

Volunteer Event Promotion Handbook



Presented at the 2018 Volunteer Leadership Meeting
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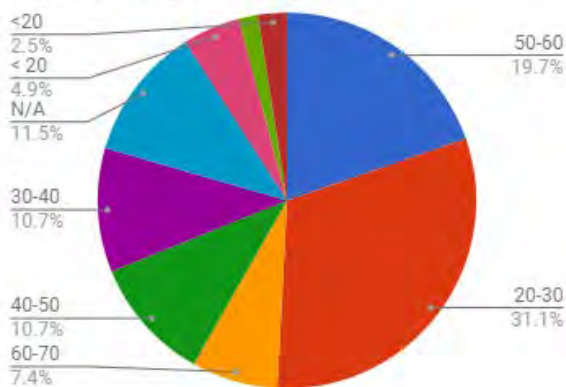
Table of Contents

Introduction.....	3
Part One: Planning for an Event	
Balancing Audience Desires with Trail Needs.....	4
How Date, Time and Place Determines Audience.....	5
Organizing a Custom Event for a Volunteer Group.....	5
Creating an Appealing Promotional Description.....	6
Providing Volunteers with a Registration Process.....	7
Part Two: Promoting Your Event	
Club and ATC Website Listings.....	7
Newsletters.....	8
Social Media.....	9
Utilizing Other Organizations as Partners or Co-hosts.....	10
Cross Posting on Other Volunteer Websites.....	11
Part Three: Hosting Your Event	
Creating a Welcoming Environment.....	11
Collect Contact Information	11
Part Four : Following Up with Volunteers and Partners	
The Follow Up.....	12
Why Are People Volunteering.....	12
Appendix	
Sample Event Listings.....	13
Volunteer Registration Form.....	15
Volunteer Feedback Form.....	16
Example Letter to Colleges.....	18
Example Letter to General Interest Clubs and Outdoor Groups.....	19
Event Data.....	20
General Call to Action Flyer.....	23

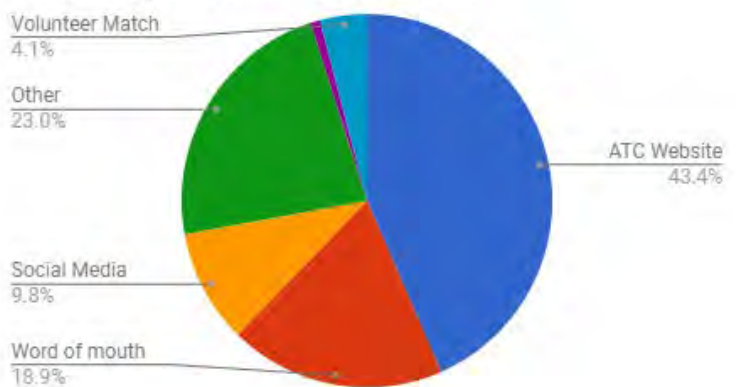
-Introduction-

In February of 2018, the Appalachian Trail Conservancy employed two part-time National Service Coordinator Interns, thanks to funding from the Partnership for the National Trails System, as part of the celebration of the 50th anniversary of the National Trails System Act. Their job was to collect and promote volunteer stewardship events being hosted by any of the 31 trail maintaining clubs along the Appalachian Trail.

Age of Respondents



How Respondents Found Event



After eight months, **137 volunteer stewardship events** were collected and posted to the Appalachian Trail Conservancy website that enabled volunteers to register for the event through an online registration form. Of those 137 events posted, **36 events had volunteer registrations** with a **total of 142 volunteer registrations** through the ATC website. The registrations showed a diverse range of age groups that indicated their interest in trail maintenance. In a few cases, events were listed and registration was taken through another website's registration.

Each event posted was classified into three separate classes using an *A*, *B*, and *C* rating system. Events classified as *A*'s had, what we hypothesized to be, all of the information to attract the highest number of volunteers.

