INTERNATIONAL SNOWMOBILE SAFETY WEEK

January 9-17-2027

Campaign Action Manual

Ideas on how to plan Safety Week Events

ISMA
International Snowmobile Manufacturers Association

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Snowmobile Safety has never been more important with new riders entering the sport and non-riders wanting to rent a snowmobile to try it out. We need to make sure all riders have a basic knowledge of snowmobile safety. The manufacturer members of ISMA – Arctic Cat, BRP, Polaris and Yamaha, developed the **Safe Riders! You make snowmobiling safe™** safety campaign**.** Snowmobile associations / federations, clubs, businesses that benefit from snowmobilers, government administrators, and enthusiasts are encouraged to use the materials available on the www.snowmobile.org and www.gosnowmobiling.org websites that include: posters, a snowmobiling fact book, a safety video series, public service announcements, a safety brochure, children's activities, links to many snowmobile organizations, and other available resources.

We hope that you will find this Campaign Action Manual useful in helping your organization plan a Snowmobile Safety Week event. The suggested activities contained in this manual can be modified to meet your club's needs. Any suggestions or ways to improve this manual are welcome. Have a great snowmobile season!

Section 1: The Situation

Snowmobiling is a fun and exciting family activity enjoyed by over 4 million people across the United States and Canada. The sport of snowmobiling is a safe and an enjoyable form of recreation if done properly and with respect.

The purpose of International Snowmobile Safety Week is to expose people to safe snowmobiling practices and to demonstrate how operating safely can prevent mishaps. The activities and promotions contained in this informational piece stress safe and responsible snowmobiling.

Safe Snowmobiling Means

1. Never consume alcohol or drugs before or during snowmobiling.
2. Become familiar with the snowmobile you ride.
3. Operate at safe and reasonable speeds.
4. Stay on trails and areas where snowmobiling is permitted.
5. Avoid travel on unfamiliar frozen bodies of water.
6. Using extra caution at night.
7. Keep your snowmobile properly maintained.
8. Become familiar with the terrain you will travel on.
9. Listen to the weather forecast before you leave.
10. Always wear a helmet and proper clothing.
11. Never riding alone and letting someone know where you are going and when you plan to return.
12. Carrying emergency supplies and learning survival skills.

Section 2: Organizing a Campaign

There are many individuals and organizations who care about snowmobile safety such as:

- Volunteer snowmobile safety instructors
- State and Provincial snowmobile safety instructors
- Health care professionals
- Organizations
  - International Association of Snowmobile Administrators
  - American Council of Snowmobile Associations
  - Canadian Council of Snowmobile Organizations
  - International Snowmobile Manufacturers Association
  - State Associations and Provincial /Territorial Organizations
  - Individual Snowmobile Clubs
  - International Snowmobile Media Council

A number of campaigns aimed at safe snowmobiling have been developed and implemented by various snowmobile organizations. In 1995, the International Snowmobile Manufacturers Association developed a campaign titled: **Safe Riders! You make snowmobiling safe™**.
This slogan highlights the industry's desire to encourage safe snowmobiling. The effort is coordinated from the International Snowmobile Manufacturers Association office located in Haslett, Michigan. Manufacturer members Arctic Cat, BRP, Polaris Industries, and Yamaha Motor Corporation have joined together in this unique program.

All snowmobile associations/federations, clubs, affiliates, government administrators and enthusiasts are encouraged to participate in the program. Posters, fact books, brochures, and decals highlighting the logo and slogan, along with key issues pertaining to safe snowmobiling, will be distributed this snowmobiling season at Snow Shows throughout North America and can be found on our website. Industry members are encouraged to use the slogan and logo in their publications to expand the safety message to snowmobilers of all ages.

Safe Riders! You make snowmobiling safe™ has available safety training video chapters for download from our website www.snowmobile.org. Also on the website we have resources and snowmobiling statistics in our snowmobiling fact book, public service announcements, our poster series, our safety brochure and fun items that can all be downloaded for the whole family.

Grass Roots Efforts

The combined efforts of industry, government and volunteers in this *International Snowmobile Safety Week* campaign is unprecedented; the assistance of the 3,000 + local clubs across the snowbelt is critical to its success. **YOU** know what can work in your individual community better than anyone else, and your help is vital.

