



Discover Nature All Around You.



June 10 to August 10, 2020

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NATURAL LAND INSTITUTE

Family Nature Day



Free
Admission

Saturday, June 22, 2019 🌸 9:00 a.m. - 1:00 p.m.
Location: Nygren Wetland Preserve

3190 West Rockton Road 🌸 Rockton, Illinois 61072

You Are Invited to Discover the Joy of Nature!

Explore this 721-acre wildlife refuge owned by Natural Land Institute.
Unplug with the family and experience nature up close.

Fun for all ages!

REGISTER TODAY for this FREE event!

Registration requested by Friday, June 21, 2019.

For more information, and to register call 815/964-6666 or
visit www.NaturalLand.org.

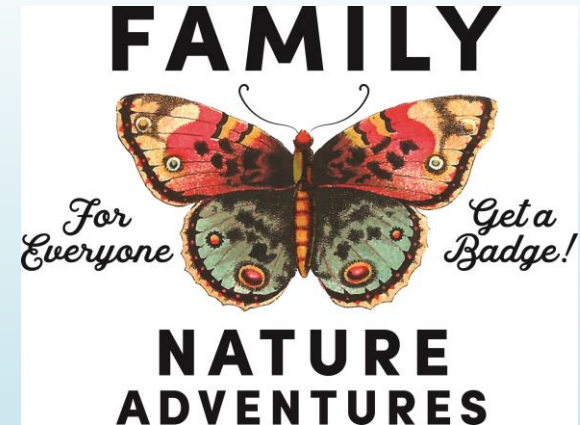
Partner Organizations: Macktown Living History, Northern Regional
Groundwater Planning Committee, Northern Illinois Raptor
Rehab & Education, Severson Dells Nature Center,
Taylor Creek Restoration Nurseries, Welty Environmental Center,
Winnebago County Soil & Water Conservation District

HISTORY

- Annual - 6 years – since 2015
- Saturday in June
- Open house style
- Visit stations at your own pace
- Kids get a passport book
- Kids earn a Junior Naturalist badge
- Family oriented with more adults than children attending
- 10-13 Learning Stations
- Station hosts: NLI Education Committee members and community partner organizations
- Funded by grants and sponsors


2020 Transition to Virtual

- Marketing Agency helped to rebrand the virtual event
 - New name and graphics
 - Promotional plan
- Same concept with learning stations
 - Asked past learning station hosts to help: video and activity
 - Professional videographer to master videos for consistency and to add intro and outro branded slides
- Videos paired with suggested activities to do in backyard or park
 - Questions to answer after doing activity
 - Answers anonymous and compiled into report





FAMILY



For Everyone *Get a Badge!*

**NATURE
ADVENTURES**



Goals and Key Messages

- ✓ Fall in love with nature
- ✓ Discover your outdoor surroundings
- ✓ Spend time with your kids and grandkids
- ✓ Learn how you can help protect and have fun in nature
- ✓ Kids earn a Junior Naturalist badge





