

Community Organizations Self Assessment Tool	Self Assessment Score				
	1 - Rarely	2 - Occasionally	3 - In Progress	4 - Regularly	5 - Always
	<i>We rarely do this, or not at all.</i>	<i>We do this sometimes, but inconsistently.</i>	<i>We do this with some regularity, but not reliably.</i>	<i>We do this consistently and with intention.</i>	<i>This is standard practice and part of how we operate.</i>
Gold Standard Number 1: Grow Participation & Inclusion					
We create welcoming programs, clinics and events that reduce barriers and invite new paddlers into our community.					
We design programs are approachable and beginner friendly, especially for first-time paddlers who may not yet have the experience or equipment to get started on their own.					
We mentor and support emerging paddlesports leaders from communities that have not always felt represented in paddlesports, helping create pathways to leadership and career opportunities.					
We leverage government and industry resources, such as parks and recreation programs, state outdoor offices, retailer funding and grant opportunities to expand entry level training and support emerging leaders.					
We actively collaborate with brands, retailers, outfitters, and sales reps to welcome new paddlers and strengthen community paddling events.					
Gold Standard Number 2: Advocate for Access & Conservation					
We lead efforts to protect waterways, biodiversity, and water quality in our region.					
We advocate for sustainable recreation and long-term access to paddling places.					
We participate in stewardship efforts throughout the year, including cleanups, education and partnerships with land managers.					
We help paddlers see themselves as responsible stewards of the waterways they enjoy.					
We actively engage with brands, retailers, outfitters, sales reps, local governments, and other community organizations to advance conservation and access initiatives.					
Gold Standard Number 3: Educate & Empower					
We offer programs that incorporate paddle safety instruction and environmental education for the public.					
We consistently promote life jacket wear and a culture of safe paddling through out events, communications and community norms.					
We provide community paddling, mentorship, and instructional opportunities that help casual paddlers grow into confident members of the paddling community.					
We support volunteer leaders, instructors, and trip leaders with training and development opportunities.					
We engage brands, retailers, outfitters, and sales reps to share expertise and support training initiatives through participation or sponsorship.					
Gold Standard Number 4: Connect Industry & Community					
We move beyond event sponsorships to engage industry partners as true collaborators in advancing advocacy, community engagement, and paddler participation.					
We connect the paddlesports industry with local policy leaders, tourism leaders, paddling leaders, and the broader public to help build a sustainable paddling community.					

We actively collaborate with local retailers and outfitters to strengthen the paddling community and create value for both local partners and the broader industry.	
We collaborate with brands, retailers, outfitters, sales reps, donors, and government agencies to help close the paddlesports skills and education gap among casual paddlers.	
We use our influence and relationships to strengthen collaboration and advocacy across community, industry, and public agencies.	
TOTAL SCORE	0