Form a Committee

Assemble a committee to work on the *International Snowmobile Safety Week* campaign. One person cannot do all the work, and if the duties are divided among a committee, it makes everyone's load lighter and goals easier to accomplish. Are there other organizations in your community whom you can involve in this effort? Combine forces whenever possible. The duties can be divided as such:

Committee Chair Coordinator: Make assignments, oversee activities, find other community organizations to participate.

Publicity Coordinator: In charge of dispersing information: poster distribution, news releases, advertising.

Activities Coordinator: You may need several people to fulfill these duties. Develops and coordinates activities and events.

Spokesperson: Pick a person who likes to talk and knows what they're talking about! This person could visit various organizations in the community (schools, emergency

services, service clubs) to speak on snowmobile safety. A club member who is Volunteer Instructor for the Snowmobile Safety Course may be a good candidate for this position.

Sponsor Coordinator: This person will contact various sources for sponsorship of projects that will need funding, manpower, etc.

Calendar

It's never too soon to start planning! Get your committee in place as soon as possible.

September/October 2026

- Committee members should be designated.
- Make a list of possible activities, participating organizations, and sponsors. Begin contacting them now!
- Each committee should have confirmed plans and budgets.
- Develop a list of required supplies (posters, pamphlets, event prizes, news releases, PSAs, etc.) and a budget. Confirm sponsors and sources of funds. Order/download supplies.
- Clubs, through the State Association and state/provincial snowmobile safety/trail administrator, should prepare a Proclamation for your Governor to officially declare January 9-17, 2027 as *International Snowmobile Safety Week.* (Sample on page 10)

November/December 2026

- Produce a program of events and distribute copies to all participating organizations, sponsors, media.
- Distribute pamphlets, posters, programs.
- Mail out news releases, public service announcements, invitations to events.

January 2 - 8, 2027

- Distribute additional handouts, posters, etc.
- Confirm activities participants.
- Confirm scheduled media coverage.
- Send out press releases.

January 9 - 17, 2027

- **INTERNATIONAL SNOWMOBILE SAFETY WEEK**
- Hold press conference, safety events, rides, etc.

February 2027

- Send thank you notes, follow-ups, and replies.
- Events and activities may continue throughout the winter.
- Enjoy the snowmobile season!
- Have follow-up meeting and critique.
- Formalize your yearly planning cycle.
- Begin planning for the year 2028 Safety Week.

Activities

There are numerous activities that can be hosted to promote *International Snowmobile Safety Week.* Some ideas are listed below, but do not feel limited to these - you may have better ideas of your own!

Don't overdo it! Select one, maybe two projects that your club members would like to be involved in and do them well. Don't try to do too much or no one will have fun.

Snowmobile Safety Course	Your club can sponsor a safety education course, which results in the certification of participants. Contact the Snowmobile Safety Training Coordinator for your state or province - or your club safety trainer can hold an abbreviated class.
Snowmobile Safety Seminar	Work with a dealer in your area and host an open house at a dealership. Set up displays for viewing, have a program of events such as guest speakers, videos, and demonstrations.
Snowmobile Safety Clinic	Get a local snowmobile dealer or garage to co-sponsor this event. Invite people to bring their machines for a safety inspection. Have mechanically-inclined club members assist with maintenance questions and techniques. Serve non-alcohol refreshments.
Sponsor a *'Safe Ride'* or a *'Take a Friend Snowmobiling'* ride	This event may be possible during December if adequate snowfall has arrived in your area. This type of event is a great way to introduce and promote snowmobiling to members of the community or government who are not snowmobilers. This is a good time to invite a non-snowmobiling friend or family member to "Go Snowmobiling" and get started safely. Make arrangements for use of machines from dealers and club members. Invite elected officials, emergency service personnel and the media. Serve lunch on the trail. Take participants to scenic places with interesting histories or on groomed and ungroomed trails. Make sure everyone is properly dressed. **For a complete Checklist on how to hold a Safe Ride, see the last page of this manual.**
Displays	Set up a display in the civic center, in a mall or any other highly visible location. Have club members man the display during busy times. Hand out pamphlets and information on safety.

