



Welcome!

 trailsday.org

 ctwoodlands.org

 trailsday@ctwoodlands.org

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YOUR HOSTS



trailsday.org



ctwoodlands.org



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@ctforestandparkassociation



@ctwoodlands

Thanks for joining us today!



CLARE CAIN

Trails Director



CHUCK TOAL

Trails Day Coordinator



MEAGHAN STRANGE

Communications Coordinator



What is Trails Day



National Trails Day®

Taking place on the first Saturday in June, National Trails Day® is a day of public events aimed at advocacy and trail service. Tens of thousands of hikers, bikers, paddlers, horseback riders, trail clubs, federal and local agencies, land trusts, and businesses **come together in partnership to advocate for, maintain, and clean up public lands and trails.**

As the state affiliate for the American Hiking Society, the Connecticut Forest & Park Association (CFPA) was an early adopter of National Trails Day.



What is the Connecticut
Forest & Park Association

Connecticut Forest & Park Association

- Connecting people to the land since 1895
- **Our Mission:** to connect people to Connecticut's forests, parks, and Blue-Blazed Hiking Trails and ensure these special places are protected and well-managed for future generations.
- In 1929, CFPA launched the Blue-Blazed Hiking Trails 825-mile trail system that spans 96 towns—including the New England National Scenic Trail.
- CFPA advances forest education, trail stewardship, and land conservation through programs like Master Woodland Manager, Project Learning Tree, Connecticut Woodlands Conservation Corps, and Connecticut Trails Day.
- **Your statewide coordinator of Connecticut Trails Day since 1993!**



Why Connecticut Trails Day Matters

A Statewide Celebration!

- Connecticut Trails Day has grown into a two-day celebration with events throughout the state.
- With over 200 events, **Connecticut leads the nation in hosting more Trails Day events than any other state.**
- **Free, guided outdoor experiences** break down barriers to the outdoors so more people of all ages, backgrounds, and abilities can get outside!
- It's leaders like you who make Trails Day so impactful by planning events, sharing your passion, and helping people connect with nature and each other.





Why Leaders (you!) Matter

You Make Trails Day Possible

You play a key role in Trails Day's success! You...

- Make Trails Day events welcoming, safe, and accessible
- Share local knowledge, stories, and trail history
- Invite participants to connect with nature and community
- Serve as ambassadors for Connecticut's trails and CFPA's mission
- Help protect trails by promoting responsible recreation
- Encourage ongoing volunteerism, stewardship, and engagement with the outdoors

1

SETTING UP YOUR EVENT

2

PROMOTING YOUR EVENT

3

**PREPARING FOR YOUR
EVENT**

4

LEADING YOUR EVENT

AGENDA

This webinar aims to equip you with tips and tricks to help you lead a safe, fun, and impactful Trails Day event.



Ready... Set...
Get Outside!

Leading A Successful Event



SETTING UP YOUR EVENT

SUBMIT ONCE, CHECK TWICE!

- Register your event by May 9th; **T-shirt deadlin April 18th**
- Double-check your meeting location on **trailsday.org**
- Make sure the map pin is placed *exactly* where participants should meet
- **Include helpful notes for participants**, like:
 - If parking is limited or tricky
 - If the meeting spot is hard to find or unmarked
 - If the terrain is steep, rocky, or otherwise challenging

Tip:

Ask yourself: Is there anywhere I can add clarity to help people feel more prepared? It could be someone's first time on a trail!



NO CHILD LEFT INSIDE™ & FAMILIES IN THE PARKS

- CT Trails Day is a proud partner of No Child Left Inside™, a statewide initiative to get families outdoors and exploring nature together.
- Events that are welcoming to kids and families should:
 - **Feature easy terrain and shorter distances**
 - **Prioritize safety for children**
 - **Make it fun to be outside!**
- Great way to introduce new generations to Connecticut's trails and public lands.
- Learn more at portal.ct.gov/ncli



Once signed in, click “Events” and select the event you’d like to edit!

Events

Hey, we noticed you have been using All in One SEO for some time - that's awesome! Could you please do us a BIG favor and give it a 5-star rating on WordPress to help us spread the word and boost our motivation?

