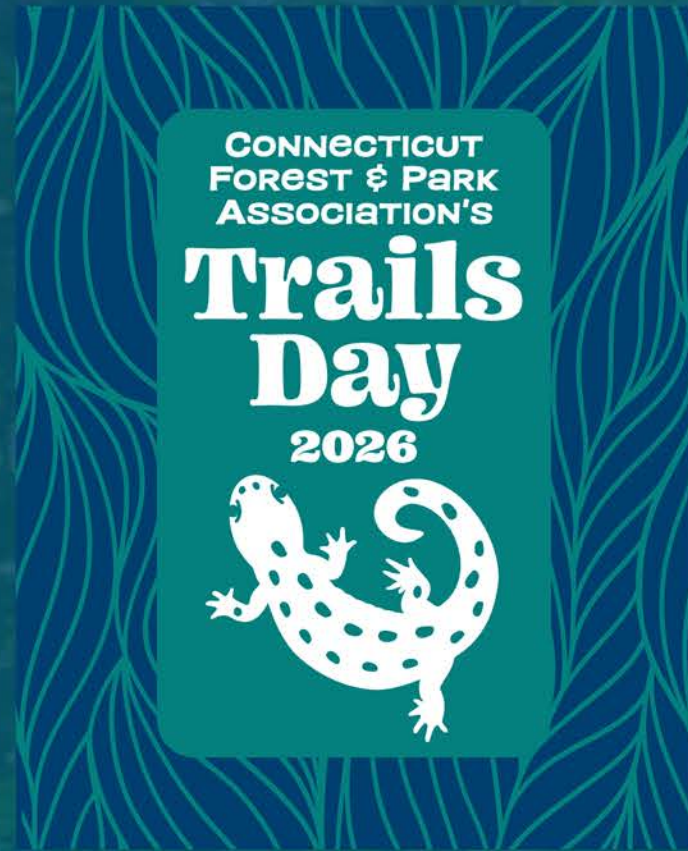


Webinar Starting

SOON.....






Welcome!

Add your questions to the chat!

 trailsday.org

 ctwoodlands.org

 trailsday@ctwoodlands.org

 [@CTForestandParkAssociation](https://www.facebook.com/CTForestandParkAssociation)

 [@ctforestandparkassociation](https://www.instagram.com/ctforestandparkassociation)

 [@ctwoodlands](https://www.twitter.com/ctwoodlands)



YOUR HOSTS



trailsday.org



ctwoodlands.org



trailsday@ctwoodlands.org



@CTForestandParkAssociation



@ctforestandparkassociation



@ctwoodlands



CHUCK TOAL

Trails Day Coordinator



MEAGHAN STRANGE

Communications Coordinator

Thanks for joining us today!



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.



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!**



A Statewide Celebration!

- Connecticut Trails Day has grown into a two-day celebration with events throughout the state.
- With over 200 events, **Connecticut hosts more Trails Day events than any other state.**
- **Free, guided outdoor recreation 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.



