

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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Commemorating the 50th Anniversary of the National Trails System Act: Tips, Tricks, and Tools



Webinar Outline

- Overview of the 50th Anniversary
- Goals and Objectives
- Resources
- Example: NCTA Hike 100 Challenge
- Trail Story Submission
- Questions



Commemorating the 50th Anniversary of the National Trails System Act: Tips, Tricks, and Tools



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



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Partners



For all to own and to offer



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Trails50 Coalition Collective Reach

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



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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



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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 50th
 - Participate in national campaigns



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Resources:

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



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Resources: Website



Factsheet



**Social Media
Guides *NEW***



Logos



**Videos
*NEW***

Toolkit



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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

Social Media Guides



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Resources: Website

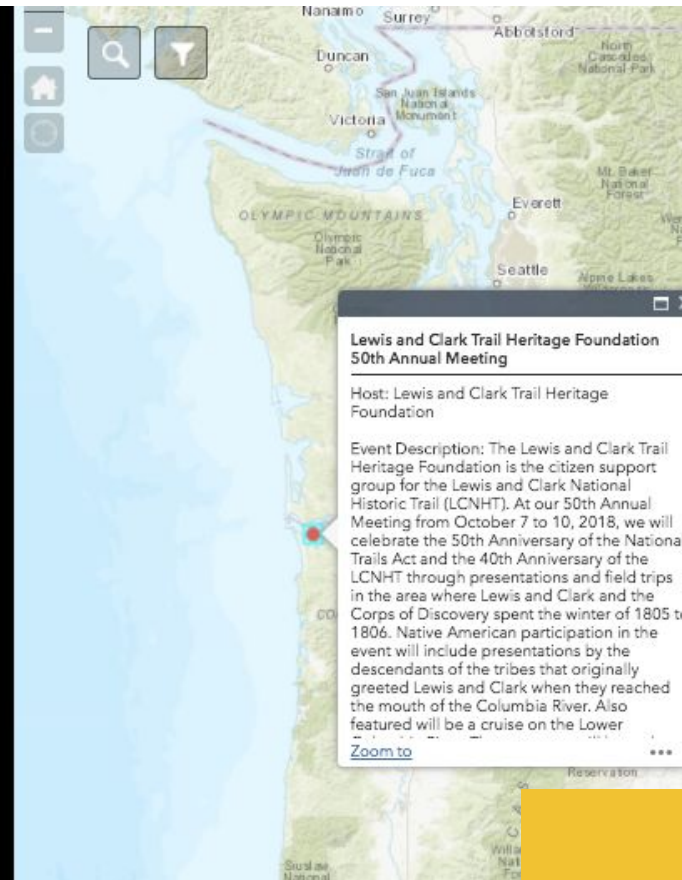
50th Anniversary Trails Event Map



Credit: Bob Wick, Bureau of Land Management

[Add your event to this map!](#)

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.



[Find an Event](#)



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Resources: Website



About Trails

NATIONAL TRAILS

THE TRAILS ACT

ECONOMIC BENEFITS

HEALTH BENEFITS

NATIONAL TRAILS SYSTEM TRAILS

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.

About Trails



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Resources: Social Media



Twitter: @NTSA50



Facebook: trails50



Instagram: trails50



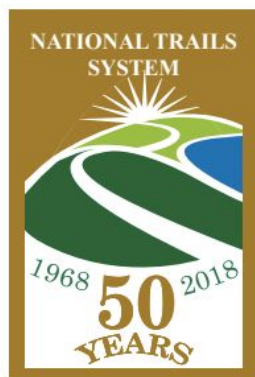
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Resources: Merchandise



Patches/Stickers



Magnets



Hats



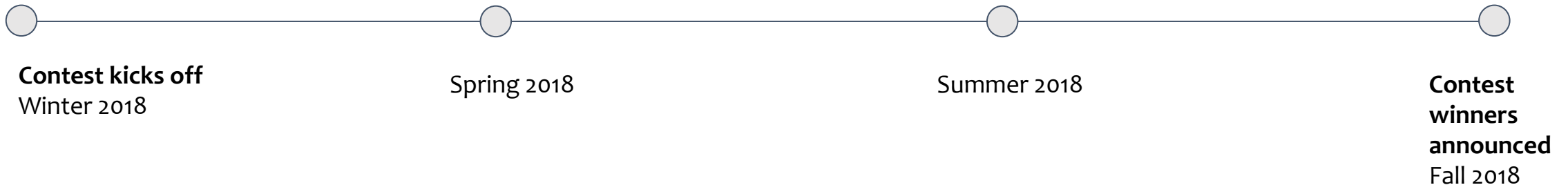
T-shirts

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





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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

No file chosen

Enter a caption for your submission

Your Email Address

Like Us

 Trails50 optional



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Resources: Photo Contest



Spread the Word



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Example: North Country Trail Associations Hike 100 Challenge





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Example: North Country Trail Associations Hike 100 Challenge

- **5,000** Sign ups
- **1,800** Finishers
- **28** States + Canada
- **50%** Open Rate on e-mails
- Over **4,000** were “new” to the NCTA





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Example: North Country Trail Associations Hike 100 Challenge



NATIONALPARKS.ORG

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. 100 miles for 100 years of the National Parks!

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.





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Example: North Country Trail Associations Hike 100 Challenge





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Example: North Country Trail Associations Hike 100 Challenge



HIKE 100 CHALLENGE January Giveaway #Hike100NCT

www.northcountrytrail.org/hike100challenge





Commemorating the 50th Anniversary of the National Trails System Act: Tips, Tricks, and Tools



Share Your Trail Story

#FindYourTrail: National Trail Stories

Deadline for Submittal: December 1, 2017

* Required

Email address *

Your email



**Find
YOUR
Trail**
Discover. Connect.
Explore.

Available at trails50.org



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Mark Your Calendars

Save the Date

2018 National Trails System Conference
Vancouver, Washington
October 22nd-25th, 2018



Photo Credit: (L-to-R) 1,3 NPS — 2,4,5 Visit Vancouver USA



Mark Your Calendars

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



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Upcoming Webinar

Webinar Series



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



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Questions?