Publicity

Remember, **repetition** is important when sending the safety message. More than one publicity strategy will be needed to get the message to everyone.

Public Service Announcements (PSAs)

Newspapers, Radio, TV, Social Media: The International Snowmobile Manufacturers Association has several types of PSAs that can be used during *International Snowmobile Safety Week* and throughout the season. Broadcast ready video PSAs

and radio ready PSAs are available. They are 30-second spots, highlighting key safety issues. They can be found at www.snowmobile.org . Post on Social Media often.

News Releases and Stories

News releases are informal articles about things that are happening. Produce your own news releases on activities that you are planning. Make sure you send them 2-3 weeks ahead of the activity. (samples are provided in this publication)

Establish contacts with local media whom you can call on to cover your activities. If no one can attend, write your own story, take black and white photos, and submit them as soon as possible for publication. Invite your local Visitors Bureaus and Chambers of Commerce to partner with you.

Use your web site and Social Media to promote your safety week event.

Safety Video Series

The Safe Riders safety video series is available for downloading and using. Relevant video "chapters" can be used by your local network or cable system. Each video is less than 6 minutes in length, and you can pick and choose which videos are pertinent for your event. Many in-house resort/hotel and school systems will also use the safety video if you provide them with a link. You can view and download the video series at: http://www.snowmobile.org/safe-riders-videos.html

Safe Riders! Posters, Fact Books, and Brochures

Safe Riders!™ fact books, posters and brochures can be found on our website www.snowmobile.org .

Contact your government Snowmobile Safety Administrator or state or provincial snowmobile organization for additional materials that may be available.

New snowmobilers and those interested in trying snowmobiling should visit the Go Snowmobiling web site at www.GoSnowmobiling.org .

Partners

Involve as many organizations and individuals as you can. Co-sponsors can contribute time or funding for projects. Potential sponsors, and ideas for how they can participate include:

Snowmobile Businesses	Dealerships, repair shops or aftermarket suppliers can provide vehicles for trail rides, technical assistance and location for a Safety Clinic, and donate prized for contests.

Community Organizations	The Chamber of Commerce, conservation commission, planning board, Rotary Club, Lions Club, Police Department, tourism organizations, school or emergency services can co-sponsor a safety seminar and provide location and man/woman-power.
Private Industry and Business	Many snowmobilers are in private industry that may be able to provide support. They can also provide funding for specific activities such as printing, advertising, awards or refreshments. Partner with your local business partners who are a part of the snowmobiling community such as: Banks, restaurants, gas stations, ski-hills, etc.

Spokesmanship

The spokesperson for *International Snowmobile Safety Week* can be a very busy person. Types of speaking programs that can be set up are:

1.	**MEDIA INTERVIEWS**	**Radio, TV, Newspapers, Social Media Reels** Prepare a list of questions that you can provide to the interviewer that will make him or her sound knowledgeable. Bring facts and figures with you - practice reading them and answering questions before your first interview. Be familiar with local safety concerns and issues.
2.	**COMMUNITY ORGANIZATIONS**	Arranging a speaking engagement to inform members of *International Snowmobile Safety Week* can be a first step towards getting the group to participate as a sponsor. Use visual aids, such as slides, overhead transparencies, handouts or a short video to highlight your presentation.
3.	**SCHOOLS**	Make arrangements to visit schools and do short presentations for students during *International Snowmobile Safety Week*. Gear the presentation to the ages of the students and use visual aids.

Tips on Public Speaking

- Be ready to explain *why* you are sponsoring a Safety Week.
- Be proud of your task - safety *is* important, after all.
- Be sincere and enthusiastic.
- Know your subject matter.
- Dress professionally, neatly and comfortably.
- Carry lists of names, addresses and phone numbers of industry contacts.
- Practice speaking with a tape or video recorder.
- Use written notes on key items to cover.

Tips for the Committee Chairperson

- Make lists, put everything in writing: who is in charge of each duty, specifically what they are doing and deadlines for accomplishing each step. Make sure all committee members get their assignments in writing and know what each other is doing. Avoid duplication of efforts.

- Make contact with other clubs and organizations in the area to find out what they are doing. You may want to avoid having events on the same day, or you may decide to combine efforts and put on an event jointly.

