



16th September 2017

## **Strengthening our Outdoor Community through Wilderlife.nz**

Dear Club Committees,

Thank you so much for your ongoing support. FMC is delighted to confirm that despite the significant affiliation fee increase this year that our collective membership is still increasing and that all existing clubs have continued to support us.

Your support has give us the confidence to continue on our path towards being able to put more back into the outdoor community, while of course remaining staunch advocates for our wild places and producing a quality printed *Backcountry* magazine. Having received your financial help, we are now seeking your practical help.

FMC has been developing a new web platform Wilderlife.nz. This includes an online magazine, a trips/events calendar, an online version of "Safety in the Mountains" and shortly an online "Outdoor Community" resource.

Our strategy with Wilderlife is to develop a broad readership from the wider outdoor community, and use this readership to expose more outdoor Kiwis to the culture, opportunities and benefits available through both FMC and our affiliated clubs.

FMC wants to be able to contribute more to our strong network of clubs, and help all clubs attract the vibrant and active membership they seek. Developing Wilderlife is one of our key strategies for starting to make more of a difference.

But we need your help to make this work. We hope that your club will be willing to contribute to Wilderlife in a number of ways:

### **What's on - our Wilderlife event calendar**

We have developed an event calendar, and by contributing club information to it, you'll provide a way for people to reach out and learn about your club.

We hope that you are able to contribute by:

- providing a 75 word description of your club, and
- providing an image for your clubs "organisation page" on Wilderlife.

We will use the information to create an 'Organiser Profile' like this one for the [NZ Canyoning Association](#). Then any events you create can be linked to your club's profile.

We would also like to ask you to commit to publicising at least five trips/events a year on Wilderlife and to provide the contact details of someone willing to undertake this on behalf of your club.

### **Wilderlife Online Magazine - stories from our clubs**

We are also strongly encouraging the publication of trip reports/photo essays about club trips on Wilderlife. We would like to ask your club to commit to providing some content and to provide the contact details of contributors. We'll closely assist those people with contributing and publishing on Wilderlife.

All material provided by through your club will be used to encourage readers back to your websites, and people to your club.

## **Creating an online “Outdoor Community” resource on Wilderlife**

We are going to seek out and record ideas, practices and programs that work for our outdoor communities and share them on Wilderlife and in *Backcountry* magazine for everyone’s benefit. Although there are many written resources for outdoor skills, there is precious little recorded about how outdoor clubs are born, raised, mature and succeed in supporting outdoor communities.

We are going to look at everything from getting a club set-up/incorporated, managing membership/finances, running trips and other activities, organising instruction, recruiting members, club nights, social media, publications, connecting with families/younger people and everything in between.

We want to hear what works for your club, and who we can talk to about it.

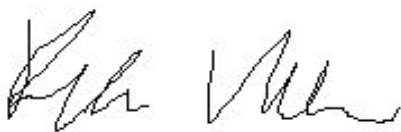
If you have existing resources, whether they be safety plans, club officer role-descriptions, recipe lists, etc, that your club would be willing to share with the wider outdoor community through Wilderlife, we’d love to know.

We’d also like to hear about areas where things might not be working so well; about challenges where your club would like to tap into the collective wisdom of the wider outdoor community through this project.

To help us receive the all the information we’re after, FMC invites you to fill out this google form: <https://goo.gl/Um3fzG>

Thank you again for your support, we look forward to all the great things we can achieve through this project.

Yours sincerely,



Peter Wilson

**FMC President**