



9 STEPS TO PLAN A SUCCESSFUL NATIONAL TRAILS DAY® EVENT

National Trails Day® (NTD) events can be as simple as organizing a trail cleanup, hike, ride, or paddle trip on your favorite trail, or you can go all out by coordinating a volunteer trail service project with a local land manager or even a large community trail festival. This guide will walk you through the nine-step process of planning a successful NTD event, regardless of the scale or size of the event you are planning.

- Clarify Your NTD Goal: Before diving into the details of event planning it's a great idea to write down your desired outcome for your National Trails Day® event. A clear objective will help the planning process. Possible goals could include:
 - ▶ Introduce your trail to community members who are unaware of it
 - ▶ Lead 4-7 participants on their first nature hike
 - ▶ Remove litter from the most heavily used sections of trail in your community
 - Clear 2 miles of an overgrown trail
 - Clean out 50 water bars or drainages
 - ▶ Educate 10-15 trails users about Leave No Trace ethics
 - Raise enough money to build a new foot bridge
 - ▶ Increase membership to your club by 5 people
 - Register 150 runners for a trail race

My NTD goal:			

	•	Individuals with limited access to trails
	•	People new to hiking/bicycling/birding etc.
	•	Nature photographers
	•	People outside your existing network
My t	arge	et participants:
3.	you car	oose Your Activities: Select appealing activities for your target audience that will help u reach your NTD goal. Any muscle-powered trail activity or outdoor education activity in be registered as an NTD event. Your event can include one activity or many activities. eck the box for each activity you'll include or write in unique activities:
		Trail cleanup
		Day hike
		Trail service project
		Trail run
		Mountain bike ride
		Paddling trip
		Activities for children
		First aid or "Leave No Trace" demos
		Outdoor photography clinic
		Educational exhibits and learning projects
		Birding trip
		Other:
	Fin	d an Ideal Event Location: When choosing an event location, consider the following:
	•	Accessibility - How easy will it be for your target participants to get to your event? If your community has public transportation, consider locations near public transit stops.
	•	Terrain - With your target audience in mind, select trails to suit their skill level.
	•	Approval - It is advised to seek approval from the land manger/owner to host an event at the desired location. Certain areas have restrictions on usage and group size. If you don't know who manages the land, start by contacting your local parks & recreation department.
My f	irst	choice event location:
A po	ssik	ole backup location:
2019	NTE	D Event Host Guide 2 <u>AmericanHiking.or</u>

Envision Your Target Participants: Based on your goals, what type of participants will help you reach your goal? Your target participants could include:

► Families with young children

Adult volunteers

5 .	Evaluate Possible Partnerships: Many of the most successful NTD events are collaborating events organized by two or more organizations. (Everything's more fun shared with friends Partnering with other organizations can help expand your event's reach and adds helping hands on the day of the event. Here's an example, partner with an active run club and a local brewery for a "trails and ales" event. Volunteers clean up a trail they run on each week and meet up at the brewery afterwards. Perhaps local businesses could promote the event and provide products and services for a raffle at the end of the event, sounds fun right?						
	Со	nsider partnerships with the following:					
		Land managers/owner		Chamber of commerce			
		Outdoor/conservation groups		Meetup groups (meetup.com)			
		Local breweries		Health/wellness organizations			
		Outdoor retailers		Tourism office			
		Climbing/Fitness gyms		Small Businesses			
		Run clubs		Parks and Rec Department			
		Youth or senior groups					
Poor	alo :	and organizations I'll reach out to:					
ı co	JIC 6	and organizations in reach out to.					
6.	are	efine the Logistics: you might want to elice applicable for your event. Write down pessible tasks:		elp for some of the following tasks, if they e who will be willing to help with various			
	•	Event Promotion/Marketing:					
	•	Signage and parking:					
	•	Participant sign in:					
	•	Event introduction:					
		Tool coordination:					
		Activity leaders:					
		Rainy day plan:					
		Other:					
		other.					
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		Event signage					
		Sunscreen and bug repellent					
		Snacks and water for participants (or the water bottles)	еу са	an bring their own; encourage reusable			
		Sign-in sheets, handouts, liability waiver	s, pe	ens, clipboards			
		(Cont. next page)					

	Raffle items and giveaways
	Trail maintenance tools
	Personal protective equipment, if doing trail work
	First aid kit
	Tables, chairs, sun/rain fly
	Supplies for kids' activities
	Audio/visual equipment for presentations
	Clean up materials – trash bags, and trash cans
	Other:
Promote Your Event: American Hiking Society develops promotional resources to help event hosts promote their event at the local level. Links to the promotional materials will emailed to all registered event hosts and posted on the NTD event host webpage before April. The following are a few resources included in the promotional kit, check the resources you think you'll use:	
	Social media sample posts
	Images, graphics, and logos
	Sample blog posts/email copy
wa	ys to communicate with my target participants:
	Processing and the second seco

Register Your Event for FREE: the NTD website receives hundreds of thousands of views, so it's important that all events are registered at American Hiking Society highly encourages all events to be registered by May 1 to benefit from increased web traffic the month leading up to NTD.

Registering an event will take about ten to fifteen minutes to complete. After creating a host login you will have the ability to edit your event details at any point leading up to NTD.

Now that your event is registered you will receive additional time-saving tips, updates, reminders, and resources via NTD email updates. If you have further questions, or if you have ideas about how AHS can better support NTD event hosts, please reach out to Wesley Trimble at WTrimble@AmericanHiking.org.



Protecting the Places You Love to Hike.