



FRIENDS OF
ISSAQUAH
SALMON
HATCHERY

Outreach Training

Overview

Community outreach volunteers attend outreach events throughout the year, including but not limited to: Issaquah Volunteer Expo, Down Home 4th of July & Heritage Day event, Frogs N' Dogs at Issaquah Brewhouse, Issaquah Highlands Day, Parkadilly at Lake Sammamish State Park, Boeing Earth Day, and various college career/volunteer fairs.

Volunteers help with booth set up and/or takedown and transport to and from the volunteer office. At outreach events, volunteers engage with the public and participating audiences about the mission of FISH, our volunteer opportunities, education programs, summer camps and hatchery programs.

Objectives

- To spread the word about both the Issaquah Salmon Hatchery and the programs held here
- To educate the public about the salmon life cycle and the importance of salmon to the local ecosystem
- To inform potential volunteers, camp-goers, and visitors about opportunities to get involved
- To be a friendly and engaging ambassador for FISH to the outside world

Sign-up

- Look for opportunities on SignUpGenius (<http://tinyurl.com/y27eukk4>)
- Sign-up will have info about shift times, responsibilities, and suggested materials
- Sign up, and communicate with fellow volunteers about carpool. Someone from FISH will contact you with any additional info and contact info of other volunteers, if necessary

Materials

Proper materials vary with the event and audience: use your best judgement. All should be located in the volunteer office and may include:

- Folding table
- Chairs

- Canopy (for outdoor events)
- Sign-up sheets for interested parties
- Spinning “prize” wheel
- Prizes (posters, keychains, stickers, coloring sheets)
- Salmon lifecycle displays and activities
- Tri-fold displays
- Flyers and brochures for various programs

If materials are missing or you run out (or low) during an event, please let one of us know when you get back. Please return all materials to where you found them and re-stock.

Conversation Tips

1. **Have a hook.** You may think you’re being inviting by being there, but you’d be surprised how many people need an added prompt.
 - Make eye contact.
 - Offer a greeting. Even just a “Hi, how’s your day going?” can prompt a conversation.
 - Have props! Anything that can be touched or attracts the eye can draw someone over to the table.
2. **Engage the visitor.** Ask questions! Questions are one of the easiest ways to get other people talking. “What do you know about salmon?” “Did you know the Issaquah Salmon Hatchery raises and releases several species of fish? What kind?” “Where do *you* think salmon go in the fall?” It helps you gauge their level of knowledge as well as their areas of interest.
3. **Have information ready** when they ask how else they can be involved/what else FISH does.
4. **Don’t take it personally** when they move on—people are there for different reasons with different time constraints. Just saying, “thanks for coming, have a great rest of your day!” will send them off feeling good about the interaction.

Upcoming Events

- 3/23 – Lake Sammamish Holi Festival
- 4/20 – Earth Day at Cougar Mountain Zoo and Sammamish Community YMCA Eggstravaganza
- 4/27 – Sammamish Earth Day
- 5/18 – Adventure Kids Spring Festival
- 6/6-7 – STEM Days at Wild Waves