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

**GETTING YOUR EVENT
INFO READY**

2

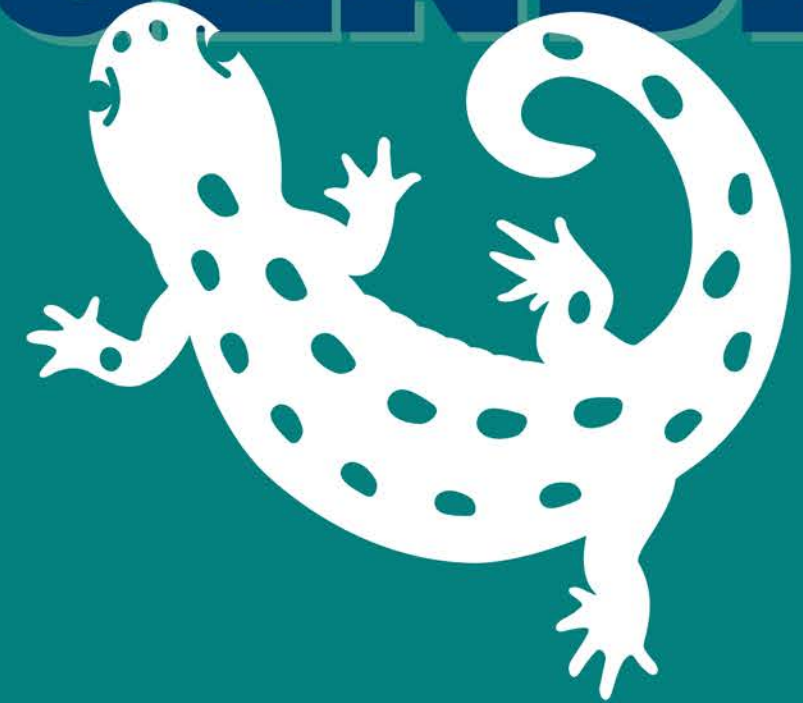
**COMMUNICATING WITH
ATTENDEES**

3

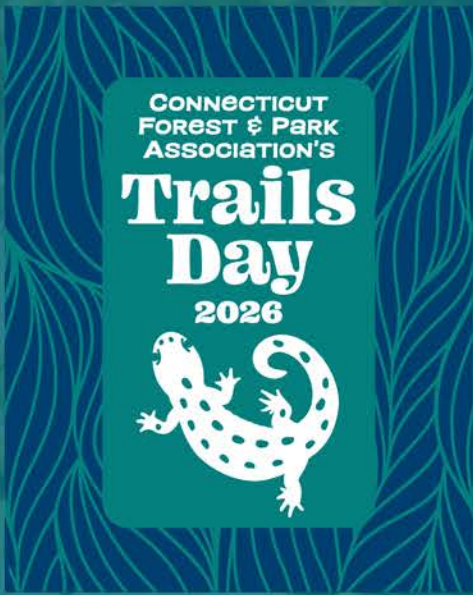
PROMOTING YOUR EVENT

Add your questions to the chat!

AGENDA

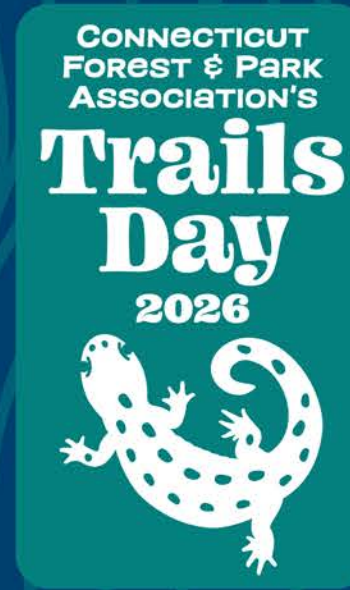


This webinar aims to equip you with tips and tricks to help you promote and lead with confidence this Trails Day.



Ready... Set...
Get Outside!

Tips & Tools to Boost Attendance



GETTING YOUR EVENT INFO READY

Your Event Information Matters

- **Good event information is the foundation of strong attendance**
- Make sure your event details are:
 - **Correct** – Accurate date, time, location, meeting spot
 - **Up-to-date** – Reflect any changes or new details
 - **Exciting** – Write to intrigue people and make them want to attend!
- Event details help participants decide if your event is right for them

Tip: Ask yourself: Would YOU want to sign up for this event based on the description?



Make Your Event Info Shine!

- **Lead with the experience.** What will participants see, do, or feel?
- **Highlight what's unique.** Scenic views? Wildlife? Beginner-friendly?
- **Be specific.** "Easy 2-mile loop with waterfall views" is better than "nice hike"
- **Include practical details.** What to bring, difficulty level, who it's great for



For Example...

