you want.

Ideas from the Class

Coordinate with FSO-PV and FSO-PA

We make 3 to a sheet Fliers on Card stock, in color, to put in display boxes and also full sheet poster to display at PV's Stops

Send Fliers about class to insurance companies and point out that most companies give discount for Boating Safety Classes.

William Gainey SO-PV FI 47

12

Ideas from the Class

Family Oriented Organizations WANT Safety Classes

Churches

Fraternal Clubs

Schools (Parents can get in the school better than us)

Sports / Boating Shows

Pre-Sell Books / Classes

Reference District or Division Web Site

Post Announcements at Insurance Offices

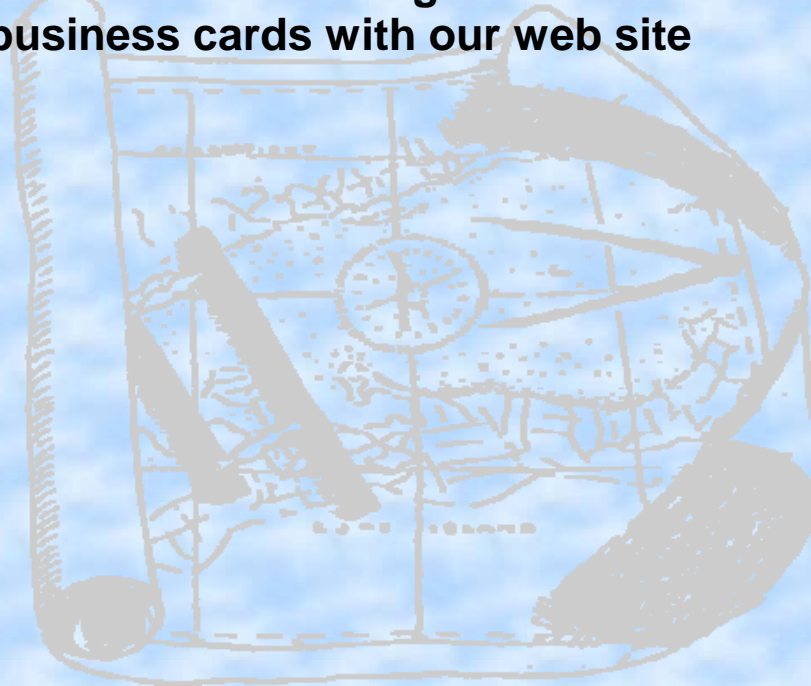
Print / Collate / Assemble Local Area Notes

Handouts – Make into Class Schedule

**Remember to have a web site in case someone keeps
the schedule for a long time**

Ideas from the Class

Put “Take a Safe Boating Class” on the back of your business cards with our web site



Ideas from the Class

Keep Powerpoints interesting

Local scenes

I use aerial photos which are good for backgrounds

Ken Carrasco FI 11



Instructor Workshop Notes

**Ch 9 BS&S Piloting – Stand alone Bound almost ready
Use as a follow up Navigation Class for ABC**

**State Public Ed Site – Search by City
State posts classes for free
BUT we must tell them about our class -
Use “Help with the Intent To Teach a7023s Form”**

**Lake Washington Bass Show & Tournament
Why no Auxiliary there?????**

**Insurance Offices
Some will mail out class announcements & Schedules**

Email a map of where your class is Use Google Earth & Put notes on page



June 30 2008

17

Final Exam

Make Everything We Hand Out _____
An Advertisement For Our Classes...



**Do You Have a Good Idea?
Someone in Your Flotilla Have a helpful Tip?
Want to See Your Name In 18pt Type Next Year?**



Send Ideas & Pictures

To

Mike Brough

Flotilla 23

Seattle

mikeb @ zipcon.com

For Copies of the Handouts & Posters Visit:

[//www.zipcon.net/~mikeb/AuxEd.html](http://www.zipcon.net/~mikeb/AuxEd.html)