



## Hosting a Snap-a-thon Instructions

### OVERVIEW

The aim of this document is to equip you with tools to successfully run your own Snap-a-thon event. Snapshot Wisconsin Snap-a-thons are friendly competitions where a group of people tag animal photos on our crowd sourcing website, Zooniverse, to gather as many points as possible.

*Why would you want to host a Snap-a-thon?*

Snap-a-thons are a fun way to learn about Wisconsin wildlife and about the Snapshot Wisconsin program. The event is also an opportunity to bring community members together for a positive experience. We (the Snapshot team) use Snap-a-thons as an outreach tool to get people involved with classifying animals on Zooniverse, and if you host an event there is the added bonus of helping us!

*What are the requirements of someone planning on hosting an event?*

If you are considering hosting a Snap-a-thon, we ask that you keep in mind that the activity requires computers and internet access. We also ask that you have some familiarity with Wisconsin wildlife so that you can verify tricky photographs.

### TIME REQUIREMENTS

1-1.5 hours

### SUGGESTED AUDIENCE

This activity is appropriate for folks who are familiar with operating a computer and Wisconsin animal species (there is no need to be experts by any means!)

### MATERIALS

- Species Checklists, computers, pens/pencils, verification pens (different colored pen/marker).  
Optional materials: prizes for top teams and participation, field guides, timer, projector

### PROCEDURES

#### PRE-EVENT:

1. **LOCATION:** Determine a location for hosting your Snap-a-thon. We recommend a location where computers are accessible. One option is to partner with a library. If the audience you have in mind has laptops, choose a location where everyone can comfortably fit. Classrooms and community centers are other great options for hosting Snap-a-thon events. Most importantly, the location needs to have reasonably fast internet access.



## Hosting a Snap-a-thon Instructions

### 2. SUPPLIES:

- Species Checklists: These are used by attendees to keep track of points, and also include instructions (please try to print both sided to conserve paper)
- Computer access or the ability for people to bring laptops
- Pens/Pencils: Ask your audience to bring a writing utensil, or bring enough for your anticipated audience size
- Verification Markers: a stamp, colored sharpie or different colored pens can all work as a verification marker
- Prizes (optional): prizes are a fun way to incentivize the activity\* the DNR cannot supply prizes
- Timer (optional): There are online timers you can use. Smart phones typically have a timer function as well
- Field guides (optional): field guides can be useful for classifying mysterious animals
- Snapshot flyers: If you would like to help promote the Snapshot program, we can send you flyers and contact cards to distribute

3. **ADVERTISING:** Another important task to do before the event is getting the word out. Word of mouth is a wonderful way to get the word out to friends and family. Another option is to put up flyers in public places such as libraries, grocery stores and city halls. \* *Always ask for permission before posting a flyer.* The third way of advertising your event is by reaching out to specific organizations. Partnering with a local garden group, nature center or conservation group are all places to start.

**Expert Tip:** *creating your own itinerary can help things run smoothly on event day. Below is an example of an itinerary for the Snapshot WI Snap-a-thon at the University of Wisconsin Madison.*

- **Day before**– Send out a reminder email about the Snap-a-thon event. Remind people to sign up for a Zooniverse account and remind them of what supplies to bring along
- **4:30-5:00 PM** – Early check-in for setting up Zooniverse accounts if the participants haven't already
- **5:00-5:10PM** – explain in detail what a Snap-a-thon is and the rules
- **5:10-5:30 PM** – Play the Snap-a-thon for the allotted time. Verify species that need confirmation during the contest. Teams should have their totals ready at the end of the allotted time
- **5:30-6:00 PM** – Verify totals and distribute prizes.



## Hosting a Snap-a-thon Instructions

### EVENT DAY:

1. Arrive about half an hour before the event is scheduled to set out Species Checklists and help participants with setting up their Zooniverse accounts (*this is not required; attendees can classify photos as guests, we encourage this because participants will receive a notification whenever we launch a new season of photos on Zooniverse and can participate on Talk boards*).
2. Encourage participants to create team names.
3. Go over the basic rules and guidelines for the Snap-a-thon:

### Snap-a-thon Rules and Guidelines

- Rules and guidelines are on the back of the Species Checklist
  - Identify as many species on Zooniverse as possible within the allotted time frame. Navigate to the "CLASSIFY" tab to begin identifying species.
  - For 1-3-point species, place a check mark in the box of animals that you have clearly identified. You will only receive points once per species (i.e. seeing 10 pictures of deer will only get you 1 point).
  - For 5-point species and bonus items, raise your hand to have a team member verify and place a colored check mark in the box (points will not count unless the person running the Snap-a-thon signs off)
  - If you are unsure of a critter, there are example photos when you click on a species name and a field guide on the right-hand side of your screen.
  - For blurry or difficult to identify photos, please make your best guess
4. Demonstrate how the Zooniverse interface works. If you have access to a projector that is an ideal option for the demo, otherwise demoing on someone's computer also works for smaller groups.
  5. Start the timer for however long you plan on running the Snap-a-thon. We typically run our Snap-a-thons for 20-30 minutes. Verify any species that require verification.

**Expert Tip:** Give participants updates on how much time is left on the clock.

6. Once the Snap-a-thon has ended, ask participants to tally up their scores and hand their species checklists to you.
7. Determine the best team name and award extra points.
8. Distribute prizes (optional) and/ or bragging rights.

**Let us know if you are planning on hosting an event a few weeks before the intended event date. Feel free to reach out to a Snapshot Wisconsin team member if you have any questions. We would love to help you run a successful Snap-a-thon in your area!**

**Email:** [DNRSnapshotWisconsin@wisconsin.gov](mailto:DNRSnapshotWisconsin@wisconsin.gov)

**Phone:** (608) 572- 6103