Before

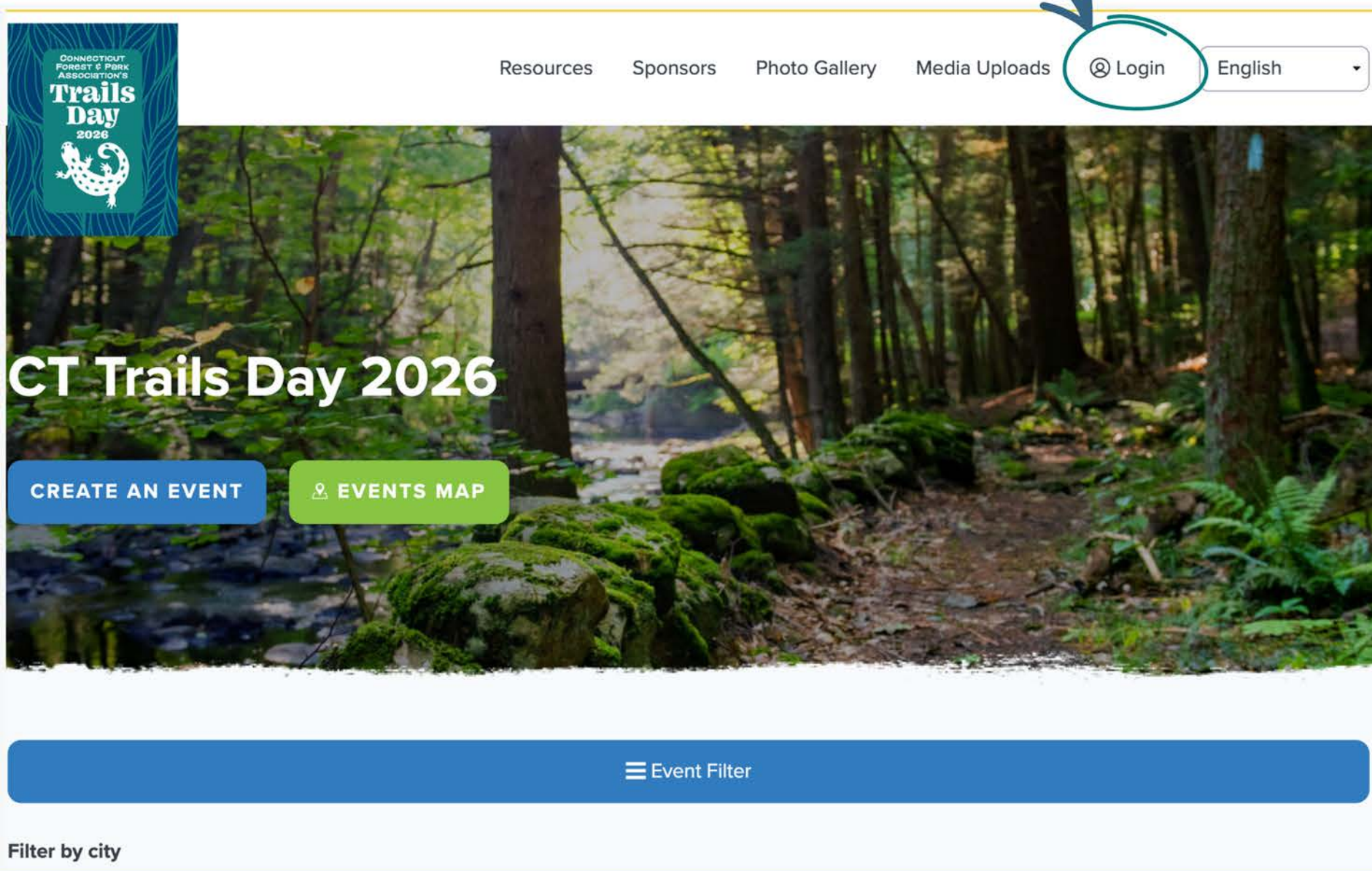
"Join us for a hike on the trails. We'll walk through the woods and see nature. Bring water."

After! →

"Explore the hidden gems of [Trail Name] on this beginner-friendly 3-mile loop! We'll wind through peaceful hemlock groves, cross a scenic footbridge, and enjoy views of [Feature]. Perfect for families and first-time hikers. Bring water, wear sturdy shoes, and don't forget your camera!"



To access the new leader dashboard, click "Login" on the home page



Need to Make a Change?

- **NEW THIS YEAR: Leader Dashboard**
- We're excited to show a new tool to help you lead with confidence!
- The Leader Dashboard allows you to:
 - View your event information
 - **Edit your event details yourself**
 - Keep your listing accurate and up-to-date
 - Make changes quickly and easily

Tip:

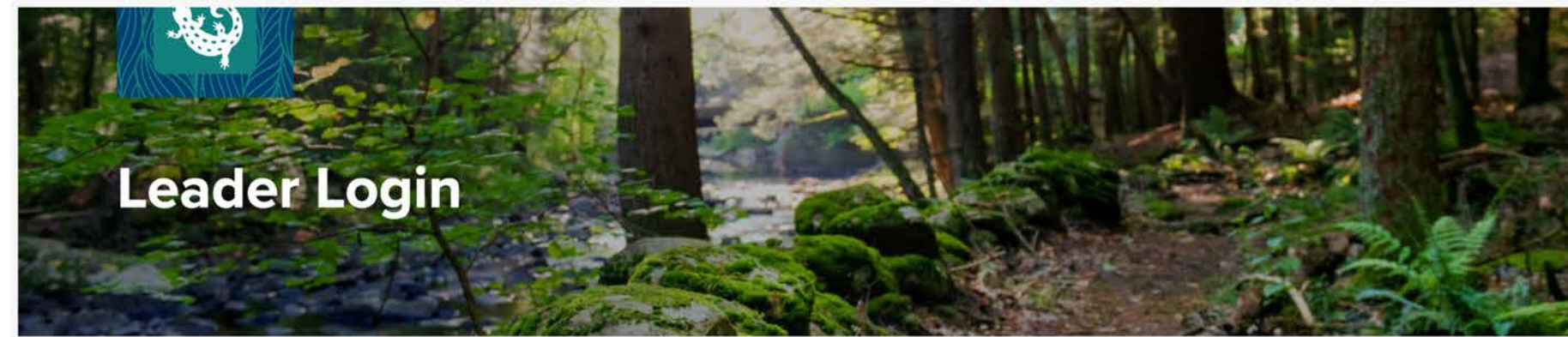
Now's a great time to review your event information and make any changes before registration opens 5/6!