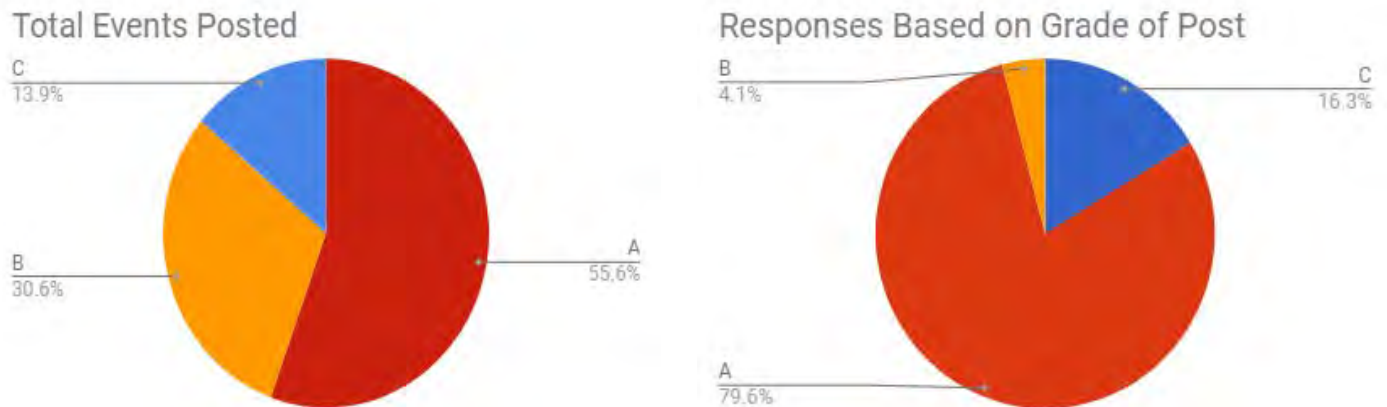
A postings were complete in they had all of the following:

- a description of the work to be completed and *why* the work is important,
- the start and end time of the event,
- a specific meeting location, and
- they were posted to the ATC website two weeks in advance.

B and *C* postings respectively provided volunteers with less information than an *A* posting.

Of the 137 events posted to the ATC website, more than one-half (55.9%) were *B* postings, meaning they provided a general description of the work and either a start/end time or a meeting location. Certain *B* postings may have had all of the same details as an *A* posting, but were ultimately ranked as a *B* because they were posted within less than 5 days of the event. However, out of the 37 events posted that had volunteer registrations, more than three-quarters of the events (79.6%) were *A* posts. Supporting our

hypothesis that events with a description of the work to be completed and its importance, the start/end time, a specific meeting location, and events posted two weeks in advance would be better able to attract more volunteers to the Trail.



We also found that events hosted with partners (such as outdoor gear companies, etc) were the most successful at recruiting volunteers since they were able to help raise awareness for the event and were also invested in the event's success. Events also posted to social media platforms, news outlets, and other volunteer event board were generally more successful at acquiring at least a few more volunteers.

By including posts that did not generate registrations into our analysis, we found that there is little evidence to suggest that the grading of a post had a substantial impact on the number of registrations. This can be explained in part by our promotional strategies. At the start of our internship A rated postings were a high priority of our focus and therefore made up the majority of our events posted. Also at the start of our internship, ATC's volunteer opportunities web page was difficult to navigate and wasn't regularly promoted. After refining navigation to the volunteer opportunities listing from the ATC homepage and consistently promoting the central listing of volunteer events, registration increased across the board. This demonstrates that if clubs post their A.T. events to a well organized central listing location that is thoroughly promoted then all events, regardless of rating, will increase their chances of volunteer registration.

-Part One-

Planning for an Event

Balancing Audience Desires with Trail Needs

Choose a stewardship event that **balances** your **audiences desires and capabilities** with the **immediate and long term need of the Appalachian Trail**.

- By creating and incorporating different tasks into a work project you maximize the spectrum of volunteers varied skills, abilities, and experience. This also provides the opportunity for volunteers to become more comfortable with tasks before gaining exposure to other activities and cultivating new skills.
 - For example, if a shelter needs to be restored consider that some volunteers might be more interested in the carpentry aspect or some may be more physically capable and willing to haul lumber.
 - Simple tasks such as brushing, which is always needed, may provide a whole world of new experiences to some people. Coupled with education about its importance is always a way to get people excited about any job, because work with meaning is enjoyable.
 - A difficult day of brush-cutting may not appeal to new volunteers unfamiliar with extensive manual labor, but other volunteer jobs may appeal to people as they dip their toe in the idea of this kind of stewardship while contributing to the larger project cause. Tasks to prepare food or take photographs are similarly valuable but often overlooked.
- Think of different ways to attract new volunteers through different interests they might have, such as history, biology, etc. Creating appealing descriptions of activities cultivates volunteers who will be more invested in accomplishing project related goals. Be sure to also clearly communicate working conditions (terrain, bugs, weather, mud, physical demands).

How Date, Time, and Place Determines an Audience

When planning an event to accomplish important task for the Trail and you want to invite new people to volunteer, give some consideration to how scheduling, time commitments, and meeting location impacts participation.

