

DAY 2

Wednesday, November 8th

MEETING ROOM 1

MEETING ROOM 2

MEETING ROOM 3

MEETING ROOM 4

8:45AM-9:30AM	Registration, Check-in & Coffee			
9:30AM-10:30AM	Resiliency Planning (climate)	Designing More Accessible Trails	Elevating National Trail Towns and Gateway Community Programs	Addressing Trail Gaps and Land Acquisition Planning and Partnerships
10:30AM-11:00AM	<i>Break</i>			
10:30AM-12:00PM	Resiliency Planning (fire)	Designing More Accessible Trails	Elevating National Trail Towns and Gateway Community Programs	Addressing Trail Gaps and Land Acquisition Planning and Partnerships
12:00PM-1:30PM	<i>Lunch Break</i>			
1:30PM-2:30PM	Resiliency Planning (weather & disaster preparedness)	Mobile Workshop: Designing More Accessible Trails	Elevating National Trail Towns and Gateway Community Programs	Addressing Trail Gaps and Land Acquisition Planning and Partnerships
2:30PM-3:00PM	<i>Break</i>			
3:00PM-4:00PM	Resiliency Planning (Landscape Conservation)	Reaching your Fundraising Goals as a Small Organization	Know the Past, Change the Future- The Wilderness Society's Public Land Curriculum	Interpreting Trail- side Cultural Resources for a Diverse Public
4:00PM-4:30PM	<i>Break</i>			
4:30PM-5:30PM	Resiliency Planning	Reaching your Fundraising Goals as a Small Organization	Know the Past, Change the Future- The Wilderness Society's Public Land Curriculum	Interpreting Trail- side Cultural Resources for a Diverse Public
5:30PM-8:00PM	Meet-up options for attendees			

DAY 2 SESSIONS

RESILIENCY PLANNING

This full-day workshop will provide attendees with the knowledge and resources to begin creating a resiliency plan for their trail. Topics that will be explored during this workshop include climate change, fire planning and response, landscape planning, and weather events, such as storms, flooding, and droughts. National Trail Administrators and Federal Agency staff will be an active part of this session. Additional Speaker information coming soon.

JUSTIN KOOYMAN, ASHLEY DANIELSON, MITCHELL MEYER, CHARLIE PATTERSON, LINDSEY STEINWACHS, KATIE ALLEN, ERNEST COOK

DESIGNING MORE ACCESSIBLE TRAILS

In this session, attendees will learn about the barriers that are faced by people with disabilities and actionable steps to reduce barriers on their trail or public lands. This session will include many interactive activities so that attendees can deepen their understanding around accessibility. This workshop will be followed by a mobile workshop that will include demonstrations and discussion about adaptive equipment, signage, terrain, and how to address accessibility concerns on the trail. The mobile workshop will take place at the Seminole State Forest and include demonstrations and discussion about adaptive equipment, signage, terrain, and how to address accessibility concerns on the trail.

REACHING YOUR FUNDRAISING GOALS AS A SMALL ORGANIZATION

ROYCE GIBSON, TRAVIS BOLEY

Join this workshop where you will learn the basics of how to set up a free or low-cost fundraising system online, how to create and time a renewal series, how to create brand awareness and utilize social media and Google ads to achieve your fundraising goals. You will learn how to better understand your membership/supporters, tailor messaging, manage membership, the importance of thanking your membership, and how to build relationships. We will also discuss other fundraising strategies such as end-of-life giving, drip campaigns, peer-to-peer, direct mail, and how and when to make asks. We will explore how to overcome the first hurdle or fear of asking your member base too much or too often and how you can develop a culture of fundraising at your organization. The last hour of this workshop will include a demonstration and an interactive exercise where attendees will begin developing a plan of their own. This training is intended for small nonprofits with few or no staff as well as volunteer board members - However, everyone is welcome to attend!