Your New Event Leader Dashboard

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

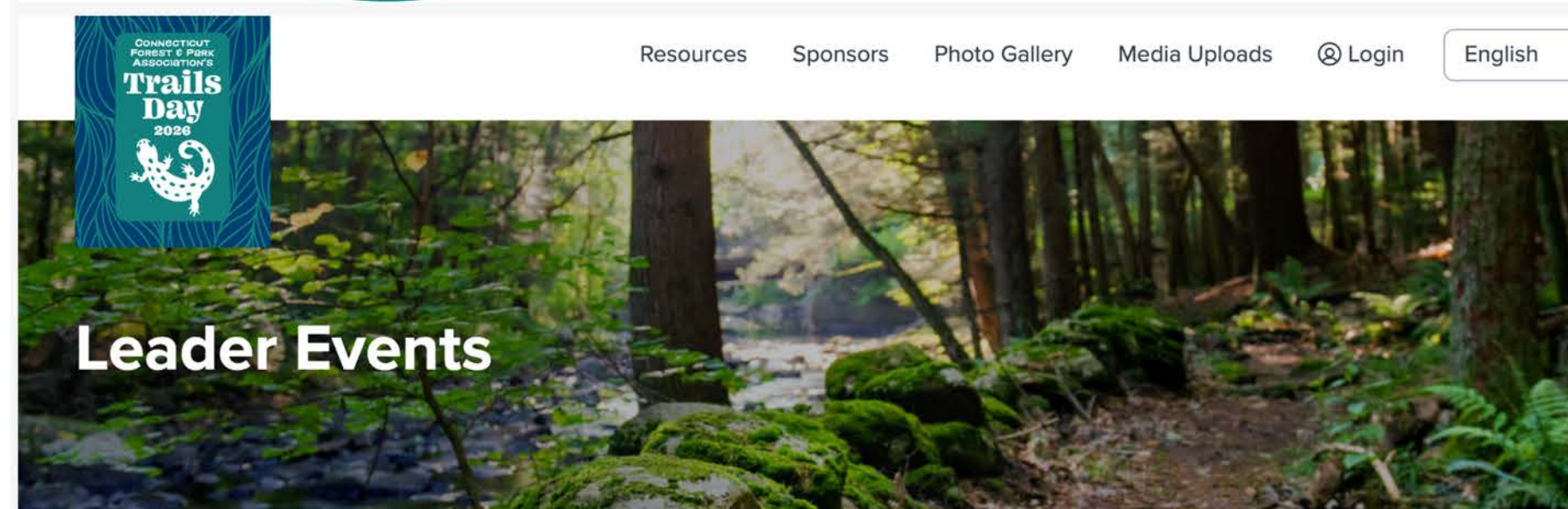
- Accounts are only created for the leader who submitted the event
- Enter your email address and password to log in
- Can't remember your password or were never given one? **Click "Forgot Password" to set a new password**
- Click "My Events" to see your full list of events and edit your info



1. REQUIRED

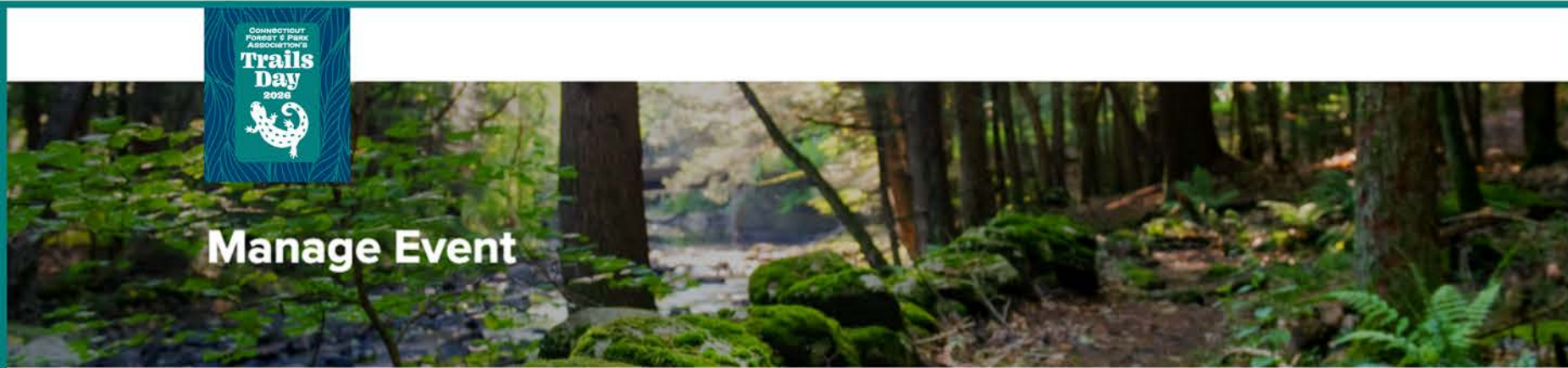
REQUIRED

[Forgot Password](#)



2. **Test Event** June 6, 2026

Click "Manage Event" to edit your event's information!