- **Weekdays**- generally suitable for retirees, people who do not have 9-5 jobs
- **Weekends**-generally suitable for 9-5 workers, college students, teenagers
- Try short events (ideally no more than 2-3 hours of work) in the morning, midday, and/or afternoon for people who can't commit a whole day to volunteering but still want to give back. Think of these events as introductory, and a means of accomplishing good work and setting the stage for these new volunteers to return.
- Regular 4-7 hour long work days are necessary for some projects. It is important to clearly communicate time commitments to volunteers so they know when they can expect to be home to fulfil the rest of their day's personal activities. Don't take for granted that you know that your group will work for 5 hours and wrap up so everyone else knows.
- Consider meeting locations that are central to a metropolitan area, or public transportation, to support access to volunteering by people who face transportation barriers.

Organizing a Custom Event for a Volunteer Group

A.T. Partners may host events that are specifically designed to meet the needs of a pre-formed group.

- Certain organizations have volunteers who go out annually or regularly, connect with those groups and discuss having an event that is convenient for them and their goals. These may be new partner groups - *think Kiwanis Club, YMCA, Trail Dames, or Outdoor Afro.*
- Pre-formed groups may approach your club with an interest in volunteering, either on their own, directed to you through ATC (like a college service club), or due to an introduction made through a letter (sample in appendix).

These kinds of events offer the potential to introduce volunteering to new people and serve as a starting point to cultivate their relationship with A.T. stewardship. Here are some considerations for planning a custom event.

- When a group is interested in working on the A.T it is important to focus on understanding the group and their goals/capabilities/expectations prior to the service project. *Do they want trainings, discussions around natural history, A.T. history, information on biology?*
- Set leadership expectations. *Will group leaders be keeping the group motivated and disciplined leaving the A.T leaders in charge or project goals and accomplishments?*
- Discuss with the groups leader(s) the different possible projects and their locations.
- Match group size to club leadership resources. Since unsupervised work can be unsafe and damaging to the Trail, set limits of participants based on available trip leaders.
- Follow any established policies regarding youth, liability waivers, VIP/VIF enrollment, photo sharing, etc..
- As is important with any event, clearly communicate working conditions (terrain, bugs, weather, mud, physical demands). If possible, visit the work site with the groups leadership to confirm shared expectations.
- Be clear on arrival time to the trailhead and departure time from the trailhead. Examine the travel/work ratio.
- Make sure their transportation can access the roads leading to the trailhead.
- Consider that some groups may have to travel far distances so suggest a few overnight accommodations. If the group plans on camping at an A.T overnight facility make sure they follow group size regulations (max. 10 people, including leaders).
- Consider having the group meet at an easy to find location in a metropolitan area that the group can then carpool from. Not only are trailheads and other woodland meeting areas be hard to find, due to their inability to be plugged into a GPS, but urban meeting location may also be near public transportation. This enables people who face transportation barriers the opportunity to gain access to the Trail through volunteering. Consider that this will also add time to the scheduled work day.

Creating an Appealing Promotional Description

When writing an event description it is important to provide the right information in order to be successful. By following the checklist below as a guideline, you will be on your way to creating successful event postings in no time.

Successful Promotional Event Description Checklist:

1. Start by outlining all of the activities for the work day.
2. Identify the 'why' by describing the purpose of the event, and the positive impact it will have for the Trail or its resources..
3. Consider if you want to tailor your message to a targeted audience. For example, if you want to attract new volunteers to an event, a detailed explanation of the work will make them feel better prepared. If you're targeting a specific age range, interest group, ect., make sure the message will appeal to them. *Example: "The day's planned work includes repainting the symbolic white blazes that mark the Trail, branch clipping to clear the path, clearing out the shelters designated fire ring, as well as dismantling any illegal ones. The day includes hiking 4.4-miles round-trip, perfect for hikers who are new to maintenance."*

Volunteers should be able to read the event description and understand exactly what is expected of them.

- ☐ Any **physical requirements**. *Example: hiking distances or carrying heavy objects over uneven terrain.*
- ☐ Scope of the **work to be performed**.
- ☐ **What they should bring**. *Example: "Be sure to wear sturdy boots, long pants, and work gloves. Also, bring your own lunch, personal snacks, a rain jacket, insect repellent, and plenty of water."*
- ☐ **Where they will be meeting and at what time**.
- ☐ The **end time** of the event, so that volunteers can understand the time commitment that they are making and plan their day accordingly.
- ☐ Who the **point of contact** is for the event. If plans change, due to weather for example they need to know who to contact or who will be contacting them.
- ☐ Choose an **appealing image**.
 - ☐ Photo: Maintainers, landscape, working with tools (wearing proper PPE), satisfied after a long days work.
 - ☐ Partner logo(s). *If applicable.*
- ☐ Be sure to include the **why**.

Providing Volunteers with a Registration Process

By providing volunteers with a registration process you are able to collect relevant information about who plans to show up prior to the event. With this information, you can also confirm their participation and begin to build a rapport as a trip leader by making initial contact.

