



DMV EXPLORER CAMPAIGN

Handbook for Explorer Campaign Partners

Here's what you'll get when you join an explorer campaign...



Explorer Campaigns are an opportunity for you to engage in some friendly "co-opetition" with neighboring sites. By working together, and making your Mission the best it can be, we can encourage families to make screen time green time!!

Teaming up to promote your Mission alongside your neighbors means more promotion making it easier for people to find out about your Mission. Plus, extra prizes means there's extra incentive to play!

[\[Check out the Explorer Campaign Webpage\]](#)

Here's what you'll get when you join the DMV Explorer Campaign.

Website Feature

Your Mission (and Field Agent) will be listed on the Agents of Discovery Explorer Campaign page as a participating site. This lets players know you're part of the Campaign.



The Explorer Campaign Google map will feature your location, marked with your logo. People will be able to click on the marker to read more about your Mission.

Website Feature (Cont.)

Your Field Agent will join the gang in the Explorer Campaign's "group photo," featured at the top of the Explorer Campaign page.



Your organization's logo will be displayed on the Explorer Campaign page.



Social Media Package

■ Promotional Social Media Post:

- We will create a promotional social media post that you can joint post with our team. You choose what platforms to use.

■ Launch Video:

- You'll be featured as part of the [Explorer Campaign's Launch Video](#) - this is your chance to make your Mission stand out to prospective players! The video will be posted on social media on the first day of the Explorer Campaign.

■ Partner Video:

- You'll also have the option to [create your own fun video](#) inviting players to your Mission, which we will share on social media.

■ Press Release:

- We'll provide a written press release for you to share with local news outlets or simply add to your website.

■ Additional Support:

- If you decide to offer a special event or feature during the Explorer Campaign, we will promote it on our social media platforms. You can also request more general support with social media promotion.
- You will also be provided with support with social media promotion and Mission development.



Posters



We will send you a cool customized digital poster that you can use at your location highlighting the Explorer Campaign and Missions in your area!

Prizes

- Order exclusive badges specific to your Explorer Campaign that you can give to players who complete your Mission.
- Your players will have a chance to win a grand prize offered as part of the Explorer Campaign. (The type of prize varies with each Explorer Campaign.)



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Explorer Campaign To Do Checklist

September 15th, 2023 - November 26th, 2023

Website

- ☐ I have completed my [Mission Information form](#) with my Mission name, coordinates, my organization's logo and a short description of the Mission by **August 1, 2023**.
 - ☐ I have my own webpage promoting my Mission and participation in the DMV Explorer Campaign.
 - ☐ My Field Agent is in the Explorer Campaign banner.
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- ☐ [Fill out the form here.](#)
 - ☐ [I have sent all of the above to the Agents of Discovery team!](#)

Mission Details

- ☐ My Mission name is finalized by **August 1, 2023** & added to my Mission form.
 - ☐ My Mission's reward message mentions the participation in the Explorer Campaign and the reward link appears upon Mission completion by **August 1, 2023**.
 - ☐ Optional: My Field Agent is characterized with a voice.
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- ☐ **I have sent all of the above to the Agents of Discovery team!**

Prizes

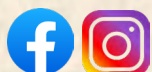
- ☐ I have ordered my rewards from the [Swag Store](#) by **July 20th**:
- ☐ Recommended for individual Missions -1 inch pins (can be DMV or site-specific): [Click here to Order.](#)
- ☐ OR Lanyard: [Click here to Order.](#)
- ☐ Note: these specific prizes aren't absolutely required at every site, but it's great if at least most of us have them!

Events (Optional)

- ☐ I have planned my pop-up event and added it to [the spreadsheet](#) by **Aug 10th, 2023**.
 - ☐ I have let team DMV know about my pop-up event by **Aug 15th, 2023**.
 - ☐ I will promote my pop-up event starting **Sept 1st, 2023**.
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- ☐ **I have sent all of the above to the Agents of Discovery team!**

Social Media

- ☐ I have filled in my [preferred week](#) to have my Mission promoted during the Campaign by **August 1, 2023**.
 - ☐ I have completed my [Social Media form](#) with pictures of my Mission site, information about my Mission, with my organization's handles and hashtags and what social media channels they correspond to, and provided my social media contact by **August 1, 2023**.
 - ☐ [Example](#) of what AoD will create with my info.
 - ☐ I am using [#DMVExplorer] in any promotion I do around the Campaign.
 - ☐ AOD is tagged in my social media posts and I have been in contact with the AoD social media team. [@AgentsofDiscovery (Facebook/Instagram) or @AoDiscovery (Twitter)]
 - ☐ I have used the Campaign poster (either at my site or online).
 - ☐ Optional: I have prepared a short video for my MOTW feature by **August 15, 2023**. [Click here for an example.](#)
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- ☐ [Fill out the form here.](#)
 - ☐ **I have sent all of the above to the Agents of Discovery team!**



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