[Ok, you deserve it](#) • [Nope, maybe later](#) • [I already did](#)

All (150) | Published (146) | Drafts (4) | Trash (4)

Search Events

Add Filter | All dates | Filter

Bulk actions | Apply | Export | Inline Edit

150 items | 1 of 8

Title	Author	Types	Cities	Difficulty	Key	Day	Date	AIOSEO Details
Wildwoods Trails at Seabury — Draft	cacpro	Hike	Bloomfield	Easy	No Dogs Permitted	Sunday only	Last Modified 2025/04/15 at 3:11 pm	
Breaking Trail at Humphry Farm Reserve — Draft	cacpro	Dog-friendly, Family-friendly, Hike, Nature Walk	Morris	Easy	Leashed Dogs Permitted	Saturday only	Last Modified 2025/04/15 at 2:27 pm	
What's Around The Next Corner?	Erik	Family-friendly, Hike, Nature Walk	Barkhamsted	Moderate	CFPA Blue-Blazed Hiking Trail, Families In The Park (Formerly Great Park Pursuit), Leashed Dogs Permitted	Saturday only	Published 2025/04/15 at 1:59 pm	
Manville Kettle Hike	Ana	Dog-friendly, Family-friendly, Nature Walk	Woodbury	Easy	Families In The Park (Formerly Great Park Pursuit), Leashed Dogs Permitted	Saturday only	Published 2025/04/15 at 1:49 pm	

NEED TO MAKE A CHANGE?

- Go to **trailsday.org** and click the “**Sign-In**” button in the top right corner
- Your **username is your email address**
- Once signed in, access your account dashboard to edit event details (*description, meeting location, map pin*)
- Upload any maps, photos, links, or event files
- **If you’re leading multiple events, they’ll all appear in the same dashboard**

Tip: Stuck? We’re here to help! Email Chuck at trailsday@ctwoodlands.org.

PARTICIPANT REGISTRATION

*Registration
opens
May 14!*

Simple & Quick Registration

Participants register easily at **trailsday.org**. They provide their name and contact information. Only takes a minute or two to complete!

Built-in Waiver

During registration, participants must agree to a waiver. Waivers help protect you, your organization, and CFPA.

Automated Emails

Participants receive a confirmation email with event details. You'll also get a copy of each confirmation for your records.

WHAT TO DO ABOUT UNREGISTERED PARTICIPANTS?

- Sometimes, not everyone registers
- **It's OK to turn unregistered participants away** if you're at capacity or it impacts group safety
- If you accept anyone unregistered, ask them to complete the waiver form (**trailsday.org/resources**)
- Please **return completed unregistered waivers** so we can track rates and collect participant numbers

The image displays a sample form titled "CFPA Event Participant Information". At the top, there is a decorative header featuring stylized green trees and a yellow sun against a light blue sky. Below the header, the title "CFPA Event Participant Information" is prominently displayed. Underneath the title, a message states: "This is a required form for you to participate in CFPA Volunteer Opportunities & Events. Thank you in advance for doing your part to keep everyone safe!". A link "Sign in to Google to save your progress. Learn more" is provided. A red asterisk indicates required questions. The form includes several input fields: "Name", "Email", "Phone Number", and "Address". Below these fields is a section titled "CONNECTICUT FOREST & PARK ASSOCIATION -- ASSUMPTION OF RISK & WAIVER OF CLAIMS AGREEMENT". This section contains a paragraph where the participant agrees to release, discharge, and hold harmless the Connecticut Forest & Park Association, Inc. (hereinafter "CFPA"), its officers, directors, employees, representatives, affiliates, agents, volunteers and all others acting in their capacity on their behalf ("CFPA Parties") from all claims, damages, losses, expenses, attorneys' fees, costs, and reasonable expenses of defense, including reasonable attorney's fees, which may be asserted against or incurred by the participant, heirs, successors, assigns, estate, or personal representatives.