- Posting events to the ATC website increases event exposure and publicity, and is set up with an automated volunteer registration process that automatically notifies the trip organizer when someone signs-up. *See Appendix for an example registration.*

- As volunteers register, trip leaders should be contacting volunteers as to acknowledge their intentions and interests in volunteering. This initial communication may also provoke volunteers to ask important questions that help clarify their expectations for the day.
 - *Example email sent to a registering volunteer: “Hi [insert volunteer name], My name is _____ and I am a [insert position/title here] with the [insert club name]. We are excited to have you volunteering on the Trail with as we [insert project info]. If you have any questions or concerns please feel free to contact me. Thank you for your willingness to join us as a volunteer for this project.”*

-Part Two-

Promoting Your Event

Club and ATC Website Listings

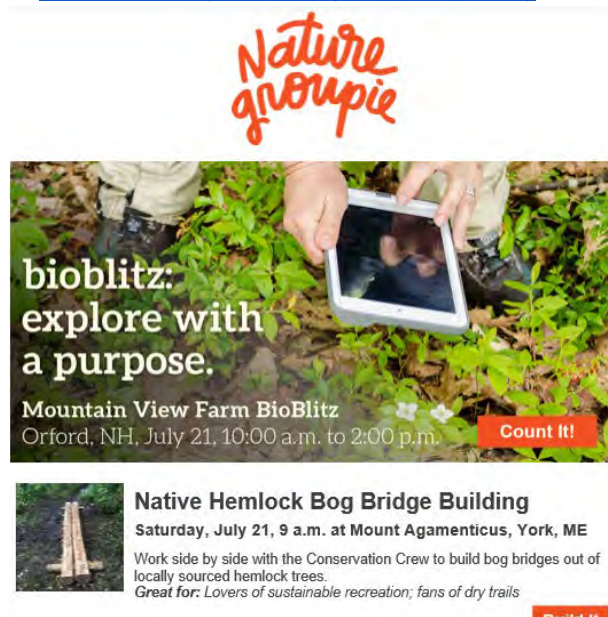
- Utilize your club’s website to post event listings. It can take the shape of a calendar with events listed on particular days or as a list on chronologically ordered events.
 - Make the schedule of events easy to navigate to from the homepage.
 - Post events at least 2 weeks in advance.
 - The registration form and event description should be easy to find.
- Set up an event listing through ATC’s website.
 - Consider setting up the event listing through ATC first and then using the same registration process for your club’s website.
 - Set a monthly reminder to send club events to the appropriate ATC contact. Keep in mind that events that are posted at least 2 weeks in advance are shown to have a higher registration rate.
 - In July of 2018 the ATC website had 50,000 unique views. The volunteer page had approximately 3,000 views unique views in July of 2018.

Newsletters

Newsletters offer the benefit of consolidating information for people with interest in your club. Rather than limit your newsletter to members, consider allowing both non-members as well as members to receive your e-newsletter as a means of relationship-building.

- Add events to your club’s newsletter. A newsletter can be a useful tool to keep interested people notified of future volunteer events. A newsletter may not need to be a time consuming endeavour; simply including the event descriptions for your events that you have already created can be enough.
- Collect a comprehensive list of interested volunteers, as well as recent volunteers, to allow you to reach out to people you already know care about stewardship activities.
 - Post an e-newsletter sign up tool directly below your schedule of events on your club website to allow those who want to attend an event, but cannot attend any of the listed events, the ability to stay connected with the club.
 - Collecting emails from people who attend club events and adding them to your newsletter will help with retention.

Example of an event newsletter: *Nature Groupie* is an organization that serves as a clearinghouse for stewardship event in New England. They provide newsletters full of upcoming stewardship events regularly. They also provide a lot of great examples and ideas around promoting volunteer opportunities which can be found at the following website: <https://naturegroupie.org/events-training>



Social Media

Remaining active on many forms of social media increases audience reach and name recognition in your community. Sometimes social media platforms have a maximum word count and can be limiting, so be sure to include a link to your club's website so anyone interested can find more information. Be sure that ATC knows who maintains your clubs social media accounts so that ATC and your club can work together to promote general postings for volunteerism on the A.T.

