Partnership for the National Trails System

Commemorating the 50th Anniversary of the National Trails System Act: Tips, Tricks, and Tools
Tuesday, November 2nd at 3PM EST
Commemorating the 50th Anniversary of the National Trails System Act: Tips, Tricks, and Tools

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Webinar Outline

• Overview of the 50th Anniversary
• Goals and Objectives
• Resources
• Example: NCTA Hike 100 Challenge
• Trail Story Submission
• Questions
An Overview: The National Trails System Act

- Signed by President Lyndon B. Johnson on October 2, 1968
- In conjunction with the Wild and Scenic Rivers Act
- Appalachian and Pacific Crest National Scenic Trails
- National Recreation Trails
- National Historic Trails – 1978
- Rail Banking Authority
Goals of the 50th Anniversary

- Inspire the next generation of trails stewards and advocates
- Increase public engagement with and enjoyment of America’s trails
- Increase government and private funding support for America’s trails
Objectives of the 50th Anniversary

- Increase awareness of trails and the National Trails System among all Americans
- Inspire younger generations through new media to become trail users and supporters
- Connect Americans to trails – physically and emotionally
- Increase engagement with trail activities, stewardship, and protection
Partners

For all to own and to offer
Trails50 Coalition Collective Reach

- Print Publications: 112,800+
- E-news: 1,044,700+
- Twitter: 74,600+
- Facebook: 373,000+
- Instagram: 76,500+
How You Can Get Involved

• Help spread the word
• Host a national event (or 2 or 3!)
• Tie in the 50th with your regularly scheduled events
• Share your trail stories
Incorporate Theme
How You Benefit by Participating in the 50th Anniversary

- Reach new audiences
- Engage with new audiences in your local communities
- Build a trails constituency
- Develop the next generation of stewards
- Build an awareness of trails
Timeline

• 2017
  • Determine level of involvement
  • Become familiar with toolkit items
  • Brainstorm ideas (i.e.—contests, activities, social media campaigns)

• 2018
  • Implement strategies for the 50\textsuperscript{th}
  • Participate in national campaigns
Resources:

- Website - www.trails50.org
- Social Media
- Merchandise
- Photo Contest
Resources: Website

Factsheet

Social Media Guides *NEW*

Logos

Videos *NEW*

Toolkit
Resources: Website

Sample Facebook Posts: Please feel free to use and adapt these sample posts in a way that fits your organization’s message. You can also share our posts directly from the page linked above.

- With the passage of the National Trails System Act in 1968, America was given a gift – the creation and protection of some of our favorite places to discover the great outdoors. #findyourtrail
  https://www.trails50.org/national-trails/

- Lace up your hiking boots, air up your bike tires, dust off your work gloves, slip on your trail runners, grab your paddle, or saddle up your horse and #FindYourTrail  https://www.trails50.org/find-an-event/

- Today is National Trails day. Get out and Find YOUR Trail! Visit the Trails50.org website for more information about the celebration.

- What's your favorite trail? #Trails50 #FindYOURTrail
Resources: Website

50th Anniversary Trails Event Map

Credit: Bob Wick, Bureau of Land Management

In 2018, we celebrate the 50th anniversary of the birth of our National Trails System and our Wild and Scenic Rivers System. Trails and rivers are the arteries that connect us and our communities to public lands and waters.
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Resources: Website

The National Trails System Act of 1968 established National Scenic Trails and National Recreation Trails and in 1978 President Carter signed into law a bill that created National Historic Trails.

As the Act stands today, as amended, National Scenic Trails are described as extended trails of more than 100 miles in length that provide for outdoor recreation and "for the conservation and enjoyment of the nationally significant scenic, historic, natural, or cultural qualities of the areas through which such trails may pass." National Scenic Trails may only be land-based, necessarily excluding any water-based travel routes. These trails may only be designated and authorized by an Act of Congress.
Resources: Social Media

Twitter: @NTSA50  Facebook: trails50  Instagram: trails50
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Resources: Merchandise

Available at trails50.org
Resources: Photo Contest

- Offered throughout the year
- Various categories
- All welcome to participate
- Submissions through website or social media
- “Swag” prizes to be awarded

Contest kicks off
Winter 2018

Spring 2018

Summer 2018

Contest winners announced
Fall 2018
Resources: Photo Contest

Find Your Trail - Photo Contest

We want to see your best trail photos! Celebrate the changing of the seasons by sharing your photos of our National Trails System in autumn.

Please complete the form below to enter:

Upload a Photo
Enter a caption for your submission
Your Email Address

Like Us

Enter
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**Resources:** Photo Contest

*Take part in the Trails50 photo contest by sharing your favorite photos of the National Trails System! Winners will be announced 10/2/18: [www.trails50.org](http://www.trails50.org)*
Example: North Country Trail Associations Hike 100 Challenge
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- 5,000 Sign ups
- 1,800 Finishers
- 28 States + Canada
- 50% Open Rate on e-mails
- Over 4,000 were “new” to the NCTA
Example: North Country Trail Associations Hike 100 Challenge

In 2016, the National Park Service is celebrating their centennial anniversary, and everyone can take part in the celebration! The centennial will kick off a second century of stewardship of America’s national parks and engaging communities through recreation, conservation, and historic preservation programs.

To commemorate this special centennial year, the North Country Trail Association will be promoting a Hike 100 Challenge. Hike 100 miles for 100 years of the National Park Service.

Anyone who hikes 100 miles on the North Country Trail during the calendar year of 2016, in aggregate or all at once, will be eligible for a special patch and certificate.

Visit www.northcountrytrail.org/hike100challenge for more details and to sign up.
Example: North Country Trail Associations Hike 100 Challenge
Example: North Country Trail Associations Hike 100 Challenge
Share Your Trail Story

#FindYourTrail: National Trail Stories

Deadline for Submittal: December 1, 2017

* Required

Email address *

Your email

Available at trails50.org
Mark Your Calendars

Save the Date
2018 National Trails System Conference
Vancouver, Washington
October 22nd-25th, 2018
Mark Your Calendars

• Hike the Hill – February 10th - 14th, 2018
• National Trails Day – June 2nd, 2018
• 50\textsuperscript{th} Anniversary – October 2\textsuperscript{nd}, 2018
• National Trails Conference - October 22nd-25th, 2018
• International Trails Symposium - April 28th - May 1st, 2019
Upcoming Webinar

Title: Working with Local and Regional Land Trusts

Presenters: Don Owen – PNTS Consultant

Date and Time: January 24th at 3PM EST

Interested in presenting or have an idea for an upcoming webinar? Email us at admin@pnts.org
Questions?