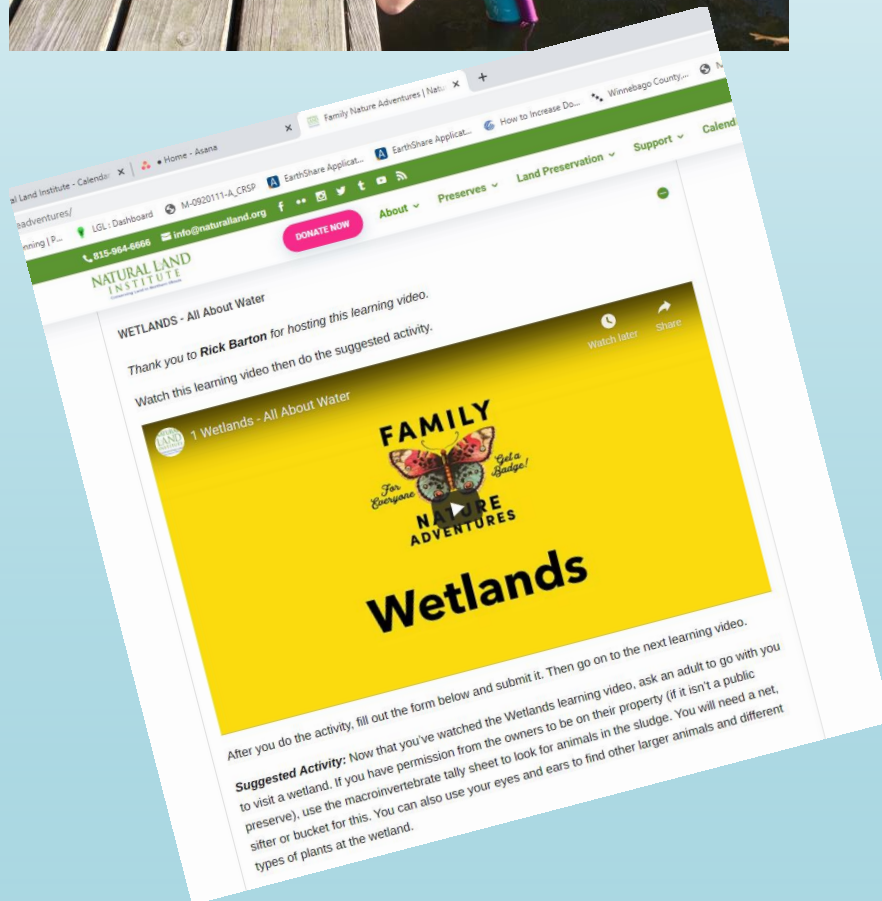
More Key Messages

Watch a video, do the suggested activity, answer questions.

Family Nature Adventures is an opportunity to connect and engage with nature through a series of 13 free guided activities

Participate in this ongoing summer program with your family or on your own!

The learning videos included a variety of nature themed topics: wetlands, fish, water, mammals, birds, archaeology, pollinators, butterflies, creepy crawlers, prairies, forests, seeds and soils.



- Find FNA videos at www.NaturalLand.org/familynatureadventures
- You can do this anywhere. Since these activities are posted online, there is no specific geographic boundary
- No cost or registration to participate.
 - Final Participation Form – fill out and submit after doing at least six activities to receive the Junior Naturalist badge
- This free experience is open to all and tailored to families with kids ages two to 14
- Anyone can participate at their own pace
- Completing the videos and form to earn your badge is based on the honor system



JUST RELEASED!

"All About Water" Activities



JUST RELEASED!

"Find it Close to Home" Activities



- Video releases will be announced over NLI's email, social media
- Weekly on Wednesday, June 10 – July 1 (4 weeks)
 - 3-4 videos loaded on Website Tuesday night each week
 - Videos grouped in themes
- After week four periodic emails were sent out until Sep. 7
- Drawings for Prizes
 - Grand, Second, Third
 - Provided additional incentive to watch videos/do activities
 - Required submission of the Final Participation Form
 - Drawings held after last day of event
- Bonus Online Coloring book by local artist
 - Downloadable
 - Nine animals in their habitat with descriptions



Tracked Participants

14 videos (2 with Backyard Birds)

Videos views: estimated more than 1,100

Answers to suggested activities were anonymous – compiled answers

One Answer - Funny story:

Millipedes, crickets, ants, earthworms, miniature bivalves, others that were too quick for us to identify. Then we were followed by a couple of raccoons and decided we better leave.





Pollinators

- Final Participation Form
- Junior Naturalist badges and certificates presented: 14
- What videos watched – top 2: Pollinators and Creepy Crawlers
- Demographics
 - Locations: **From as far away as California**, central IL, Rock Co, WI; and mostly Winnebago County
 - Age, race, gender: mostly white males under age 11

- Other questions asked:
- What was favorite video/activity and why
 - Invited to tell us something else about their experiences

Example: It gave us a focused way to engage with the outdoors beyond what we already did on a regular basis. We'll likely complete all the activities eventually because we had so much fun!