Why #s matter

Trails Day is supported by generous sponsors and funded in part by the Recreational Trails Program (RTP). **Accurate participant numbers help us report back, secure future funding, and show the impact of Trails Day across Connecticut.**

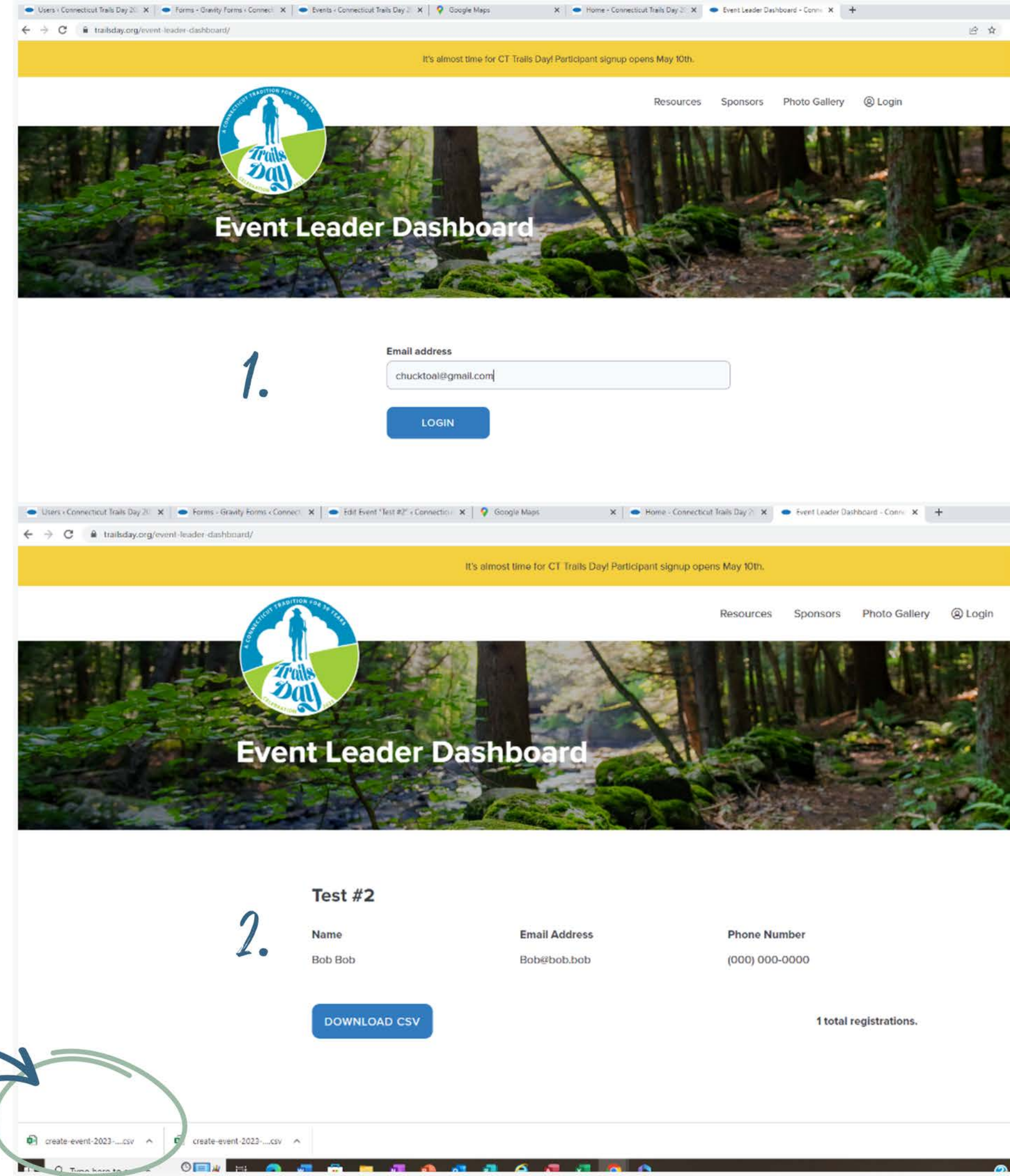


Your Event Leader Dashboard

Access your event leader dashboard:
trailsday.org/event-leader-dashboard/

- Enter your email address
- Click your event to access your full registration list and contact info anytime
- Download the list as a CSV file from your Event Leader Dashboard
- **Use contact info to send reminders or updates before your event**

Easily download the information you need!





PROMOTING YOUR EVENT

Have a unique hike, paddle, or themed event planned? We feature "Cool" events each week leading up to Trails Day. Yours could be next!

HOW CEPA PROMOTES TRAILS DAY

Ready. Set. Go Outdoors!
Join CFPA for CT Trails Day Weekend— June 3 & 4

If you're looking for a family-friendly ramble, a heart-pounding hike, a casual paddle, a peddling adventure, or a walk full of wonders—we've got the trail for you!