- **Facebook** pages are a great way to reach a broad audience and publicize events, especially those that involve partnerships.
 - Posting consistently will keep your page relevant to people that follow you. Algorithms prioritize active pages and the more you post, the higher the likelihood that Facebook will show your posts in the homepage of your followers.
 - After you add an event to your page, post once or twice per week in the event listing itself. It will continue to remind those that indicated their interest that the event is approaching and will increase the likelihood of them showing up.
 - If you have partnerships involved, add those organizations as co-hosts for your event. Once they accept your request, their following base will be able to view your event as well. Add ATC as a co-host and reach over 238,000 people.
 - Share your event to general interest hiking or volunteer based pages. Or, contact the administrators of those pages and have them share your events.
 - Have individual club members share the event to their personal pages.
 - Even if you don't post regularly, remain responsive to any inquiries that you may receive.

- **Instagram**

- Go heavy with visuals. The main thing that is highlighted on Instagram are pictures and videos.
- If posting an event, prioritize the project itself, the work that is being done, the work that needs to be done, and *then* emphasize the event details. Entice your audience to click “Read More” and not just stop at the pretty picture.



- **Twitter**

- Keep it short and sweet. The character limit on Twitter makes it a difficult place to post event information. A general call to action may be more effective.
- Include short, punchy, memorable statistics that influencers or the media can retweet.
- Tag local media outlets or even local reporters.



- Meet-Up has unique strengths and certain drawbacks as a social media platform. Once a page is created, events can be listed for account holders to see.
 - Frequently used by people new to an area and trying to find communities with similar interests.
 - Great for posting events.
 - Since “private” groups can create barriers to participation, consider leaving your group “open” to reach the broadest audience base that you can.

Visit this link from ATC's "The Register" Blog for more information on how to make social media work for you. <https://www.appalachiantrail.org/home/volunteer/the-register-blog/the-register/2016/08/05/tips-to-make-social-media-work-for-you>

Utilizing Local Organizations as Partners or Co-hosts

A.T. clubs as conveners of partnership is a key component of broadening the base of support for the A.T. When clubs invite co-hosts and event sponsorship, they deepen the investment of community organizations in the care of the A.T. Planning a special event with the chamber of commerce, a civic organization, the library, an outfitter, another business, or a school helps generate greater awareness because more groups are committed to raising the profile of the event and ensuring its success.

- Outfitters often post flyers for events. Emailing them a PDF may be enough, but a better option is to visit the business itself and ask if you can post a flyer.
- General interest hiking groups or outdoor clubs are great groups to invite because of how much they utilize the A.T. already. They will likely be motivated to attend a stewardship event because it is a form of giving back and ensuring the protection of and care for a resource that they constantly use.
- Colleges and Universities are another great source of community support for your stewardship events.
 - Volunteerism clubs or courses often have service requirements for students.
 - Outdoor or recreation clubs will be able to give back to a resource they frequently utilize.
 - Environmental studies departments may find events centered around invasive plant removal or environmental conservation particularly appealing.
 - Health and wellness departments may have requirements centered around service to promote healthy living in their community.

Cross Posting on Other Volunteer Websites

- There may be local volunteer listings in your community or community bulletin boards where you can post a general call to action flyer, which is provided in the Appendix.
- **Volunteer Match**
 - A national listing for volunteer opportunities. Events are posted within a certain zipcode range so locals will be notified of the event.
 - A "prime" membership is \$9.99 per month. It allows your organization to have easier navigation tools and to expand your zipcode range. ATC has access to the "prime" membership and can post any events for A.T. partners that are posted on ATC's website.

-Part Three-

Hosting Your Event

Create a Welcoming Environment

- Make sure participants feel accepted and welcomed from the moment they arrive.
- Ensure that all participants have a job that is within their capabilities. If they feel that the work is doable and important, they will feel accomplished at the end of the day.
- Make sure everyone's time is being put to good use. Have an alternate weather plan in case of rain.

Collect Contact Information

It is important to collect email addresses from participants at an event, or during registration.

- Check-in attendees on the roster developed from registrations, or have people sign-in on the work trip roster.
- As part of the check-in, invite participants to sign-up for emails from the club or receive newsletters for upcoming events.
- Even if people don't opt-in for emails, a personal email to the group of volunteers after the event with a picture or two and a summary of the work trip's impact builds investment toward them seeking out a future event.

-Part Four-

Following Up with Volunteers and Partners

The Follow Up

After all the hard work of planning an event, promoting the event, and holding the event, there's still a bit more to do.

It is important to follow up with volunteers in a way that thanks them, asks them for their feedback, and invites them back.

Things to include in a follow up email:

- ☐ A thank you for their hard work and time dedication
- ☐ Send pictures from the event
 - ☐ Using a google drive folder enables people to add their own photos as well
 - ☐ Provides good photos for future events
- ☐ Volunteer Feedback Form
- ☐ Information on any upcoming events

Why Are People Volunteering

According to the data we collected from our feedback forms sent to the volunteers who registered for events through the ATC website, they ranked their rationale for volunteering.