- Follow up regularly with committee members with assignments to make sure they are on track and are meeting the pre-determined deadlines. Be prepared to provide assistance or re-delegate work if it is not progressing as necessary.

- Coordinate your efforts with your Government Snowmobile Safety Education Program Administrator. Make contact early on in your campaign planning stages and find out what else is happening around the state, and if any materials or additional guidance is available.

- If things are not going as planned, reassess your campaign. Take a look at what you can actually accomplish and concentrate on those projects. It is always best to do a few really good events rather than many mediocre or poor events.

- Use your leadership skills to their greatest potential! Be as polite and diplomatic as possible. You are not a boss - you are working with volunteers!

Section 3: Samples:

Here are some samples you could use when planning your Safety Week event:

Sample Proclamation

The state/province of_____
Office of the *(Governor or MPP)*
A PROCLAMATION

WHEREAS, the family sport of snowmobiling is enjoyed by more than *(100,000)* men, women and children in *(State/Province)*; and

WHEREAS, snowmobiling represents a facet within *(State/Province's)* winter tourism industry, contributing in excess of *($50,000,000)* to the state's economy; and

WHEREAS, the *(State/Province)* Snowmobile Association and the *(Fish and Game)* Department have joined together to educate the snowmobiling public as to safe and responsible snowmobiling for over 30 years; and

WHEREAS, employing responsible riding practices such as avoiding alcohol and operating at sage speeds make *(State/Province's)* snowmobiling experience safe and enjoyable;

NOW, THEREFORE, I, *(Name), (Governor/MPP of the State/Province of ____),* do hereby proclaim January 9 - 17, 2027

SNOWMOBILE SAFETY AWARENESS WEEK

In the *(State/Province)* of *(_____),* and in the interests of safe and enjoyable snowmobiling encourages all snowmobilers to take advantage of Snowmobile Safety Programs and through their actions, and the example they provide, preserve and enhance the family sport of snowmobiling.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the *(Great Seal of the State/Province of _____)* to be affixed. Done at the Capitol in the City of *(_____)* this first day of January in the year two thousand twenty-one.

_____
(Governor/MPP)

Sample News Release 1

Contact:_____ Contact:_____
Title:_____ Title:_____
Telephone:_____ Telephone:_____

SNOWMOBILE SAFETY AWARENESS WEEK
JANUARY 9-17, 2027

In observance of International Snowmobile Safety Week, *(Governor/ Premier _____)* has proclaimed January 9-17, 2027 as *(State/Province)* Snowmobile Safety Awareness Week.

Snowmobile Safety Awareness Week will be observed by the *(_____ Fish and Game Department)* the *(State/Province Snowmobile Association)* and it's *(_#_)* member snowmobile clubs. Numerous events and activities are scheduled to take place this week, including Snowmobile Safety Courses, clinics, and seminars. Exhibits will be on display at shopping centers and snowmobile dealerships throughout the state.

(_____ thousand) snowmobiles are registered each year in *(State/Province)* and operated by *(100,000 +)* men, women and children of all ages. Depending on weather conditions, approximately *(__#__)* of snow-covered trails are maintained and groomed by snowmobile club volunteers across the state/province, and enjoyed by a variety of winter recreationists including cross-country skiers, dog-sledders, winter hikers, and snowmobile enthusiasts.

Activities and events held during Snowmobile Safety Awareness Week will promote responsible attitudes and actions that will foster the safe, family image of snowmobiling.

"Safe Snowmobiling means riding within your own capabilities, operating at safe and appropriate speeds for the terrain, and never drinking alcoholic beverages before or while driving," says *(Name, President of the _____ Snowmobile Association)*. "Always wear a helmet and adequate clothing, stay within designated riding areas, and always snowmobile with another person, never alone."

Occasionally problems occur, and snowmobilers should be prepared for all possibilities. "Take along a spare belt, spark plugs and tools to do basic repairs. You also should carry emergency supplies, such as a basic first aid and overnight survival provisions such as food, matches, flashlight and extra batteries, and shelter building materials," recommends *(quotable source.)*

"Most importantly, always use common sense and keep a clear head. Learn all you can about responsible snowmobiling and keep safety as your top priority."

