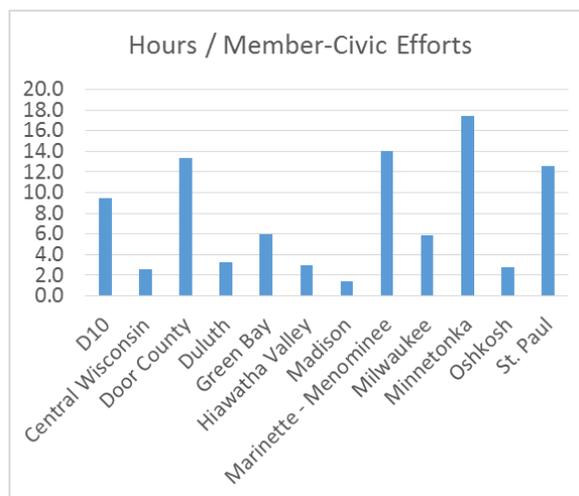


District 10

2018 BoatU.S. Distinguished Civic Service Award

REDEFINE TRADITIONS is the theme for District 10 for the current watch year. We are leading change that is aimed at enhancing membership, while allowing our organization to resonate with a new generation passionate about boating, community service, and having fun with family and friends. Several of our goals and objectives are centered on the transition to America's Boating Club as a branding and marketing strategy that will allow us to engage with more boaters in the community. We recognize that today's boaters in our target markets have a passion for giving back to the community. Our organization offers an amazing amount of civic opportunities so expanding those activities and creating more awareness is expected to have long term benefit to the District as we attract new members who want to be a part of a civic minded organization. Civic service is also a great way to engage our current members who take pride in being a part of an organization that has community service as a core value.

The specific goal identified by the Bridge for this year was to "Expand our Civic Outreach Across D10". One of the actions to achieve that goal was to develop a District wide plan/approach across our 11 squadrons which span Minnesota, Wisconsin, and Upper Michigan. Discussions and coordination across the District were accomplished through bi-monthly meetings of the Commanders, and quarterly meetings of the Squadron Executive Officers. Sharing in one another's successes and challenges offered a way for all squadrons in the District to leverage each other's programs. In the end, our District's civic service program resulted in 938 volunteers contributing 8,132 hours. D10 had 860 members on 12/31/17, so this equates to 9.5 hours per member! All squadrons contributed to this accomplishment with volunteer hours ranging from 1.4 to 17.4 hours per member (see chart at right)!

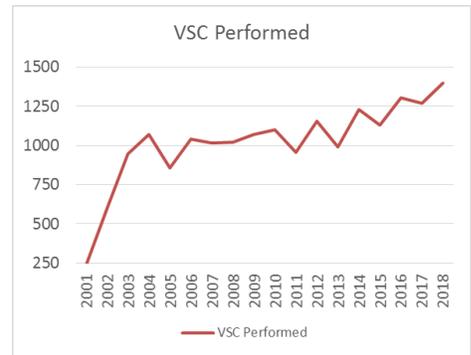


Highlights for 2018

Short Term Local Activity – District 10 squadrons had 324 volunteers contribute 1067 hours. Activities like the "Kids Don't Float" life jacket program in Duluth, "Adopt a River" in Milwaukee, and providing safety perimeters at public events on Lake Minnetonka, make the USPS visible in the community and promote safe boating and the value of our organization. We also embraced the new Jump Start program which provides on the water training and VSC exams to people with new boats or who just want to learn more about their current boat. Overall we had 24 students across the District, 22 of which were non-members. Our instructors say this has been the most personally satisfying activity they have performed, and it is a great opportunity to attract new members.