Find the full listing of events at trailsday.org

Funding for 2023 Connecticut Trails Day is provided by the Connecticut Forest & Park Association and its members, and through the generous support of the following sponsors:

ctforestandparkassociation

Trails Day cool event alert! Join @avalonialandconservancy naturalist Bruce Fellman June 4th for a special family-friendly exploration of two adjoining refuges, which are among the Conservancy's most ecologically diverse preserves. Accompanying on this gentle, two-mile hike is sign-language interpreter Joy Valenti, who's experienced in making nature accessible to the D/deaf/hard of hearing communities. To register for this event and to see even more awesome events like this, head over to trailsday.org now!

#cttrailsday2023 #trailsday #cttrailsday #nationaltrailsday #recreate responsibly #CFPA #cthiking #ctwoodlands #cttrails #hiking #ctforestandparkassociation #blueblazedhikingtrails

Edited · 97w

Liked by itcouldbebeef and 24 others

May 29, 2023

Add a comment...

Post

- Press outreach: local news, radio, NPR, TV
- Posters distributed to town halls and libraries
- PSA video in English and Spanish
- Generated buzz on social media through posts on Facebook, Instagram, Twitter, and LinkedIn
- Email campaigns of event reminders and dates
- Partner promotion to share Trails Day across networks

Tip: Make sure to tag us on social media so we can share your promotions!

HOW YOU CAN PROMOTE TRAILS DAY

1

Leader Media Toolbox

Flyers, posters, social media templates, press release, PSA video and more!