(include a list of scheduled events and activities.)

Sample News Release 2

News Release
For immediate release

Date: _____, 2027
Contact: _____,
Title: _____
Assn./Club: _____
Telephone: Day - ____ - _____, Evening - _____ - _____
Fax: _____ - _____

Snowmobile Safety Clinic Scheduled

To celebrate *International Snowmobile Safety Week* which is January 9-17,2027, (*club/association*) will be sponsoring a "Snowmobile Safety Clinic" on the _____ (day) , (date) , from (time) AM to (time) PM at (location) .

Most snowmobile enthusiasts know that their snowmobile needs an annual pre-season inspection each year before hitting the trails. Certain mechanical components need to be inspected or adjusted to insure a safe and trouble free riding season.

Members of the (club/association) will be available to assist participants who need advice and guidance on just what to adjust and how to perform basic snowmobile service. (business) technicians will also be on hand to answer questions about maintenance and repair.

Participants are encouraged to bring their own tools and snowmobile owner's manual. Advice and assistance are free, parts and supplies are available for purchase.

For additional information please contact: (contact person/phone) .

Sample Safe Ride Checklist

1. Check the ISMA website for downloadable Safe Riders! Material that can be used for the invitation as well as the function. www.snowmobile.org

2. Choose a weekday preferably immediately after or during safety week to encourage safety awareness before the season and accidents begin. **(Thursday is the best day for the media.)**

3. Pick the location and the route. Points to consider when choosing a route:
    a. Ease of access to the media and legislative attendees and the public to include ease access for TV filming, radio, etc.
    b. Direct route from that point to the luncheon location.
    c. Route not longer than 50 km (30 miles) in length.
    d. Route needs to be properly marked and groomed. If you cannot properly groom or mark the route, do not hold safe ride.
    e. Have police escorts especially for crossing roads, and to highlight the safety effort - not only to the media but also to the police who need to be involved with the enforcement.

4. Start time: at 10:00 AM with brief statements and introductions. Start the ride and have lunch at 12:30 PM. Hold a short training program after the luncheon, and then a short ride back to the starting point with a possible wrap up around 3:00 PM.

5. Theme: The theme of the ride should be a "Safe Ride" and should highlight the fact that all interested individuals will be able to participate. Safety must be the main theme and you must give a safety update before the ride ever begins and all individuals riding must ride in a safe manner. No alcohol can be served anywhere around during or after the program.

6. Lunch: The lunch should be sponsored by a non-alcohol partner or sponsor, as well as any breakfast or rolls and coffee in the morning. Have a guest speaker on snowmobile safety.

7. You need to obtain snowmobiles and snowmobile clothing from dealers or other club members for individuals to use while participating on the ride.

8. Coordinate the activity with the local club and state/provincial association and ACSA and /or CCSO and ISMA should be knowledgeable of the effort.

9. Contact the manufacturers' representatives through the dealers and ask to have one manufacturer rep at the ride.

10. Send out invitations at least 2-3 weeks prior to the ride. They need to be personally signed, including an agenda. Be as specific as possible and have phone numbers to contact. Also in the letter, highlight exactly what the event is going to be - A Safe Ride. Highlight on the invitation individuals that you think will be attending (i.e.: manufacturers reps, elected government officials, etc.) and that there will be a hands on demonstration of safe riding techniques and a **Safe Riders!** Class presented for all individuals. Invitation lists should include but not be limited to: *All media in the area - radio, TV, newspaper, Association and club members and their publications; National Association newspapers should be contacted - they may have stringers that are available to show up and cover the program; Elected politicians and staff; Key national and or state/provincial organization members such as: Safety Trainers in your area who must be supportive of the effort and must be participating and join with you in sending out the invitations, manufacturers, suppliers and service companies involved in the market area in the industry.*

11. Follow up with phone calls and send out follow up information once individuals contact you, to include maps of where you are going to be, etc. Once you build your list of who is participating, you may want to send out a second invitation to the media highlighting for them who is attending the event to encourage their attendance.

12. Immediately after the ride, send out thank you notices to develop a good working relationship with the media and government types - ***your follow up with them is imperative***.