Manage Event

My Details
My Events
My Event Entries
Log Out

Test Event 2

Start Date (REQUIRED)

Start Time (REQUIRED)

End Date (REQUIRED)

End Time (REQUIRED)

Distance

Capacity

Difficulty Level (REQUIRED)
 Easy
 Moderate
 Hard

Rain Date

UPDATE YOUR EVENT

How to Edit Events

- **Edit logistical details important to leading your event** as you finalize your plans:
 - Date & time
 - Description
 - Distance
 - Capacity
 - Meeting location & more!
- Forecast looking rainy? Keep your event up to date and consider adding a rain date and rain plans!
- Don't forget to **scroll to the bottom and click "Update Your Event"** to save your information!

Tip:

Don't see the field you need? To edit your event's title, filters, or other details not shown, email Chuck at trailsday@ctwoodlands.org.



Leader Event Entries

My Details

My Events

My Event Entries

Log Out

Test Event 2

Name	Email Address	Phone Number
Meaghan Strange	mstrange@ctwoodlands.org	(860) 398-4539



1 total registrations.



Accessing Your Attendee List

- Click “My Event Entries” to access your full registration list and contact info anytime
- Quickly see who and how many registrants you have on the dashboard
- Download the list as a .CSV file from your Leader Dashboard
- **Use contact info to send reminders or updates before your event**

Tip:

Watch last year’s webinar at trailsday.org/resources to find more helpful tips on how to prepare and lead a great event!

Important Date!

*Registration
opens
May 6!*

Log In & Review

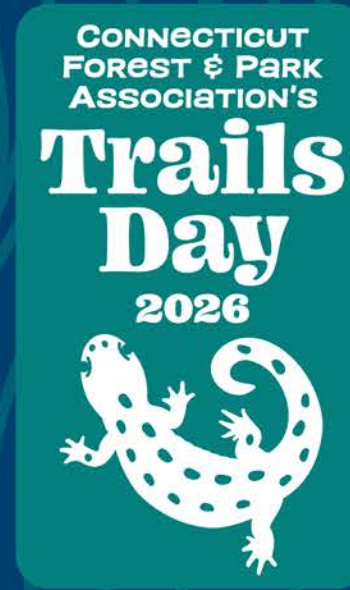
Now's a great time to log into the Leader Dashboard and review your information.

Make Your Updates

Make any needed updates to the event before registration opens, so you're ready for attendees to sign up!

Prep Your Communications

Good communication = great attendee experience. Begin prepping your communications so attendees hear from you.



COMMUNICATING WITH ATTENDEES



The Power of Good Communication

- Sets expectations and builds excitement
- Reduces no-shows
- Helps attendees feel prepared and welcomed
- Creates a memorable, positive experience
- **People who enjoy an event will come back for more**, whether it's next year's Trails Day or another event your hosting!

Tip:

In a welcome email, invite attendees to share the event and invite their friends or family to join them! The more, the merrier.

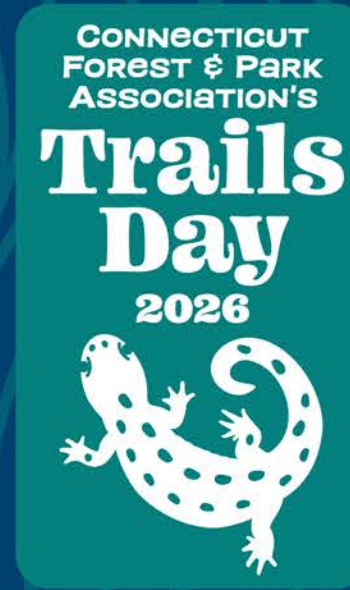


Attendees
want to hear
from you!

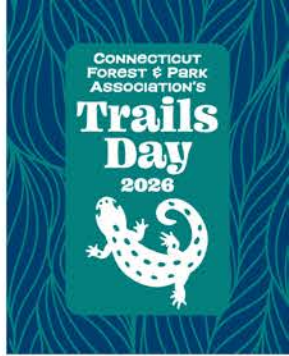


Communication Checklist

- ✓ Immediately after registration: Welcome message with event details
- ✓ 1-2 weeks before: Reminder + any updates
- ✓ Few days before: Final details + tips
- ✓ Day before/morning of: Quick excited message
- ✓ Day after: Thanks + invitation to future opportunities



HOW CEPA PROMOTES TRAILS DAY



Have a unique event planned? We feature "Cool" events leading up to Trails Day. Yours could be next!



