Young Professionals Cultivation Plan – Outdoor Circle Hawaii

Objective:
Introduce TOC through 2-3 young professional events to engage potential members and secure annual memberships. The focus is on fostering leadership opportunities/board prospects and growing momentum towards environmental stewardship.

Event 1: Bank of Hawaii/First Hawaiian Bank Summer 2025 Intern Programs

- **Target Audience:** 25-35 interns per cohort, primarily Hawaii-based, ambitious, and career-driven.
- **Strategy:**
  - Introduce Outdoor Circle's mission and leadership opportunities.
  - Emphasize how membership aligns with professional development and community impact.
  - Potentially include a short interactive engagement.
  - Collect contacts and follow up with a clear membership call to action.

Event 2: Kakaʻako Run Club

- **Target Audience:** Active local residents (late 20s to 40s), 60+ weekly attendees, strong community engagement.
- **Strategy:**
  - Reach out to club President Jacob for a brief presentation at a weekly run meetup.
  - Position Outdoor Circle as a key advocate for preserving Hawaii's outdoor spaces.
  - Offer an incentive or interactive engagement to drive membership sign-ups?
  - Explore contribution to the club in exchange for speaking and outreach opportunities.