

GEOCACHE ALASKA! Inc. 
 Exploring the Last Frontier • www.geocachealaska.org


Event FUNDamentals
 by
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 ([NorthWes](#)) 

 Anchorage, Fairbanks, and the
 rest of Alaska via WebEx
 19 May 2015

Why we were formed:  **GEOCACHE ALASKA!**
 www.geocachealaska.org

- ▶ Advocacy with Land Managers
- ▶ Promote Environmental Stewardship (CITO)
- ▶ Present Educational **Events** (GCAK Eduvent)
- ▶ Host Member Social **Events**
- ▶ Provide Other Member Benefits
 (Bling / Store / Communications)

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Event Definitions...  **GEOCACHE ALASKA!**
 www.geocachealaska.org

- ❖ **Event:** a gathering of geocachers, facilitating the social aspect of geocaching within Groundspeak guidelines.
- ❖ **EduVent:** a *GeocacheAlaska!* – hosted training session focusing on a specific topic, designed to enhance geocacher skill sets.
- ❖ **CITO Event:** a gathering built around the Cache-In Trash-Out environmental ethic developed by Groundspeak, encouraging individual geocachers to become stewards of the environment where they play the game.

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Let's review the
Groundspeak Guidelines:



- An event is a gathering of geocachers, facilitating the social aspect of geocaching. It is organized by geocachers and is open to other geocachers and those interested in learning about the game.
- It takes place at the posted coordinates, includes start and end times, and lasts at least 30 minutes.
- Events with several elements, a sequence of events, or events that are near the same time or location and intended for the same audience should be submitted as a single event. Additional waypoints may be added to the event listing for the locations of event activities.

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Groundspeak Guidelines 2:



- Events must be submitted at least two weeks prior to the event date. Events are usually published no more than three months prior to the event date.
- Events may be published up to six months prior if an overnight stay is expected by attendees or if the event is designed to attract geocachers from beyond the local area.
- After an event has occurred, the listing is to be archived by the geocache owner.

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Groundspeak Guidelines 3:



- An Event Cache should not be set up for the purpose of gathering geocachers for a geocache search.
- If an event is already organized outside of the geocaching community or it will happen without a Geocaching.com listing, it is likely not an Event Cache. Examples include concerts, fairs, sporting and scouting events.

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Groundspeak Guidelines 4:



- Event Caches, like other geocaches, will only be published if they meet the [commercial cache](#) guideline. Geocache owners can include basic information about the location on the geocache page, even if it is a commercial location.
- Event listings may request donations or charge a fee to cover legitimate costs of the event. A list of sponsors, without logos or URLs, may be on an event listing. Event listings may only mention sales of event-related Geocaching.com trackables. Listings may include a link to a non-commercial event landing page. Attendees may be required to register at a separate registration page.

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Additional Groundspeak CITO Event Guidelines:



- **Cache In Trash Out** events are gatherings of geocachers to improve parks and other cache-friendly places. Examples of CITO-appropriate activities include tree-planting, trail-building, removing invasive species and removing trash from a designated location. Other organizations sponsor similar activities. These external events could be adapted or developed to meet our cache submission guidelines. To be published on Geocaching.com external events will need to designate a portion or section of the larger event to be by geocachers for geocachers.
- **CITO Event listings must include a start and end time and last at least 1 hour.**

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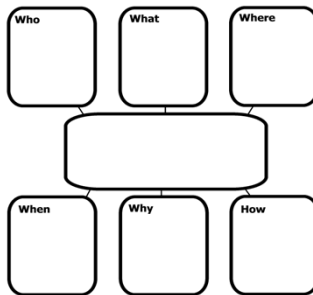
8

Planning the Listing:



STORYLINE:

- WHO
- WHAT
- WHERE
- WHEN
- WHY
- HOW



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How to get Support from  


- Fill out an Event Support Request! (see examples)
- Found online at our website on 'Contact Us' link
Go To: www.geocachealaska.org
On Left Side: click on 'Contact Us' box
Scroll down to Event Committee (at bottom)
and click on 'Event Form' link to download
- Fill out the form in detail and send to a board member – they'll handle getting it approved
- Why not request help? Don't be shy!

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Ready to Submit Listing? 


- **Type & Location:** Select the event type (Event / CITO), and enter your event coordinates.
- **Waypoints (Optional):** Is there parking near your event? A trailhead you need to find to get to the right spot? Let folks know.
- **Description & Summary:** Where is the event, what time does it start and end, and what will folks be doing? Is any special type of clothing or gear required? Will there be activities suitable for young children, or do you have to be a spring chicken to partake? Will there be a lunch break? Any safety concerns? **The more details you can supply, the better.**

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Let's Try It Out Live: 

- Remember – you must submit at least two weeks in advance
- Don't **even** start the submittal process until you have all the information in front of you, including permission to have the event at the coordinates you've chosen
- **Here's the Storyline...**

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STORYLINE: 

WHO – All Geocachers

WHAT – Event – “Celebrating 15 yrs of Geocaching”


WHERE – Sitka Park - N61° 12.393' W149° 50.781’

WHEN – 4pm to 5pm Sunday May 3rd

WHY – Celebrating 15 yrs of Geocaching

HOW – by NorthWes – with GeocacheAlaska! Support

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Let’s Go Online: 

- [“Host a Geocaching Event”](#)
- Click “Create Event” & choose: Event vs CITO
- Enter Event Coordinates & Check Location
- Enter Reference Point / Parking etc
- Enter the Event Details
- Hints on Cache Page details... copy copy copy!
- Attributes matter – take time to use them
- Leave quality reviewer comments

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Once Event is Published: 

- Begin getting together all the supplies you need
- Create a checklist of what to bring / to do in advance
- Shamelessly publicize the event on our Facebook page
- Visit your event listing to see if there’s posted queries
- Issue Announcements to update ‘Will Attend’ cachers
- Day of event – doublecheck your lists in advance!
- Be early – at least a half an hour – and get help to set up the necessary activities around the site
- Have a great attitude – it’s supposed to be fun!
- Make sure you clean up after yourself – CITO!

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Coming Events... 

- **May 17-19** – “HOBO CITO” A bunch’a bums camping and cleaning the Kenai – **Homer, Soldotna, Cooper Landing, Girdwood**
- **June 20-21** – H.E.L.P. Summer Solstice Campout – **Eklutna Lake**
- **July 13** – Caching on the Kenai Picnic **Kenai Municipal Park**
- **December 13** – GeoFest 

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Resources 

- GeocacheAlaska! geocachealaska.org
- GS Knowledge Books: support.groundspeak.com
- GeocacheAlaska! Forums: geocachealaska.proboards.com
- Switchback’s NW Trails: www.switchbacks.com/nwtrails/

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