

AMERICAN HIKING SOCIETY'S NATIONAL TRAILS DAY®

2017 National Trails Day® Promotional Toolkit

American Hiking Society knows your time is incredibly valuable, so we have put together a collection of sample promotional content to help you promote your National Trails Day with your audience. Feel free to use the samples as is or modify them to suit your needs. We highly recommend using images to maximize engagement. Download and use [these eye-catching graphics and images](#) in your communication content.

Social Media

Campaign Hashtags: #NationalTrailsDay, #FindYourTrail

American Hiking Society Networks: Please tag us in your posts and share our National Trails Day content.

- facebook.com/AmericanHiking
- instagram.com/AmericanHiking
- twitter.com/AmericanHiking

National Trails Day Event Database: We recommend directing people to the NTD event search page (NationalTrailsDay.AmericanHiking.org/ntd-events, or bit.ly/NTD-events) so they can quickly find local events. If you are promoting a specific event, link directly to the detail page for the event. Each event has a unique URL.

We have organized Facebook and Twitter samples by recommended posting dates.

April 24 – May 26

We recommend posting once a week about NTD for the month of May.

Facebook samples

- Saturday, June 3 is American Hiking Society's National Trails Day! Mark your calendar, and join the adventure by [hiking, biking, maintaining trails, etc.] at [your event location and time] [link to your event description on the AHS website]

- National Trails Day on June 3 will be here before you know it. Make plans to attend our event at [your event location and time] to get in on the fun. For complete details visit: [link to your event description on the AHS website]
- We are hosting a National Trails Day [hike or other activity] on Saturday, June 3 near [familiar landmark]. We are looking forward to seeing you there. For more info visit: [link to your event description on the AHS website]
- We will celebrate American Hiking Society's National Trails Day on June 3 by [maintaining, hiking, biking, riding, etc.] trails at [your event location]. Don't miss the opportunity to #FindYourTrail and experience America's magnificent trails system. For more info visit: [link to your event description on the AHS website]
- National Trails Day (June 3) is the only nationally coordinated event designed to unite all muscle-powered trail activities with the goal of connecting more people to trails. Find an event perfect for you at bit.ly/NTD-events
- Every trail beckons adventure and has a story to share with any person willing to discover it, and we believe these trail experiences can improve the lives of every American. #FindYourTrail on #NationalTrailsDay which is June 3. bit.ly/NTD-events
- Each year, on the first Saturday of June, American Hiking Society and the trails community invite Americans of all ages and abilities to find their own adventure and discover their unique story at one of the thousands of events hosted throughout the country. #FindYourTrail on June 3. bit.ly/NTD-events
- 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 HIT THE TRAIL on #NationalTrailsDay on June 3. bit.ly/NTD-events
- The task to protect and maintain more than 200,000 miles of trails in the U.S. requires a collaborative effort among trail clubs, organizations, government agencies, and most importantly individual volunteers and advocates. Show your love of trails and #FindYourTrail during #NationalTrailsDay on June 3. bit.ly/NTD-events

Twitter samples

- Come out to [your event location] on June 3 to celebrate #NationalTrailsDay. Learn more, [short link to your event details]
- Join us on #NationalTrailsDay on June 4! To #FindYourTrail & [hike, bike, maintain trails, etc] with us, visit [short link to your event details]
- #NationalTrailsDay is June 3. Celebrate by [your activity] with us at [your event location], learn more [short link to your event details]
- Make some plans for #NationalTrailsDay on June 3. Thousands of events. One Incredible day. Find your event: bit.ly/NTD-events
- Don't forget to mark June 3 as #NationalTrailsDay. Find an event near you: bit.ly/NTD-events
- #NationalTrailsDay (June 3) is designed to unite all muscle-powered trail. Find an event at bit.ly/NTD-events
- Find your trail at a #NationalTrailsDay event on June 4. Find the perfect activity for you: bit.ly/NTD-events

May 27 – June 1

In the week leading up to NTD consider increasing the number of posts. If you don't have enough unique content during the week you can always share posts from the AHS social media channels.

