

LEAD THE CHARGE

a guide to engaging
your community as an
Outdoor Mindset
ambassador

What's included?

This package comes with this booklet, a free Outdoor Mindset t-shirt, some business cards, and some stickers. We're giving you free swag 1) because you're awesome, and 2) because it's a great way to do outreach. All of these items will aid in your mission to help people experience freedom from a neurological disorder through relationship with each other and with the natural world. So rep your t-shirt, have your business cards and stickers on deck, and let's get to work.

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Introduction

What is Outdoor Mindset?

Outdoor Mindset is an outdoor-focused community for people affected by neurological challenges. We unite and empower people affected by neurological challenges through a common passion for the outdoors.

We believe

in the positive power of the outdoors and a connected community.

We strive

to enhance quality of life for people affected by neurological challenges by uniting and empowering our community through a common passion for the outdoors.

We envision

a global Outdoor Mindset Community positively impacted by the outdoors.



Our Story

In 2010, thirteen individuals came together inspired by a mutual friend's determination to make something positive come from a recent diagnosis of a brain tumor. Everyone shared a link to a neurological challenge (brain tumors, aneurysms, epilepsy, etc.). Their experiences ranged from personal diagnosis to supporting diagnosed family members and friends. The group also shared a passion for the outdoors, an unyielding enthusiasm for life, and a drive to overcome the hardship of a neurological challenge to focus on quality of life. These commonalities inspired the idea of Outdoor Mindset (OM). Now, the ongoing connections made by OM broaden the story.



How We Do It



COMMUNITY

Social network with people who share your passion for the outdoors and have been affected by a neurological challenge.

MEETUPS

Get outside with your local OM community. Strengthen your connections and get empowered.



YOU
ARE
HERE

SCHOLARSHIP

Live big through a funded Outdoor Adventure scholarship of your choice.



Outdoor Mindset Ambassadors

are volunteers who donate their time and energy to Outdoor Mindset and to their regional community. They spearhead local meetup group activities and identify possible outreach opportunities in their area.

Why We Do It

Social connections positively influence health. Information is helpful; however, according to researchers and healthcare providers, personally connecting with others has a significant positive impact on patient health.

We all know someone who has faced a neurological challenge. Over 600 neurological disorders exist!

Getting outdoors and being active helps too. Exposure to the natural environment of the outdoors directly correlates to improved neuropsychological function and behavioral attitudes toward managing challenges in diagnosis. Research has shown physical activity to be a significant factor in improving quality of life indicators among neurologically diagnosed individuals.

**Over
100,000**

diagnosed
with a primary
or metastatic
brain tumor

181,000

people
diagnosed
with epilepsy

10,400

people diag-
nosed with
multiple
sclerosis (MS)

50,000

people diag-
nosed with
Parkinson's
disease

**1.7
million**

people sustain
a traumatic
brain injury

EVERY YEAR IN THE UNITED STATES:

Here's where you come in:

As an ambassador, YOU are an advocate for our community. You spearhead local meetup group activities and identify possible outreach opportunities. **Here's how to start:**

DAY ONE

- Put things on your calendar.
- Follow us on Facebook, Instagram, Twitter, and our Blog. Stay engaged using #outdoormindset.
- Joining and become active in the Facebook groups.

FIRST WEEK

- Create a Facebook page for your local chapter (OM staff will assist)
- Identify people within the neurological community (doctors, organizations, support groups) and make first contact with them. Identify OM as a resource for their patients/members/etc.
- Join the OM Ambassador list serve. Introduce yourself and ask any questions you may have.
- Identify people you think would be interested in participating in meetups and begin contacting those people.

FIRST MONTH

- Schedule first meetup—something low-key, like a day at a park.
- Join an Ambassador Committee (Meets once per quarter to discuss opportunities, feedback, ideas, etc.)
- Submit your first blog post. (Content can include stories about a meetup, a connection, or anything else OM-related.)

FIRST YEAR

- Submit 3 more blog posts (one per quarter).

For your first meetup:

BEFORE

- Plan a fun activity (can be simple things like bringing a frisbee to a park, meeting at a cafe, or attending an existing outdoor event)
- Create an event on Facebook and share with your contacts

DURING

- Thank people for coming
- Introduce yourself and explain your role as Ambassador
- Get ideas for future meetups

AFTER

- Follow up with people
- Ensure people get connected to your local Facebook page

Ambassador Levels

GOLD

- Serve as an Advisory Board Member to successfully sustain OM
- Donate your professional expertise around law, marketing, PR, nonprofit start-ups, fundraising, etc.

SILVER

- Write a feature story for Outdoor Mindset on something that inspires you
- Recruit 20 friends to follow us on social media
- Volunteer to run an information table at an event

BRONZE

- Share our page with your friends on Facebook.
- Talk to your physician about Outdoor Mindset.
- Email us your story or share it on Facebook (diagnosis, your inspirations, how outdoor adventure keeps you healthy)
- Share your contacts for potential partners/sponsors of Outdoor Mindset
- Refer a friend to volunteer
- Start/contribute to a discussion on the OM Facebook page

Resources

These are some people we've partnered with, and they're likely to help you rally support for Outdoor Mindset in your community.

Google them, get coffee with them, read about them; learning about the existing community is a great place to start your outreach.

Alliance Partners

Can Do Multiple Sclerosis
Davis Phinney Foundation
The Epilepsy Foundation of Colorado
The Parkinson Association of the Rockies
The Brain Injury Alliance of Colorado
The National MS Society CO-WY Chapter
Seize Your Adventure
Outdoor Project



Financial / Product Partners

CLOZTALK
Nutcase
Flipbox Digital
Avalanche Apps



Connection Points

OM Listserve
OM Facebook page



Final Do's and Don't's

DO:

- Create a safe, comfortable environment by using a warm, friendly, and welcoming tone of voice and being supportive, relaxed, helpful, patient, and interested.
- Be honest and sensitive to your local community needs.
- Remember to share advice with your local community that you are not dispensing medical advice, and that you are there to help facilitate getting people outdoors.
- Listen to your local community needs without passing judgment.
- Remember that it is OK to answer by saying, "I don't know."
- Keep an open mind. A person's background may affect how they react to and cope with a diagnosis. And also keep in mind that you might be very different from the other Ambassadors in your area.
- Adjust outdoor experiences to the needs of your local community; offer various levels of required experience, difficulty, and time span.

DON'T:

- Give medical or clinical advice or try to diagnose a medical problem.
- Engage in negativity by complaining, condemning, or criticizing.
- Give money or financial assistance to other people in the group.
- Attempt to sell products or services to other people in the group.
- Criticize doctors, physicians, medical institutions, or other healthcare professionals.

- Try to talk anyone in or out of anything.
- Continue an activity if other people are being in any way abusive or make you uncomfortable.
- Recommend or endorse any specific medical or non-medical test, physician, product or procedure. Do not give "medical" advice to another participant.
- Under no circumstance should any ambassadors solicit or offer professional, financial, medical, or other similar advice.

When in doubt:

Don't hesitate to contact Outdoor Mindset. Call us if:

- There is any problem of any kind - we will always help!
- You have any questions about anything.
- Your group is abusive in any way.
- Anyone in your group asks for any kind of financial assistance.
- You feel as though the Ambassador structure is not working.
- You feel as though you need help supporting the people in your group.
- You and your group are not hitting it off.
- You believe someone in the group is at risk of harming themselves - or someone else.



OUTDOORMINDSET