Long Term Local Partnerships – District 10 squadrons had 183 volunteers contribute 2045 hours in support of our long term partnerships. One highlight in this area was managing a SeaTow Life Jacket program in Milwaukee which helps make life jackets available to boaters who might not otherwise have this critical personal flotation device. Another highlight was our Electric Shock Drowning (ESD) activities. This continues to be a focus in D10 and we have seen success as we partner with marinas to post no swimming signs, and to educate their customers by providing pamphlets as a part of our VSC program. We also lead a seminar and provided all District Commanders with written information at the 2018 Governing Board meeting in Minneapolis. Minnetonka continues to have several partnerships including Hope Kids (an organization whose vision is to restore hope and transform the lives of children with life threatening conditions), the Minneapolis Aquatennial, and the Boy Scouts of America. St. Paul has a strong relationship with the SeaScouts with several members teaching classes, and others who take the scouts on their boats to learn more about boat operation and navigation. These partnerships increase awareness of the USPS in the community and help to further our mission to promote safe boating. It also is a great way to engage our members who take pride in supporting these organizations.

Promoting Boating Safety at Civic Events – District 10 squadrons had 165 volunteers contribute 1376 hours supporting civic events including parades, safety perimeters at on the water events, and flare and fire extinguisher skills training. One significant focus this year was to increase our presence in the community through the Vessel Safety Check program. This is a great program that makes our water safer and is a method for recruiting new members into the organization. Our goal this year was to increase the number of checks performed compared to last year. This put our goal at 1272. As of this writing, we have smashed that goal achieving 1398 checks placing us at number 6 in the nation. This is quite an accomplishment given we only boat 6 months of the year in District 10. This is also a new record for our District beating the prior record of 1302.



Squadron Representation on Local Boards – We have 25 members supporting 18 different boards resulting in 1952 hours of civic service. This benefits the organizations by providing volunteers who are passionate about their mission. It also helps the USPS and our District because it increases awareness of our mission and organization and is an avenue to attract new members.

National Safe Boating Week – Five of our squadrons had safe boating week activities with 50 members contributing 200 hours. Highlights included Ready Set Wear It demonstrations in Central Wisconsin, an ABC class in Door County, a safety booth in Hiawatha Valley, and handing out safety literature at ramps at Minnetonka.

Boat Shows or Other Public Fairs – Seven of our squadrons supported boat shows providing 127 volunteers contributing 642 hours of service. Over 100 people signed up for more information at these shows and many attended subsequent ABC classes. These efforts were also a key element of our membership drive across the District which to date has netted 100 new members. This is an increase of 32 (47%) compared to 2017. 2018 was the first in many years that Duluth participated in a boat show. Through the District, Minnetonka was enlisted to help with booth design (featuring America’s Boating Club), and with membership process. As a result, Duluth leads D10 with 42 new members in 2018. This is an increase of 31 new members (382%) compared to 2017!

Boating Outreach – District 10 had 11 members contribute 158 hours to boating outreach. New events this year included conducting a kayaking seminar at REI, a major outdoor equipment provider, connecting with Rotary Clubs around Lake Minnetonka, and conducting classes at the MN Department of Natural Resources booth at the Minnesota State Fair which provided information on Electric Shock Drowning, Sophia’s Law (CO poisoning, prevention), and a PFD inflatable demonstration. The fair set an attendance record of 2.1 million people presenting an ideal place to spread the word on key boating safety issues.

Family Youth Days – As mentioned above, District 10 has long term partnerships with a number of youth organizations and held events this year with the Boy Scouts of America, Hope Kids, the Minneapolis Aquatennial, and the SeaScouts. All of these events involved on the water activity. Through these days, we promoted boating safety, life jacket awareness, increased awareness of the USPS, and were able to help those in need. The District also emphasized the youth poster contest.

Radio / TV Shows and Safety Articles – Two major news casts highlighted Hope Kids from Minnetonka, and Life Jacket Safety from Central Wisconsin (links can be found in item 12). We also published 21 different articles.

Social Media Sites – District 10 has 19 social media sites including both websites and Facebook. These sites promote America’s Boating Club with appropriate branding, and are excellent vehicles for communication with our members and for perspective members. We are well ahead of the national organization with 91% of websites showing the new brand (compared to 43% across the nation).

Conclusion

District 10 has had an outstanding year in coordinating and delivering a civic service thrust through our squadrons. This effort enhanced membership for all because people take pride in belonging to an organization that has a core value of community service. These efforts provide significant benefit to our communities, and have been proven to attract new members who also value civic service. We appreciate the opportunity to apply for this very prestigious award and look forward to answering any questions.