- The top reason people volunteer on the A.T. is to do meaningful and impactful work
- The second-ranked reason people volunteer on the A.T. is being able to spend time outdoors
- Less important, but still a motivation for people is that volunteering presented an opportunity for physical activity and recreation.

Almost every individual who filled out a Volunteer Feedback Form wanted to be informed of upcoming events. With some showing interest in being trained to become trip leaders. Most others asked for more information on becoming members of the trail maintaining club that they volunteered with.

Sample Event Listings

Build a Tentpad

Tentpads are as much about protecting natural resources as providing flat, level surfaces where hikers can pitch their tents. Elevated tentpads in New England help by reducing soil compaction that makes it harder for plants and trees to grow. Designated campsites like the ones you'll be working on provide a durable and long-lasting alternative to dispersed camping that tramples the landscape, and everyone can rest easier knowing that the second principle of Leave No Trace - to travel and camp on durable surfaces - is made that much easier.



Join the Berkshire Chapter of the Appalachian Mountain Club on **Tuesday, June 19, from 9 a.m. to 4 p.m.**, as they build new tentpads to accommodate for an increase in overnight use at Nopel Shelter.

The group will be meeting at Jones Nose day-use parking lot in Cheshire, MA. Be sure to wear sturdy boots, long pants, and work gloves. Also, bring your own lunch, personal snacks, a rain jacket, insect repellent, and plenty of water.

Advanced registration required, please use this [link](#) to register for this work-trip.



Women's Trail Work Day at Big Laurel Branch Wilderness

Location: Asheville, NC

Come out for a day's work in the woods to improve the Appalachian Trail in the Big Laurel Branch Wilderness. This special section of the A.T. near Watauga Lake offers the chance for new volunteers as well as those with experience to be part of something bigger - keeping the A.T. open. This doesn't happen without volunteer hands! Work on **Wednesday, August 15** will be performing essential maintenance, including drain clearing, brush cutting, busting up fire rings, tread improvements, and, of course, a rewarding experience making new friends.

This event is hosted by the **Southern Appalachian Wilderness Stewards and**

the Appalachian Trail Conservancy. All training and tools will be provided. Wear long pants, sturdy boots. Bring work gloves, lunch, personal snacks, a rain jacket, sun protection, and plenty of water. For volunteers participating from Asheville, North Carolina, a carpool will leave at **8 a.m. and return by 5:30 p.m.** For volunteers joining from Tennessee, a carpool will leave from Unicoi, Tenn at **9 a.m. and return by 4:30 p.m.**

Advance registration is necessary. Please use this [link](#)

Nahmakanta Privy Build



The effort to rebuild all of the privies along the Appalachian Trail in Maine continues. The **Nahmakanta** privy is one of four being rebuilt in 2018. Providing functional privies for hikers helps concentrate our impact on the Trail and protects it and the land it winds through.

Join the **Maine Appalachian Trail Club (MATC)** on **Saturday, August 4** as they start they level the ground of the privy site, as well as build the structure.

The group will be car camping approximately 1.25 miles from the privy construction site and volunteers interested in participating on Saturday and Sunday are welcome to spend the night there. No experience needed, everyone is welcome to join in on the fun.

Be sure to wear sturdy boots, long pants, and work gloves. Also, bring your own lunch, personal snacks, a rain jacket, insect repellent, and plenty of water.

Advanced registration necessary; please use this [link](#) in registering for this work-trip.

Get Muddy in New Jersey

Join the West Jersey Trail Crew of the New York New Jersey Trail Conference (NYNJTC) on **Saturday, May 26, from 9 a.m to 5 p.m** as they place stepping stones across a wet section on the Appalachian Trail near Cedar Swamp in Wawayanda State Park, Vernon, NJ.



Be sure to wear sturdy boots, long pants, and work gloves. Also, bring your own lunch, personal snacks, rain jacket, insect repellent and plenty of water. Contact the crew leaders Monica or David Day at the email address above if interested in carpooling.

Please use this [link](#) in registering for the event and to receive more information about the meeting location.

Natural Bridge Wednesday Work Hike

Dates: 01 – 01 Aug, 2018
Location: Bedford County, Virginia, United States
Email: wed.crew@nbatc.org



Join the **Natural Bridge A.T. Club** for one of their weekly Wednesday work trips. The Wednesday work crew is composed of men and women dedicated to the stewardship of the A.T. Spend a rewarding day alongside these devoted A.T. volunteers to make a difference.

The work area covers the A.T. from 45 miles south of the James River heading north. Work consists of removing trees, cutting weeds, trimming brush, cleaning, building, and repairing water diversions, side hill renovations, and other important tasks that keep the Trail in good shape.