2

Tag & Hashtag

Tag CFPA (@ctforestandparkassociation) & use hashtags

3

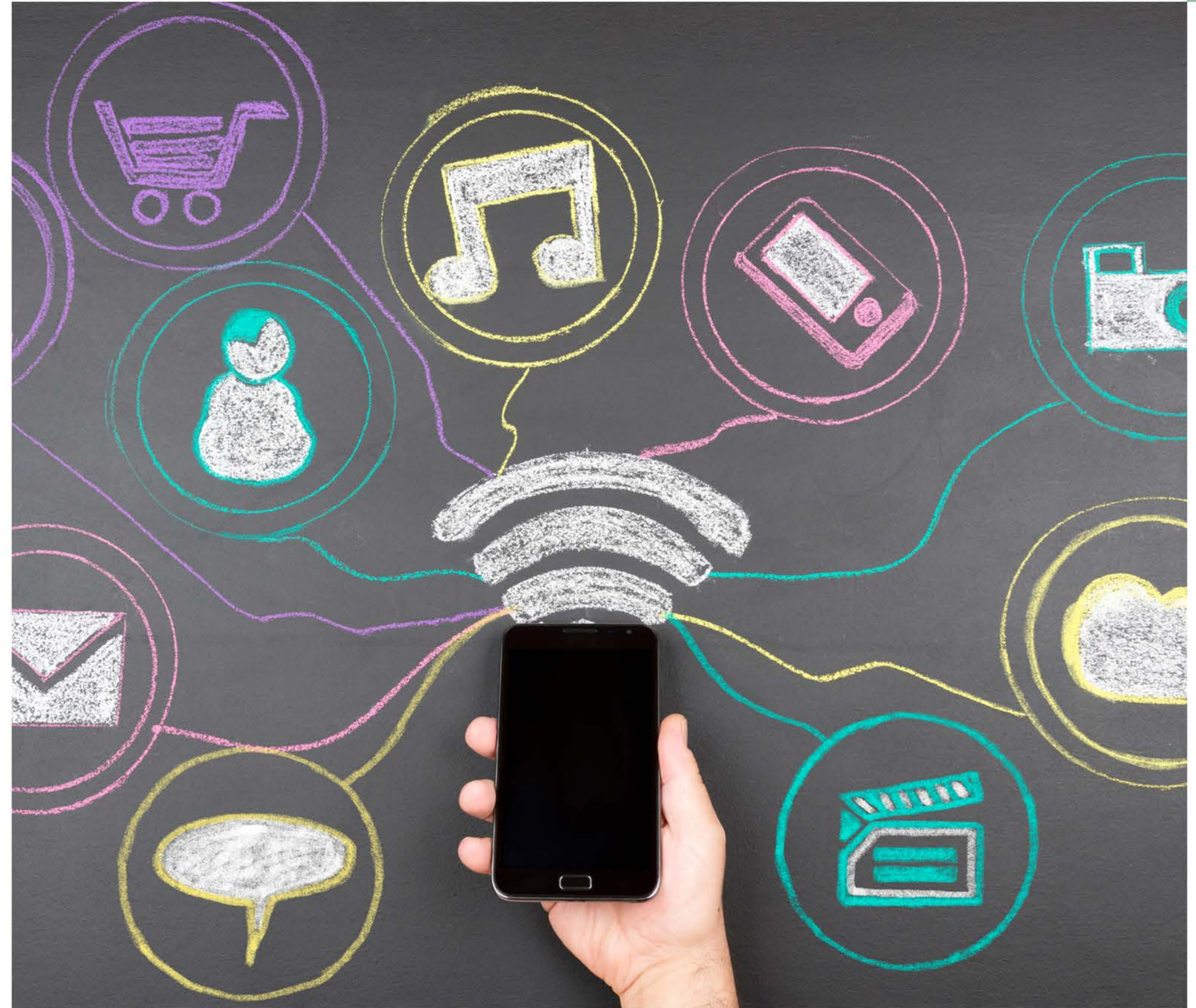
Share

Share event links via social media, local groups, & email lists

4

Invite

Invite local officials, reporters, or content creators to attend





LIVE DEMO

Check out how easy it is to use the new social templates—
we'll walk through making a post in under 2 minutes!



PREPARING FOR YOUR EVENT

*It's time to build
the excitement!!*

3 WEEKS BEFORE

- Access the Toolbox and download posters, templates, and other marketing materials
- **Share your event** on Facebook and with local newspapers using your event URL
- Partner with community groups to **help spread the word and boost attendance**





This Way to Event



+
Fun!!!



1 WEEK BEFORE

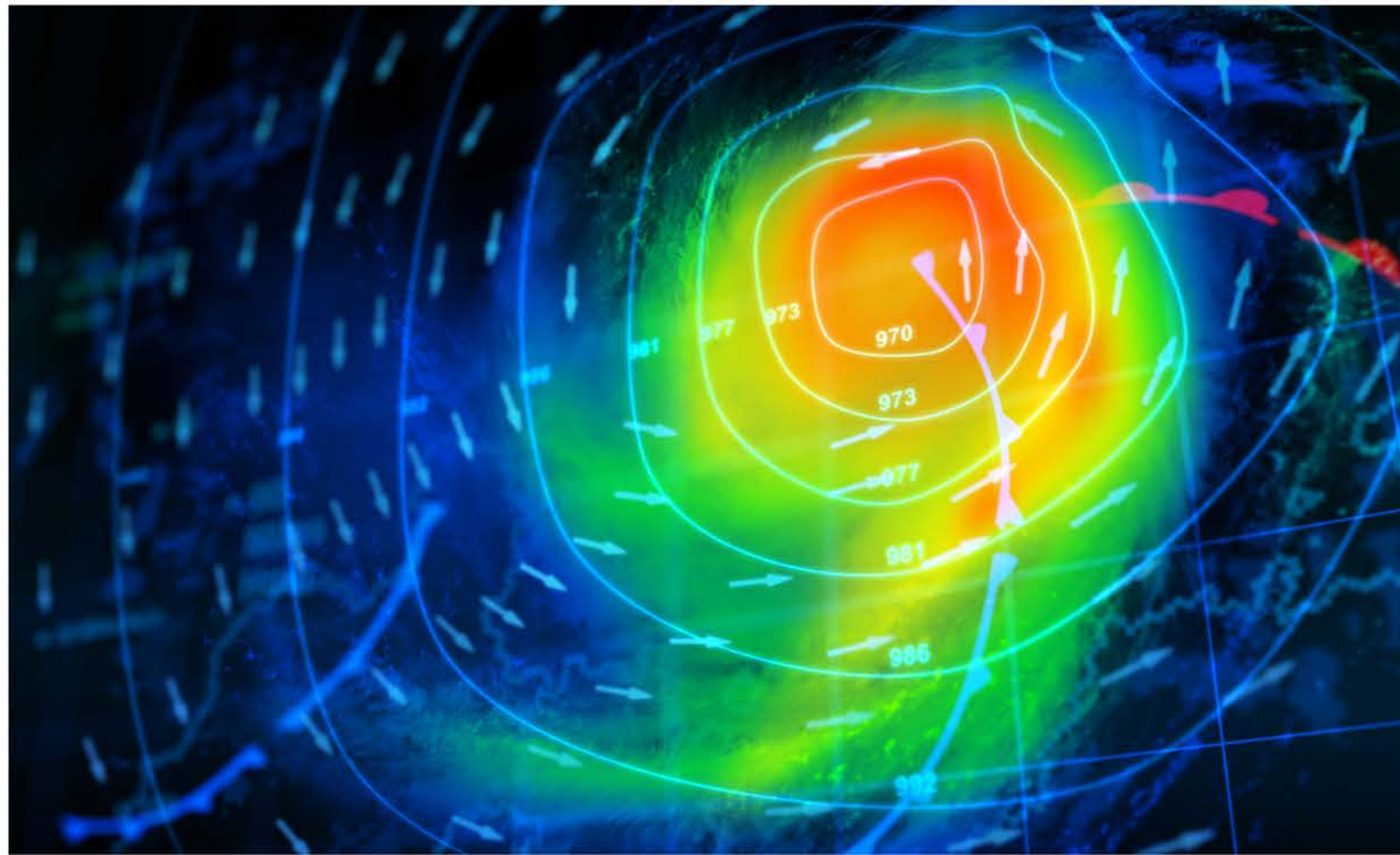
- Download and print directional signs
- Prep handouts and email confirmations
- **Walk the trail and confirm conditions**
- **Coordinate tasks** with co-leaders

