

ASI PEAK ADVENTURES STAFF CONTENT PROGRAM

We want to focus on WHO we are here at Peak Adventures, specifically the people (you) that make our program and services so special. We want to share stories about you and your experiences with Peak Adventures. We want to reward staff for sharing what makes working at Peak Adventures so special.

THE RULES

All Peak Adventures Staff who are employed at the time of submission are eligible. Simply submit a piece of content (see below) about you or your job. This could be about an Outdoor Trip you worked, a Challenge Center Program, a customer you helped, a story you have, something you learned, a personal trip, something about your bike commute this morning, a participant you ran into on your way to class, a memory of candidate training, ANYTHING relevant to you or your job here at Peak Adventures! Anything we can use on our website, social media, ASI newsletter, brochure and more will be accepted.

Also, please remember that while telling the story about what we do here is important, the safety and experience of our programming always comes first. Please find a way to take photos, video, or jot notes when they will not directly impact the programming we provide.

THE WINNERS

At the end of month, we will pull 2 winners.

1. One random winner from all of the month's submissions.
2. One "favorite submission" winner. This will be voted on at a Manager Meeting based on creativity, effort, and relevancy.

Possible prizes are: Hammocks, day packs, backpacks, jackets, camp chairs, REI tumblers, hydroflasks, hats, and more!

Winners will be announced the first week of each month and prizes must be picked up in person.

PREFERRED CONTENT

Photos

- Must have a brief summary or caption 50 - 140 characters
- Bonus points for creativity and effort
- You can submit photos from your personal account as well, just be sure to tag @peak_adventures #peakadventures and submit a reminder on the google submission form

Trip Reports

- Can be a Peak Adventures Trip, Challenge Center Program, or Personal Trip write up
- 120 - 1000 words
- Ideally includes at least 2 photos
- Bonus points for creativity and effort

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Blog Style Write Ups

- Think journal style
- 500 – 2,000 words
- Ideally in first person
- Can be a story
- Can be a how-to write up
- Bonus points for creativity and effort

Voice/sound

- Think “podcast”
- Ideally a story or narrative
- Ideally about YOU
- Bonus points for creativity and effort

Video

- Please make the focus of the video YOU
- Keep these about 1 – 3 minutes
- Bonus points for creativity and effort

Submit Content Here: <https://goo.gl/forms/2kfqmeA8OPFm7tyD3>

Or E-Mail Tannerlandon@csus.edu

If you want to do something, but don't know where to start please talk to the Marketing Specialist, Tanner Landon.