Participants should wear sturdy shoes, long pants, and work gloves. Participants should bring lunch, water, a rain jacket, insect and tick repellent, and sun protection. Tools and hard hats will be provided. The work day begins at 9 a.m. and the specific meeting location will be announced closer to the work day.

Please fill out this [form](#) to register your participation.

Volunteer Registration Form

Email Address: _____

First Name: _____ Last Name: _____

Year Born: _____ Zipcode: _____ Phone Number: _____

Do you have any experience with trail maintenance? YES NO

If YES, please describe below. If NO, be sure to attend to learn more.

Are you a member of the trail maintaining club hosting this event? YES NO

How did you hear about this event?

<input type="checkbox"/> Google	<input type="checkbox"/> ATC website
<input type="checkbox"/> Other search engine	<input type="checkbox"/> Handshake
<input type="checkbox"/> Word of mouth	<input type="checkbox"/> Social media
<input type="checkbox"/> Newsletter	<input type="checkbox"/> Local A.T. maintenance club
<input type="checkbox"/> Flyer	Other:

If you're interested in bringing a group of people to volunteer with you (scouts, school, faith community, corporate service activity, youth, or family), please describe more about this group. Provide as much detail as possible.

Volunteer Feedback Form

What was the date of your trip? _____

What state was it in? _____

Please rate how important each of the following considerations were in deciding to volunteer on the A.T.

	Not Important	Somewhat Important	Very Important	N/A
Doing meaningful and impactful work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving or expanding resources I use (the A.T.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spending time outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Socializing and building community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical activity/recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity of project to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To increase my employability and skill set	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Was there any other reason not listed that you would like to share with us?

Please rate your satisfaction with the following aspects of the project.

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Pre-Project Communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registration Process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordination Throughout Project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work Trip Leaders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fun and Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rewarding Project	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What could make your experience better in the future?

Would you have interest in any of the following?

- ☐ Joining future work trips
 ☐ Trainings to become a trip leader
 ☐ Becoming a member of the club that hosted the work trip.

(OPTIONAL) If you have interest in any of the above, please provide your full name and email address.

Example Letter to Colleges

Hello _____ ,

My name is [enter name here] and I am [enter title and club name here]. As maintainers of the Appalachian Trail we work to help preserve and protect a 2,100 mile long footpath. Since this is only possible with the work of volunteers, we need your help to keep this legacy alive.

Consider joining us on the trail for a day of stewardship or share our events within your community.

If your school is interested in outdoor volunteer programs, we have some wonderful opportunities available. Visit <http://appalachiantrail.org/volunteer> to check out what **stewardship events we have planned on the Trail** from Georgia to Maine. Feel free to share the website and the volunteer opportunities with your student body and surrounding volunteer communities. If you know of other organizations that would also be interested in working with us or in sharing one of our volunteer promotion flyers please let us know.

You can contact me at [enter email/phone here] with any questions or concerns.
I look forward to hearing from you.

Thanks,
[enter name/title here]

Example Letter to General Interest Hiking Clubs and Outdoor Groups

Dear {Hiking Club/Organization},

Volunteers are the heartbeat of the A.T. and their dedication to environmental stewardship is necessary to the existence of this iconic resource. More than 6,000 volunteers contribute more than 250,000 hours each year to keep the A.T. available for all to use.

Many volunteers are members of one of the 31 trail maintaining clubs located along the Trail. Stewardship opportunities with local trail maintaining clubs build community, support a healthy lifestyle, inspire others, and preserve the A.T. for future generations. Volunteers complete projects from controlling invasive plant species, to clearing trail blockages of downed trees and overgrown vegetation. They also undertake large scale endeavours such as relocations and building shelters and bridges.

1. **Individuals within your club can register for events** by visiting www.appalachiantrail.org/volunteer. Local opportunities are posted on this central stewardship listing. We hope you'll consider notifying people in your community about this resource, and choose to inspire them with by your example.
2. **Schedule a speaker or presentation** by an A.T. Club or ATC on, the history and development of the Appalachian Trail, trail maintenance tools, or what trail maintenance is.
3. **Schedule a volunteer event** with your local trail maintaining club. We can discuss your organization's needs and create a stewardship event that maximizes the effect of your work while creating a positive and memorable experience for participants.

Please contact [*Insert contact here*] for scheduling a program to meet your needs.

Thank you for your interest in giving back to the A.T. and I look forward to hearing from you.

Event Data

N/A represents event registration handled by entity other than ATC.

