



# CASE STUDIES

## OUTDOOR RECREATION AMBASSADORS & VOLUNTEER PROGRAMS

STRATEGIES AND SOLUTIONS FOR A MORE RESILIENT, CARING, INCLUSIVE ECONOMY THAT CAN WITHSTAND, ADAPT, INNOVATE, AND TRANSFORM IN THE FACE OF NATURAL AND HUMAN DISASTERS.

## WHAT TO EXPECT FROM THESE CASE STUDIES:

This is a collection of case studies for the outdoor recreation industry that focuses on developing strong local ambassador and volunteer programs for outdoor recreation and the environment. During focus group conversations with the outdoor recreation industry in the North Country, participants shared the importance of establishing local ambassadors and volunteers who can not only help with maintaining outdoor recreation destinations but also be a messenger for the region and the environment when providing assistance to visitors in the area. This case study will share six examples of ambassador and volunteer programs from around the country that can inspire the development of programs in the region.

## Examples Of



Ambassador Programs

Volunteer Programs





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## VOC CREED | MISSION & VISION

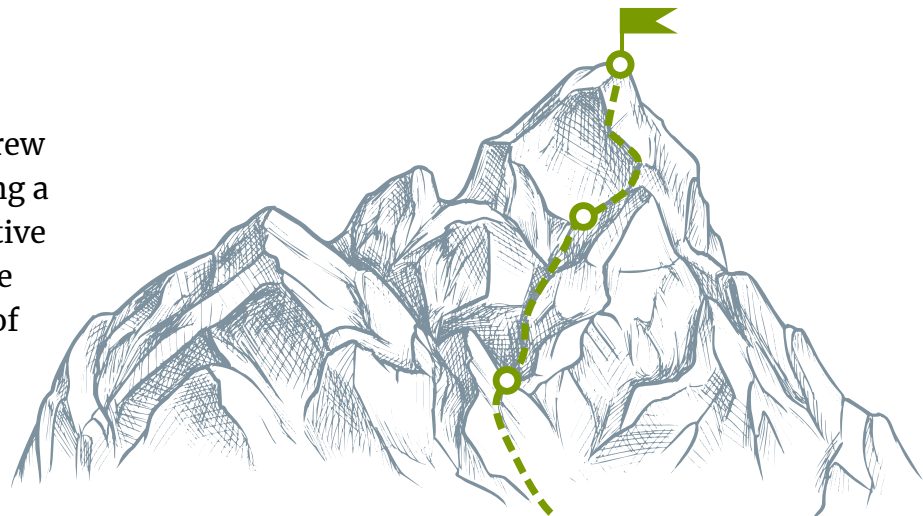
"AT VOLUNTEERS FOR OUTDOOR COLORADO, WE BELIEVE THAT EVERYONE HAS A PLACE IN THE OUTDOORS AND IN CARING FOR THEM. NO MATTER YOUR BACKGROUND, WE SHARE THE LAND AS OUR HOME, AND IT IS UP TO US TO MAINTAIN IT FOR THE BENEFIT OF ALL LIVING THINGS. NO MATTER HOW YOU CONNECT WITH THE OUTDOORS, WE BELIEVE WE CAN FIND COMMON GROUND IN NATURE AND CAN BE UNITED IN OUR EFFORTS TO LEAVE IT BETTER THAN WE FOUND IT. WE WELCOME EVERYONE TO BE A PART OF OUR STEWARDSHIP COMMUNITY, AND TO FIND YOUR PLACE WITH VOC."

### HOW IT WORKS:

- Once you become a member you are signed up to a newsletter and can also follow them on Facebook, instagram, linkedin, and twitter
- As a individual or a organization can then access their training institute which has trainings such as: crew leadership and instruction, program management, stewardship skills, and other trainings.
- Projects range in type and difficulty level, and volunteers can also help with project photography, camp cooking, tool transport, and more.
- There is a calendar on the website allowing you to pick what project interests you / in your area
- You can become involved by becoming a leader, volunteer on projects, join the youth programs, or support through donation

### PERKS:

Dedicated volunteers can work to become crew leaders, crew chefs, and tool managers. being a part of welcoming, inclusive, and collaborative culture that encourages stewardship - of the outdoors, of the volunteer experience, and of our organization's sustainability.





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## VOLUNTEER PROGRAM | MISSION & VISION

*"CARING FOR THE LAND AND SERVING PEOPLE" IS OUR MISSION AND THE TRUTH IS, WE COULDN'T ACCOMPLISH IT WITHOUT THE HELP OF OUR VOLUNTEERS.*

### HOW IT WORKS:

You can apply online or reach out to the coordinator in order to find the right project or position for you. They have timesheets, reporting worksheets, and the check in and check out policies.