Tip:

Send your participants a confirmation email before the event! It helps improve attendance and is a good way to introduce yourself.

1 DAY BEFORE

- **Final trail check:** Any problems?
- Check weather forecasts and **notify attendees of any changes**
- Gather all your materials (signs, registration lists, handouts, drop-in waivers)



Reminder:
Wear your
leader tee!





LEADING A GREAT EVENT



FIRST FIVE MINUTES

- **Welcome and introduce yourself** (and your org!)
- Briefly share what CFPA does, the Blue-Blazed Hiking Trails, & why Trails Day matters
- **Explain the plan:** route, time, terrain, stops
- Emphasize **safety as the top priority**
- Highlight any known hazards (ticks, bugs, sun, rough terrain)

Tip: Set a positive, inclusive tone—they'll follow your lead!

DURING YOUR EVENT



Keep the Group Together

Set a comfortable pace and check in often to make sure no one is left behind. A co-leader or “sweep” at the back can help ensure everyone stays connected.



Be Heard and Seen

When speaking, **pause the group and project your voice so everyone can hear.** Face your audience and speak clearly, especially when sharing key info or stories.



Make it Engaging

Share trail facts, fun stories, or your own experiences to keep people interested. A little personality and knowledge goes a long way!



Create a Welcoming Space

Greet everyone with a smile, encourage questions, and be attentive to the needs of the group. **Safety and inclusion should always come first.**

Don't forget
to take some
photos!



LAST FIVE MINUTES

- Thank participants for joining your hike and encourage them to support your cause
- Remind attendees **how CFPA protects forests, parks, and trails** and how they can get involved
- **Invite participants to get more involved** through other events, donations, memberships, and volunteering

AFTER YOUR EVENT

- **Send us your photos** at trailsday.org/media-uploads
- Watch your inbox. **We'll send two surveys:** one for you and one for your participants
- **Send us any additional sign-ins or waivers** so we can accurately report participation numbers to sponsors, partners, and grants

Tip: Send your participants a thank you email! It's a great way to keep them engaged.





Questions?

IMPORTANT TRAILMARKERS:

- T-shirt deadline April 18 (**Just 2 days left!**)
- Event registration closes May 9
- Participant registration opens May 14
- Trails Day Leader Summit June 5
- CT Trails Day weekend June 7 & 8

RSVP FOR THE LEADER SUMMIT

Join us for an evening of food, frosty beverages, and great company at our annual Leader Summit at [Counter Weight Brewing Co](#) in Cheshire



Thank You!



Conserving Connecticut for Today and Tomorrow.

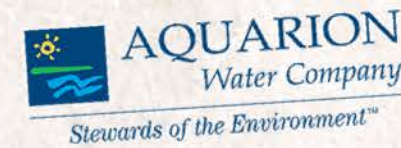
Thank you for helping protect Connecticut's trails, forests, and parks for future generations.



Thank you to our Sponsors:



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