Facebook samples

- One week until #NationalTrailsDay. Will you #FindYourTrail? With thousands of events there's something for everyone. bit.ly/NTD-events
- Come out to [your event location] on Saturday to celebrate American Hiking Society's National Trails Day with us. Starting at [time of your event] we will be [describe your activities], and you won't want to see out on all the fun. For more info, visit [link to your event description on the AHS website]

- Memorial Day weekend is over, but the summer fun is just getting started. Next Saturday is the nation's largest trails event—American Hiking Society's National Trails Day. Find the right trail activity for you at bit.ly/NTD-events
- When you hit the trail next Saturday for American Hiking Society's National Trails Day make sure you take a lot of pictures with your friends and family. You could win some sweet gear if you participate in the photo contest. Learn more at bit.ly/NTD-events

Twitter samples

- Celebrate #NationalTrailsDay this Saturday with us at #[name of your event location]. Learn more: [short link to your event details]
- Memorial Day is over, but the fun continues on #NationalTrailsDay this Saturday. Find your event: bit.ly/NTD-events
- Saturday is #NationalTrailsDay. Thousands of events. One incredible day. Find an event near you: bit.ly/NTD-events
- Did you know @AmericanHiking has a #NationalTrailsDay map to help you find an event near you? #FindYourTrail: bit.ly/NTD-events

June 2 (Day Before NTD)

Facebook sample

- Tomorrow is American Hiking Society's National Trails Day, and it's not too late to find the perfect event for you and your family. Thousands of activities including guided hikes, trail runs, stewardship projects, horseback rides, and paddle activities will take place across the country. Check out what activities are near you at bit.ly/NTD-events
- What are your plans for #NationalTrailsDay tomorrow? Don't miss the opportunity to have a great adventure! National Trails Day is the best excuse to #FindYourTrail and have some fun.
- Young or old, inexperienced or expert, there's a trail and a #NationalTrailsDay event for everyone. Find the perfect event for tomorrow at: bit.ly/NTD-events

- Adventures are meant to be shared. National Trails Day is TOMORROW! It's a great opportunity to meet new people and share a fun experience on a local trail. Share your adventure with the nation using #NationalTrailsDay. bit.ly/NTD-events

Twitter sample

- Tomorrow is the nation's largest trails event, #NationalTrailsDay. Don't miss out, find an event near you: bit.ly/NTD-events
- Need an excuse to #GetOutside tomorrow? #FindYourTrail at a #NationalTrailsDay event: bit.ly/NTD-events

June 3 National Trails Day

Facebook samples

- Drop whatever you are doing and come celebrate American Hiking Society's National Trails Day with us at [your event location] from [event start time] to [event end time]! It's the nation's largest celebration of trails, and you don't want to miss out. [link to your event description on the AHS website]
- Today is National Trails Day, but it's not too late to participate in one of the thousands of events across the country. Find an event near you: bit.ly/NTD-events
- Happy National Trails Day! Be apart of the nation's largest trails event by attending a local event. Don't know where the closest event is? Search American Hiking Society's massive list of events at bit.ly/NTD-events
- Don't forget to take some beautiful photos at whatever National Trails Day event you attend today. Submit your fun, creative photos to American Hiking Society and you could win some sweet prizes. Learn more at bit.ly/NTD-events

Twitter samples

- Happy #NationalTrailsDay! We're celebrating the day at [location name], come and join us: [short link to your event info]
- #NATIONALTRAILSDAY IS TODAY! Let's celebrate trails today and every day!! Find an event near you: bit.ly/NTD-events

- It's @AmericanHiking Society's #NationalTrailsDay! #FindYourTrail & tweet us pics!
bit.ly/NTD-events

June 5-7

Facebook samples

- We had a blast on the trail yesterday for American Hiking Society's National Trails Day! We enjoyed the smiles and miles shared with all of the participants at [your event location]. If you missed out yesterday you should mark June 2, 2018 on your calendar so you don't miss out next year.
- Did you take pictures out on the trail yesterday for National Trails Day? You can submit the pictures to American Hiking Society for a chance to win sweet gear. See the prizes and submit your photos at bit.ly/NTD-events
- Thanks to everyone who came out for #NationalTrailsDay. We had a blast. If you had a great experience and what to share it use #NationalTrailsDay and tag us. We want to hear your story.

Twitter samples

- We enjoyed our time out on the trail during #NationalTrailsDay. Check out our pictures from #NationalTrailsDay: [short link to picture gallery]
- Did you find your trail on #NationalTrailsDay? Submit some pictures for a chance to win sweet prizes: bit.ly/NTD-events

Email and Blogs

Here's some messaging you can use in emails and your website to invite your community to attend a National Trails Day event. Feel free to edit the information to suit your program, region, and audience. Remember to provide more specific details for your event.

Find Your Trail During National Trails Day on June 3

National Trails Day is the only nationally coordinated event designed to unite all muscle-powered trail activities with the goal of connecting more people to trails. Every trail beckons adventure and has a story to share with any person willing to discover it, and American Hiking Society and [your organization name] believe these trail experiences can improve the lives of every American.

Each year, on the first Saturday of June, American Hiking Society and the trails community invite Americans of all ages and interests to find their own adventure and discover their unique story at one of the thousands of events hosted throughout the country.

Find Your Trail and join us outside during #NationalTrailsDay on June 3. To learn more visit: bit.ly/NTD-events

Thank you for joining us and promoting #NationalTrailsDay