HOW CFPFA PROMOTES TRAILS DAY



NATURE DISCOVERY Events

SAT, 6/7 - TIME TRAVELERS IN THE WOODS: A JOURNEY THROUGH LAND USE HISTORY OF A CT FOREST

Explore the signs of past land use, piece together the forest's story, and discover how history has shaped the woods we see today.

SUN, 6/8 - NATCHAUG TRAIL MIX: BITS OF NATURE, HISTORY, AND LOTS OF FUN!

A relaxed, family-friendly hike that blends natural beauty, local history, and fun facts along the Natchaug Trail.

SUN, 6/8 - APPRECIATING THE LITTLE THINGS - TAKING A MAGNIFYING GLASS TO THE FOREST

Slow down and take a magnified look at the tiny plants, fungi, and critters that often go unnoticed in the forests.

Find more & register at trailsday.org




ctforestandparkassociation

Looking to learn something new this #CTTrailsDay? Check out these cool events full of education, discovery, and nature!

- Learn about the stories forests carry at Time Travelers In The Woods: A Journey Through Land Use History Of A CT Forest: <https://bit.ly/43llHcG>
- Explore the "land between rivers" with Natchaug Trail Mix: Bits Of Nature, History, And Lots Of Fun!: <https://bit.ly/4mSNlhc>
- Bypass the gorgeous views in Bolton with Appreciating The Little Things - Taking A Magnifying Glass To The Forest: <https://bit.ly/441nmfO>

Find these events, and 200+ more, at trailsday.org. Don't wait! Space is filling fast.

@fox61news @wfsbnews @nbcconnecticut @news12ct @CTStateParks @ct.deep @govnedlamont @chrismurphyct @senblumenthal @ctvisit

#CTTrailsDay #HikeCT #GetOutsideCT #ConnecticutTrails #CFPA #ExploreConnecticut #OutdoorAdventure #ConnecticutHiking #NewEngland #Connecticut #CT

