

How to Host a  
**NATIONAL TRAILS DAY® EVENT**  
By American Hiking Society



**What is National Trails Day®?**

National Trails Day® (NTD) is American Hiking Society's signature trail awareness program that takes place annually on the first Saturday of June and inspires the public and trail enthusiasts nationwide to discover, learn about, and celebrate trails while participating in outdoor activities, clinics, exhibits, and trail work projects.



**How does National Trails Day® benefit you?**

Hosting a National Trails Day® event can benefit you by...

- Providing a coordinated nationwide opportunity for your trail enthusiast members, friends, or stakeholders to enjoy their favorite trails
- Facilitating new partnerships on local, state, and national levels
- Motivating a sizable volunteer force to complete backlogged trail maintenance projects
- Spreading your NTD success stories through hundreds of media outlets
- Demonstrating your love of the outdoors and dedication to trails

**When is National Trails Day®?**

This year National Trails Day® falls on ***Saturday, June 2, 2012***. However, event hosts have the option of choosing a different day to observe NTD if it better suits their program.



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Below is a simple “how-to” guide for hosting a National Trails Day® event on your land or in your area. More detailed information is available at [www.AmericanHiking.org](http://www.AmericanHiking.org).

1. Create a program for your event.
  - A. Decide what activities you would like to host. Examples include but are not limited to...
    - Day Hikes
    - Trail Maintenance Projects
    - First Aid and “Leave No Trace” Demonstrations
    - Educational Exhibits and Learning Projects
    - Mountain Bike Rides
    - Paddling Trips
    - Activities for Children
    - Photo Safaris
    - Bird Watching Trips
  - B. Evaluate the possibility of partnering with an outdoor club, retailer, or local park.
    - Partnering with other organizations can help expand your event’s reach.
  - C. Consider providing food and refreshments.
    - Event hosts can often get donations from local vendors.
2. Define logistics
  - A. Pick a date, time, and place that suits your program
    - If June 2<sup>nd</sup> is not the best day for you to host your event, then choose a better date.
  - B. Gather appropriate tools and equipment, if necessary
3. Publicize your event
  - A. Register your event on [www.AmericanHiking.org/ntd](http://www.AmericanHiking.org/ntd)
    - Registering your event is very important! The event information you provide is relayed to hundreds of thousands of people through our website, national advertising, outreach through local clubs, and work with local and national media. Registering your event will help us reach people who may be unaware of all that your lands have to offer.
  - B. Download free promotional materials
    - Organizer’s Manual
    - Style Guide
    - NTD 2012 Artwork
    - Coloring Contest
  - C. Publicize your NTD event!
    - Write an article or press release
    - Put a notice on your website
    - Post it to Facebook & Twitter
4. Celebrate National Trails Day®!
5. Send us photos, quotes, number of attendees, and any materials that would help us improve National Trails Day® in the future.

**Still have questions?** Contact  
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