### PERKS:

- Access to training, year-round opportunities, and the ability to set your own schedule for stewardship.
- A white mountain national forest recreation pass can be earned with 16 hours of service.
- An interagency Volunteer pass, good at public lands nationwide, can be earned with 250 hrs. of service.





**American  
Hiking  
Society**

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## AHS AMBASSADORS | MISSION & VISION

*WE ENVISION A WORLD WHERE EVERYONE FEELS WELCOME IN THE AMERICAN HIKING COMMUNITY AND HAS PERMANENT ACCESS TO MEANINGFUL HIKING, INCLUDING URBAN, FRONT COUNTRY, AND BACKCOUNTRY OPPORTUNITIES. WE WILL ACHIEVE THIS VISION BY EMPOWERING ALL COMMUNITIES TO ENJOY, SHARE, AND PRESERVE THE HIKING EXPERIENCE: ADVOCATING FOR THE PROTECTION AND EXPANSION OF HIKING SPACES, FOSTERING TRAIL STEWARDSHIP, AND COLLABORATING WITH PARTNERS WHOSE STRENGTHS ARE COMPLEMENTARY.*

### HOW IT WORKS:

- Represent American Hiking Society as a VOICE for hiking and public lands across social media and ahs communications
- provide content and storytelling for the ahs blog and social media channels
- receive advocacy and communications resources to be effective advocates and leaders
- join or support annual national trails day events in their local areas in June as a host or participant
- have the opportunity to participate in an American Hiking volunteer vacation stewardship trip
- participate in other ahs advocacy campaigns, programs, and activities

### PERKS:

- 1-Year hiker membership to AHS (includes a 1-year subscription to backpacker magazine)
- discounted registration for an American Hiking volunteer vacation trip
- networking opportunities with leaders and other professionals in the outdoor industry
- swag and gear from ahs and corporate sponsors





VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  1997

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## VMBA AMBASSADORS | MISSION & VISION

*VMBA'S PURPOSE IS TO CREATE MEANINGFUL CONNECTIONS BETWEEN PEOPLE THAT SHARE A PASSION FOR THE BEAUTY AND CHALLENGES OF OUTDOOR RECREATION. OUR AMBASSADORS CAN BE FOUND ACROSS VERMONT, EAGER TO SHARE THEIR PASSION FOR MOUNTAIN BIKING AND ADVOCATING FOR ACCESS AND RESPECTFUL USE OF VERMONT'S TRAILS.*

### HOW IT WORKS:

- Regular social media content posting
- Complete IG takeover that highlights your life in the mountain biking community
- Attend events (COVI-19 permitting)
- Engage with riders at trail heads
- Host and/or attend trail rides
- advocate trail stewardship and ethics

### PERKS:

- Exposure through inclusion in vmba marketing
- access to pro discounts from rad brands
- resume builder through npo experience
- vmba stickers and swag
- inclusion in vmba photoshoots
- free high fives





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## NRT AMBASSADOR PROGRAM | MISSION & VISION

*American Trails is seeking motivated Volunteer Trail Ambassadors that are willing to gather information on as many of the National Recreation Trails in their region as possible and identify issues and updates on these great trails.*

### HOW IT WORKS:

- Collect data and submit a job form with information, as well as identify centerline GPS track and ensure the quality of information of each NRT
- Trained for safety and consistency of data gathering
- Tasked with reaching out to trail managers and agency staff to create a list of information needed as well as checking the database to know what is missing
- Plans to integrate the ambassador program with the volunteer program as well as working with an APP to streamline ambassador tasks and connect land managers with the public
- Contact the land manager of the NRT Trail in order to help gain understanding of the NRT program and ensure the trail meets standards of quality

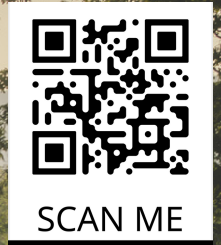
### PERKS:

- T-Shirts and a set of brochures about the program
- "Trail Boss" mug
- Sticker "swag"





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## NATURE GROUPIE VOLUNTEERS | MISSION & VISION

*EMPOWERING GENERATIONS OF OUTDOOR ENTHUSIASTS TO VOLUNTEER FOR NATURE IN NEW ENGLAND... BECAUSE WE KNOW WHAT A NETWORK OF NATURE LOVERS CAN DO TO CHANGE THE WORLD.*

### HOW IT WORKS:

- Develop and manage an online hub that links partners
- Build relationships between volunteers and other stakeholders
- Recruit, train, and communicate with volunteers through existing community networks
- Maintain a clearinghouse of citizen science opportunities and conservation
- Establish an Advisory Committee focused on volunteer engagement and volunteer needs

### PERKS:

- Connect more citizens to the natural environment
- Increase capacity of partner organizations and agencies to work with volunteers
- Connect conservation groups, agencies, and researchers
- Provide a forum for efficient, collaborative volunteer training
- Increase the sense of community and stewardship around conservation lands across the state and beyond