Edited · 45w

View insights Boost post

Liked by latinooutdoorsct and 30 others June 4, 2025

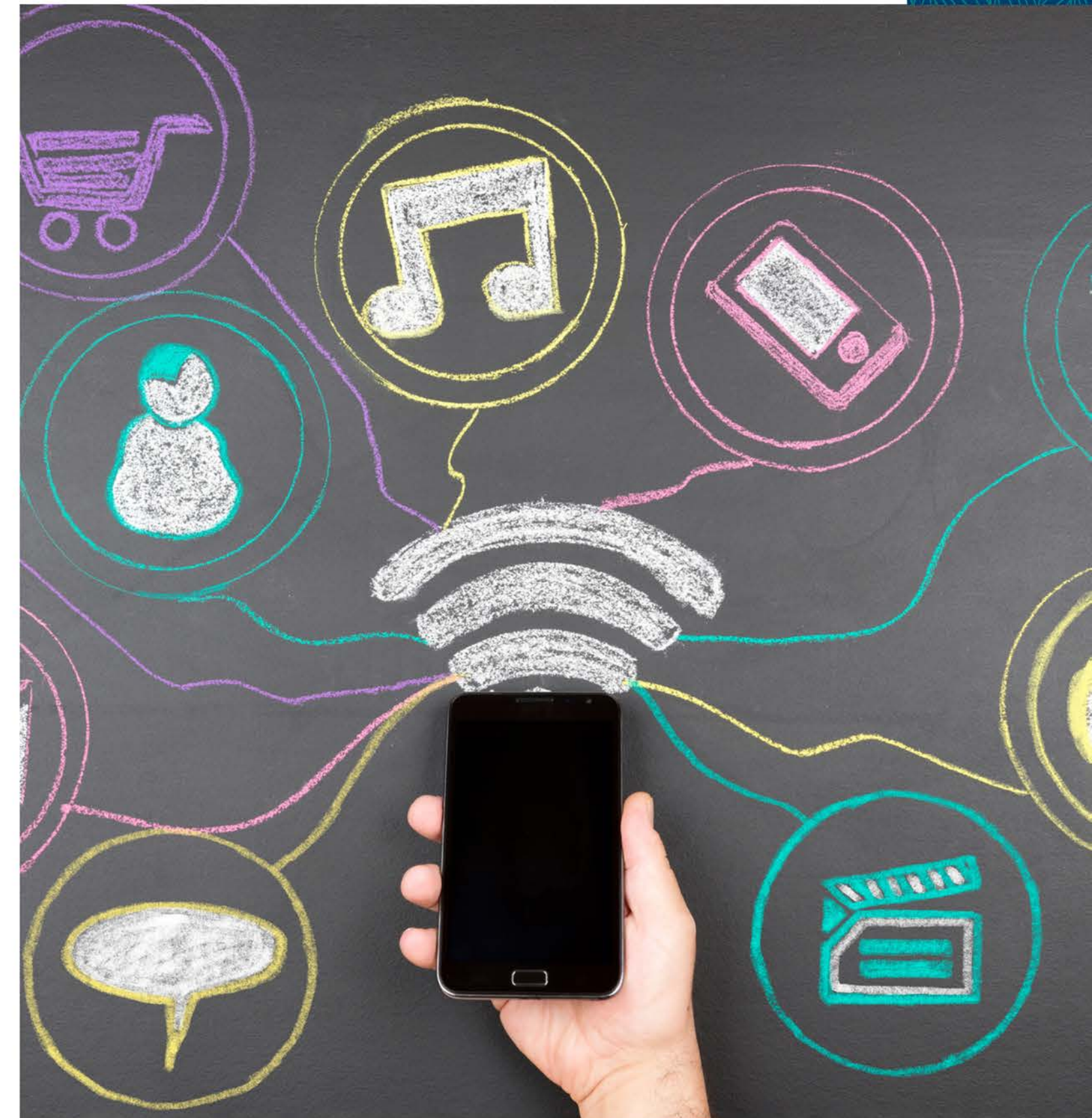
Add a comment... Post

Our goal is to drive awareness of the entire weekend and get people excited to participate!

- News, radio, NPR, TV
- Posters to town halls and libraries
- PSA video in English and Spanish
- Facebook, Instagram, Twitter, and LinkedIn
- Email campaigns and reminders
- Blog + Search Engine Optimization for trailsday.org
- Meta Ads
- Partner promotion

HOW YOU CAN PROMOTE TRAILS DAY

- 1 Leader Media Toolbox**
 Flyers, posters, social media templates, promotion tips, and more!
- 2 Tag & Hashtag**
 Tag CFPA (@ctforestandparkassociation or @ctwoodlands) & use hashtags #CTTrailsDay, #ExploreWhereYouLive
- 3 Share**
 Share event links via social media, local groups, & email lists
- 4 Invite**
 Invite local officials, reporters, content creators, & other community members to attend



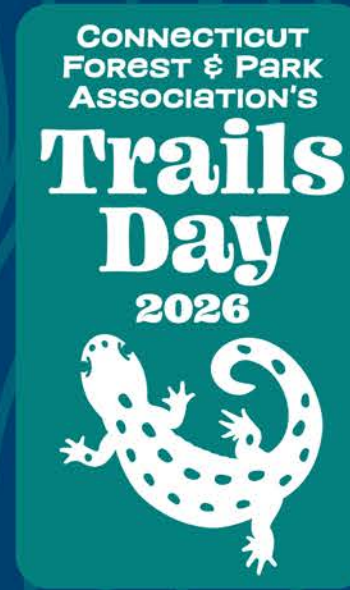


Don't Forget Your Resources!

- Don't forget to check out the Leader Resources!
- We've created a dedicated page with tools to help you promote your event:
 - Tips for promoting your event
 - Templates
 - And more!
- New resources are being added each week – check back often!
- Find it at: trailsday.org/resources

Tip:

Have any questions about the resources? We're here to help. Email Chuck at trailsday@ctwoodlands.org.



**PRACTICAL
WAYS TO
PROMOTE
YOUR EVENT**

CONSIDER A SMALL PAID BOOST

- Social media platforms allow you to “Boost” posts for a small fee
- Helps you reach your existing followers who might’ve missed you in their feed
- Extends your reach beyond your existing followers
- Target people in your geographic area
- Even **\$5-10 can make a difference!**