Club	Number of Events	Event listings	Sign-ups
MATC	10	Annual MATC Nahmakanta Privy Build (3) Hurd Brook Privy Build (4) Pleasant Pond Shelter Restorations (2)	1 0 3 0
AMC	1	Celebrate 200 Years of Maintenance on Crawford Path	N/A
RMC	0	-	-
DOC	4	Protecting Migratory Pathways (4)	1
GMC	0	-	-
AMC-B	13	Build a Tentpad (2) Make Sleeping on the Trail Easier (2) Graffiti Removal (2) Broaden Your View Improve a Trailhead Kiosk Repair a Tent Platform Move an Outhouse (2) Monitor the Corridor (2)	0 3 0 1 0 0 2 0
AMC-CT	20	Mow It Over BEAR-A-THON Build a Bridge Trail Clearing Cut it out! Essential Trail Maintenance Privy Protection Eradicate Overgrown Vegetation Save the Bears Essential Maintenance in Paradise Vegetation Removal Work Party Broaden Your View Combat Invasive Plants on Bunker Hill GIVE-A-DAY Privy Restoration in CT Spring Stewardship Celebration Sign Installation Near Paradise Survey the A.T in CT Build Long Lasting Rock Structures Blue Bird Habitat Restoration Help Swamp, No Muck Boots Required	2 26 0 0 0 0 0 1 0 0 0 1 2 2 0 1 0 0 0 0
NYNJTC	3	Get Muddy in NJ	3

		Replace the Decking of a Boardwalk Celebrate National Trails Day	N/A N/A
WTC	0	-	-
BHC	1	Spring Cleaning on the A.T	0
AMC-DV	0	-	-
KTA	0	-	-
BMECC	6	Work Trip in PA Freshen Up the A.T Practice Being a Trail Maintainer Help a Trail Maintainer Trailside Litter Clean Up Pull Some Garlic Mustard	1 2 2 1 2 1
AHC	1	Spring Cleaning and Picnic	0
SATC	5	Garlic Mustard Removal Afternoon Garlic Mustard Pull Clear the Path Saturday Trail Maintenance Summer Trail Maintenance	0 1 0 1 1
YHC	0	-	-
CVATC	5	Cumberland Valley Spring Maintenance Cumberland Valley Summer Maintenance Cumberland Valley Summer Maintenance Cumberland Valley Fall Maintenance Final Summer Trail Maintenance at Cumberland Valley	0 5 0 0 0
MCM	2	Hunter's Run Garlic Mustard Pull Warner Hollow Spring Stewardship	0 1
PATC	7	Join the Cadillac Crew National Trails Day Weekly Potomac Saturday Work-trip (2) Maintain the Trail in Maryland (3)	0 0 0 4
ODATC	0	-	-
TATC	2	Tidewater Fall A.T. Walk-Through Tidewater Fall A.T. Maintenance Weekend Tidewater Lopper Festival	0 0 0
NBATC	1 event recurring weekly	Natural Bridge Wednesday Work Hike (recurring)	2

OCVT	0	-	-
RATC	0	-	-
PATH	2	May Piedmont Appalachian Trail Hikers Work Trip June Piedmont Appalachian Trail Hikers Work Trip	0 2
MRATC	15 and 1 event recurring weekly for approximately 2 months	Mount Rogers High Country Hardcore Mount Rogers Saturday Work Hike (2) Mount Rogers Wednesday Work Hike (6) Mt. Rogers Invasive Plant Removal Preserve Elk Garden Natural Bald on National Trails Day Rare Plant Monitoring at Elk Garden Rare Plant Monitoring at Grayson Highlands State Park (2) Saunders Shelter Restoration Mount Rogers Wednesday Work Hike (recurring for approximately 2 months)	0 0 0 0 1 0 0 0 3
TEHCC	7 and 1 event recurring weekly	East Tennessee Hiking With Tools (7) East Tennessee Weekly Work Hike (recurring)	5 8
CMC	5	Final Max Patch Summer Maintenance Max Patch Rehabilitation Summer Trail Maintenance Near Hot Springs Trail Maintenance Near Hot Springs (2)	4 N/A 4 2
SMHC	1	Celebrating National Trails Day with Stewardship in the Smokies	3
NHC	4 and 1 event recurring weekly	Fall Nantahala Trail Maintenance Summer Nantahala Trail Maintenance Volunteer Orientation: Natural Resources Nantahala Spring Stewardship Day Nantahala Wednesday Work Hike (recurring)	0 0 0 2 2
GATC	4	Blood Mountain Spring Trail Maintenance Dicks Creek and Bly Gap Spring Trail Maintenance The Approach Trail Spring Maintenance Warner Hollow Spring Stewardship	0 0 4 2



APPALACHIAN TRAIL VOLUNTEER EVENTS

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Support a nationally recognized trail.

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Register to join an activity near you at
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Appalachian Trail Volunteer Events



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