Attendee pre-session homework:

- The instructors request that by October 30, attendees send a copy of a direct mail campaign that has been used at their organization in the recent past, for review with the larger group during the training. You may send those to Cara@pnats.org with the subject line Fundraising Workshop.
- Please come to the session knowing about how your organization currently does fundraising (be able to share for 1 minute about how you do or do not do fundraising).
- Please come to the session with knowledge of what your organization's funding targets are.

ELEVATING NATIONAL TRAIL TOWNS AND GATEWAY COMMUNITY PROGRAMS

AMY CAMP

This interactive workshop builds from last year's National Trails Workshop session about trail towns and gateway communities. This session is intended to foster collaboration amongst those who manage gateway community programs and those who would like to establish a program along their National Trail. Hear from gateway community experts, program managers and from EACH OTHER as we explore how to elevate individual programs and the overall gateway community approach. This session includes:

- a brief overview of what a gateway community program is
- an examination of gateway community program trends from around the country
- best practices for gateway community programs
- an overview of available state and federal resources.

We will also hear from the Florida Trail Association about its gateway community program, co-create solutions to common barriers, and begin to establish a network of peers. One goal for the session is to lay the groundwork for a manager peer group and potentially even host a National Trails gateway community summit (for communities along all of the National Trails). Other speakers and facilitators include Julie Judkins, Liz Schmit, Hailey Dansby and Jane Pollack.

KNOW THE PAST, CHANGE THE FUTURE — THE WILDERNESS SOCIETY'S PUBLIC LAND CURRICULUM

LIZ VOGEL,
SHARON MUSA

PNTS members and partner's work and play is rooted on public lands. While public lands are shared, valuable assets, the complete story of how public lands came to be can be difficult to justify and is, therefore, often overlooked and erased. The Wilderness Society's Public Lands Curriculum (PLC) is a tool for organizations and programs to explore a more complete and honest story of public lands. By re-learning conservation history, we can create programs and partnerships that honor and explore all people's connection to nature and help people engage with public lands in their own way.

In this interactive 'train the trainer' session, we'll explore the Public Lands Curriculum as a resource for educators and presenters will model activities from the PLC that can open up deeper discussion and connection to place.

Participants will:

1. Explore the Public Lands Curriculum as a tool to teach a holistic & inclusive narrative about public lands.
2. Participate in activities that can be adapted for use in existing classrooms and education programs.
3. Brainstorm ways to utilize the Public Lands Curriculum concepts in classrooms and communities.

ADDRESSING TRAIL GAPS AND LAND ACQUISITION PLANNING AND PARTNERSHIPS

HEATHER BARNES,
KENT WIMMER,
JEFFREY SHANKS &
NICOLAUS CRAIG

Attendees will learn about the complexities of land acquisition and the role that land trusts, federal agencies and others play in land conservation. Speakers will present case studies on how the Florida Trail Association has built creative partnerships with local and state organizations to close gaps, worked with private landowners to acquire a native heritage site adjacent to the FNST, and utilized programs such as the Sentinel Landscape program.

We will also discuss how land acquisition at the NPS Martinsburg office happens currently, how it may be changing in the future, the dynamics of funding trail projects, and discuss the outlook with new staff capacity.

The second half of the session will be dedicated to exploring how to address your land conservation challenges and learning more from speakers and other participants about the topics discussed through larger group discussion and smaller group breakouts.

INTERPRETING TRAIL-SIDE CULTURAL RESOURCES FOR A DIVERSE PUBLIC

BARBARA CLARK, RPA, MSA

This workshop session is intended for any organization interested in improving the interpretation and engagement of historic sites along a trail, adjacent to a trail, or on public or private lands.

Attendees will:

- understand the value-added benefits of interpreting cultural resources located adjacent to trails.
- gain knowledge in quality public interpretation and engagement methods.
- learn the benefits of incorporating a community-based approach will be discussed.
- discuss how to engage university students and other younger demographics.
- address accessibility issues, including how to expand trail visitation to new groups.
- discuss the various pros and cons of interpreting trail-side resources and how to properly address issues concerning cultural resource protections.