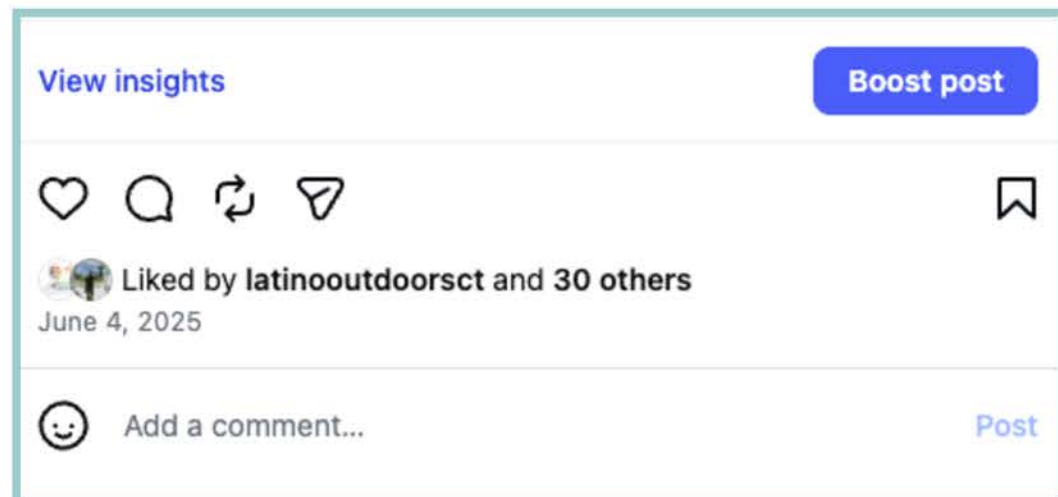




How To Boost a Post

How to do it:

- Create your post about your event
- Click the “Boost Post” button on Facebook or Instagram
- Set your budget and target area
- Boost 1-2 weeks before the event for maximum visibility



1. Look for this button!

2. Set your goal



What do you want people to do when they see your ad?

- Recommended
- Visit your profile
Best for brand awareness and follows
@ctforestandparkassociation
 - Visit your website
Best for online sales, bookings and helping people learn more about you
 - Message you
Best for building trust with potential customers
 - An optimized mix of actions
Best for maximizing overall results from people most likely to visit your profile, follow, engage or message you.

Who should see your ad?

- People similar to your followers
Targets this ad to people similar to your followers
- Connecticut Residents
- Create your own
Manually enter your targeting options

What's your ad budget?

\$42 over 14 days
Ad budget

Estimated impressions ⓘ	6,987 - 12,976
Estimated profile visits ⓘ	193

3. Create your audience & set your budget

4.

5. Set duration



Daily budget

Budget per day: \$3

Duration

- Run this ad until I pause it
Let your ad run for as long as you'd like. You can pause any time in ad tools.
- Set duration

Number of days: 14 days

Boost post

Create a Timeline

- Don't just post once! People are busy, and it's easy to miss
- Plan a series of promotions leading up to CT Trails Day
- Add your promotion timeline to your 3-week, 1-week, day before event planning!



Tip:

Watch last year's webinar at trailsday.org/resources for an how to prepare for your event, week by week!



Target Your Outreach

- Who is this event best suited for? Experienced hikers? New hikers? Young families?
- Once you've identified who you want to reach and where they are, **go to them!**
- When you write your promotions, think about what might motivate or incentivize them to join
- Market to your existing network, it's one of your best resources
- **Be proactive!** Don't wait for people to find you

Tip: Targeting your own network is a great way to steward people who are already involved with you!

FIND WHERE YOUR AUDIENCE HANGS OUT



Facebook Groups

Local hiking groups, parenting groups, community pages, town groups, family activity pages. **Post in relevant Facebook groups and other community apps** (check group rules first!) who'd be interested in your event!



Local Newsletters & Community Boards

Town newsletters, library bulletins, coffee shops, outdoors stores. Ask local businesses to share or post a flyer, especially if they do events. **They will already have an audience looking for something to do.**



Schools & Rec Departments

Great for family-friendly events because they serve your target audience. Reach out & ask them to partner & share your event on their event calendars and newsletters.



Local Outdoor & Rec Groups

There are tons of running clubs, paddling groups, hiking clubs, etc., **who regularly gets together to get outside.** Connect with them to see if their group would be interested in joining your event!

And Don't Forget to Mention CFPA!

- **When you promote your event, mention that it's part of CT Trails Day!**
- Share that CFPA coordinates the statewide celebration, and **use your unique trailsday.org event URL so people can explore all of CT Trails Day**
- Build awareness for the weekend, strengthen collective impact, and connect your audience to the broader trails and conservation community

Tip: Tagging us, @ctforestandparkassociation, is the best to mention CFPA so we can share your promotions too!





Questions?

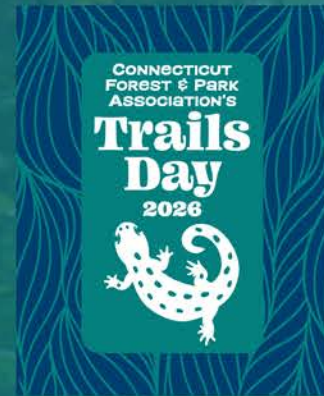
IMPORTANT TRAILMARKERS:

- Event deadline May 1 (**Just 8 days left!**)
- Participant registration opens May 6
- Trails Day Leader Summit June 4
- CT Trails Day weekend, June 6 & 7

JOIN US AT THE LEADER SUMMIT!

Join us for an evening of food, frosty beverages, and great company at our annual Leader Summit at [Rule of 3 Brewing](#) in East Hampton

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:



EVERSOURCE



Bodywork to let your body work
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860-620-2956
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