Challenges

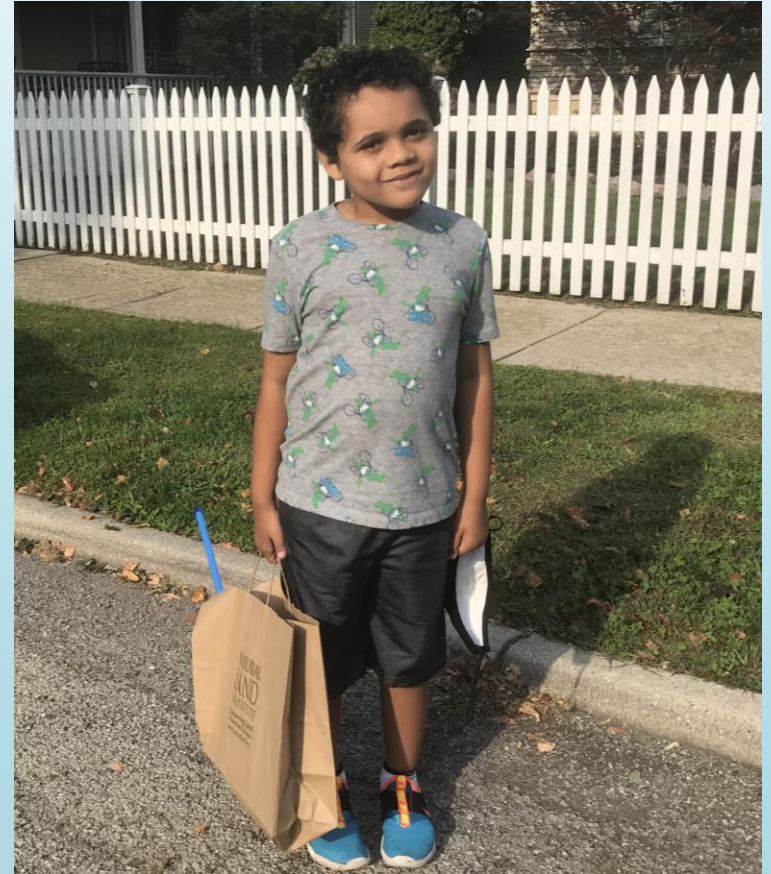


- Short Timeline to Launch New Virtual Event
- Getting Videos from hosts
- Learning new technology – personal inexperience with downloading, uploading videos and using YouTube.com
- Getting people to submit the Final Participation Form
- Getting people to share photos on social media of children doing the activities



Positive Outcomes

- More awareness of natural surroundings
Example: *The mother of the grand prize winner said the soils video really made an impression on them because when they went kayaking they noticed erosion on the bank of the river.*
- Engaging families and children in nature in a structured way.
- Reaching beyond the traditional limits of a geographical boundary.
- Reaching people who can't or don't want to visit a preserve.
- Creating more awareness in the community for NLI
- Letting our members and the community know that NLI is adapting to challenges created by a pandemic and that we are a flexible organization.





Hailey and Luke Mayfield earned Junior Naturalist Badges and Certificates. Seen here with grandparents, Rick and Bonnie Barton

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Conserving Land in Northern Illinois

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Discover Nature All Around You!

Thank you to everyone who participated in Family Nature Adventures between June 10 to September 7, 2020 and a big shout out of Congratulations! to those who earned their Junior Naturalist Badge.

You can still watch the learning videos and do the activities even though the deadline has passed to earn a Junior Naturalist Badge for this year.

Fall in love with nature, discover your outdoor surroundings, spend time with your kids and grandkids and learn how you can help protect and have fun in nature.

Family Nature Adventures is an opportunity to connect and engage with nature through a series of 13 free guided activities with topics ranging from water to archaeology, pollinators to mammals and soil to seeds.

Watch a video, do the suggested activity, answer questions. The learning videos will include a variety of nature themed topics: wetlands, fish, water, mammals, birds, archaeology, pollinators, butterflies,

<https://www.naturalland.org/familynatureadventures/>

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