



AMERICAN HIKING SOCIETY'S
NATIONAL TRAILS DAY®

NATIONAL TRAILS DAY[®] OVERVIEW

What is National Trails Day?

- AHS's signature trail awareness program
- America's largest trails event
- An annual and inclusive event
- Discover, engage, and celebrate trails
- There's an adventure for everyone

2,300+
ACTIVITIES
took place in
ALL 50 STATES
in 2015

**176,000
NTD EVENT
PARTICIPANTS
in 2015**

When is National Trails Day®?

- **First Saturday of June**
- **June 4, 2016**
- **June is Great Outdoors Month**
- **Event hosts can choose to observe NTD on a different day**

Why Should my USACE park/reservoir host a National Trails Day® Event?

- Reach a new audience
- Mobilize a sizable volunteer forces
- Broaden your connection with your community
- Benefit from more than \$2 millions worth of advertising

2.2 BILLION
unique media
IMPRESSIONS
generated by
NATIONAL TRAILS DAY®
IN 2015



2016 NTD Graphic

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HOW TO HOST A NATIONAL TRAILS DAY® EVENT

1. Create a Program

- Choose your activities
 - Be creative
- Develop partnerships
 - REI
 - Other local clubs and nonprofits
 - Food

Possible activities

- Day Hikes
- Stewardship projects
- LNT demonstrations
- Educational exhibits and learning projects
- Bicycling tours
- Paddle trips
- Photo safaris
- Bird watching

Kid specific activities

- Coloring contests
- Tailored stewardship projects (older kids)
- Challenge course

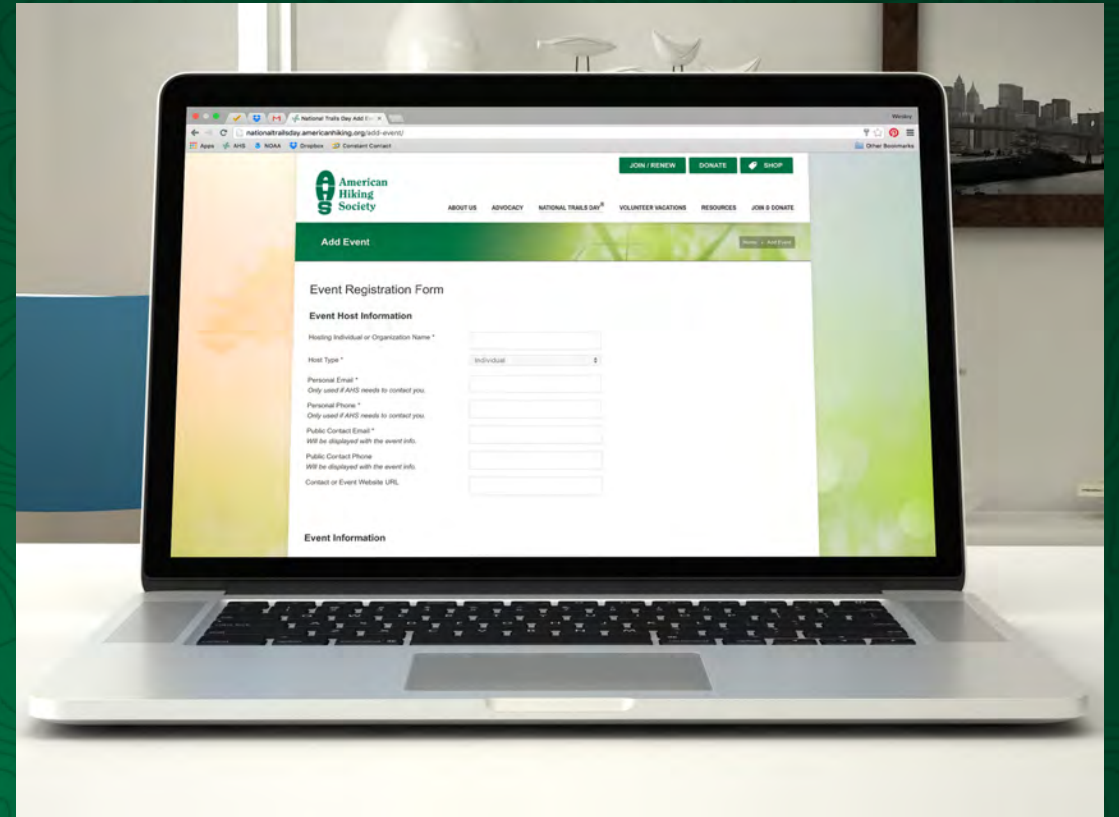
2. Define the Logistics

- Where & When
- Delegate responsibilities
- Make your Lists
 - Gather appropriate tools, supplies, equipment, if necessary
- Purchase NTD Shirts and/or NTD Promotional Kits
 - Pre-order 2016 items today



3. Publicize Your Event

- Register your event on AmericanHiking.org
 - Added to the searchable database
 - Events are promoted with our 191,000+ social media followers
- Download free promotional materials and helpful resources
- Share your event on social media, newsletters, and website



Trails Day Challenge

- Six weekends leading to NTD
- April 23rd and 24th the first challenge
- AHS encourages folks to hit the trail, take some pictures, and tag @AmericanHiking and #TrailsDayChallenge for a chance to win gear from the NTD sponsors



4. Celebrate NTD!

- Encourage participants to join the photo contest
- Promote your next activity or event

5. Share Your Success

- Upload photos
- Share your story and the impact of NTD
- AmericaHiking.org



HAPPY TRAILS

I hope you have a successful
National Trails Day[®] event!

If you have questions please contact me

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