

LOVE MAINE TRAILS MONTH

#LOVEMAINE
TRAILS

WHEN WE SHOW UP FOR TRAILS,
WE ARE SENDING A MESSAGE THAT
WE VALUE TRAILS.



REACH A WIDER AUDIENCE & RECRUIT NEW VOLUNTEERS

Registering your event(s) to reach individuals within and outside of your current audience. The [LMTM Event Calendar](#) is promoted by multiple entities across Maine. Your organization will benefit by having new trail supporters find you via our growing network of trail supporting organizations and entities statewide.



WE'LL HELP YOU PROMOTE

Use our time-saving **Host Toolkit** to help you plan and promote. Find planning checklists, LMTM logos, and templates you can use in your e-news, social media or press.



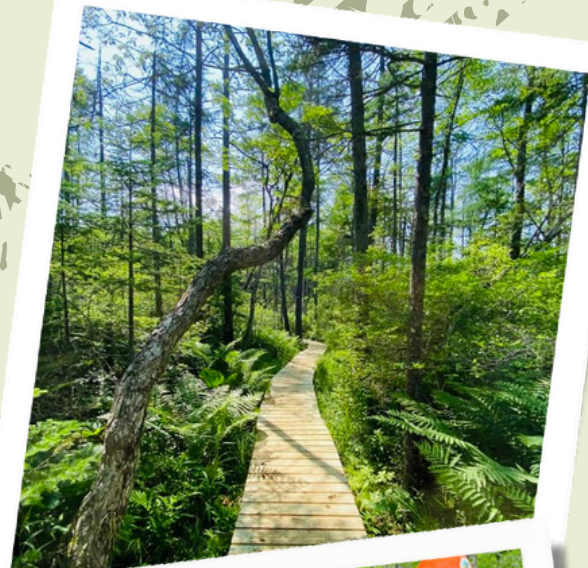
NEW: SCREEN TRAILS FILM & FUNDRAISE

World Trails Film Festival is offering a self-hosted film fest to celebration trails. The upfront cost has been discounted to \$500. Use this coupled with your LMTM event, or host in collaboration with community partners. With your help we hope to have several statewide Trails Film events happening this June. Deadline to participate in early May.

Inquire at: [Trails.film/trailsday](https://trails.film/trailsday).

Every host group that participates by (1) hosting an event and sharing data, or (2) sharing data from ongoing trail stewardship efforts will be put in the running to win a LMTM award of \$1,000.

FULL HOST DETAILS AT
[BIT.LY/LMTMHOST](https://bit.ly/LMTMHOST)



Ideas for Planning Your 'Love Maine Trails Month' Event

Love Maine Trails Month (LMTM) events are primarily trail service projects where local trail managers, partners, and volunteers come together for a trail cleanup or improvement project. These projects may already be on your calendar, or they may be a special event where you could use more event promotion and volunteers, or maybe you feel called to organize a special project just for LMTM to bring awareness to what your organization does, and why trails are important.

You can also plan events that include guided outings or a community-building/fundraising event like a Trails Film Fest screening ([details here](#) or in our Host Toolkit). Please list those events on the Maine Trail Finder calendar, and tag as '2024 LMTM Event'.

*Please note, LMTM awards (\$1,000) are currently dedicated to hosts that sign up to organize trail work projects and share data with MTC. Thank you!



Project Objective

Determine the desired outcome for your LMTM event. A clear objective will help the planning process. Possible goals could include:

- Clean out [X number of] water bars or drainages
- Brush back [X number of feet] of trail corridor and branches (lopping, hand saws)
- Remove litter from most heavily used sections of trail in your community
- Build a new trail structure (bridge, puncheon, boardwalk)
- Trail Maintenance 101: Lead [X number of participants] on their first trail work event ever, or train/recruit new volunteer. Make it fun, have pizza after!
- Increase equitable access to trails by providing transportation to your event from community centers or other key locations
- Educate [X number] of trail users about Leave No Trace Principles, your trail system, or general trail etiquette for your trail.
- Partner with local community organizations or other trail user groups on your project, or on a new idea you both support.
- Raise money to improve one of your trails - Did you see the Trails Film Screening Fundraising opportunity?
- Increase your membership by [X number] of people.
- Provide a safe space and community for individuals who may not feel welcome on trails.
- Intergenerational project or event that can introduce community members to their hometown trails.

PROJECT IDEAS

LOVE MAINE TRAILS MONTH

Past Love Maine Trails Month Projects Included:

- **Trail work**
 - Improving erosion & drainage on a trail or at a trailhead (rock steps, water bars, turnpiking)
 - Trail accessibility improvements or parking area improvement
 - Building a new trail segment
 - Community hospital garden path enhancement
 - Trash clean up
- **Trail infrastructure**
 - New overnight site privy, and shelter or campsite improvements
 - Parking lot or access road improvement
- **Wayfinding & Signage**
 - Installation of interpretive kiosk
 - Replacing or refreshing blazes and junction maps
- **Habitat**
 - Invasive plant removal along trail or trail corridor



Host an event on
National Trails Day
(also World Trails Day!)
1st Saturday
in June



Complete LMTM HOST DETAILS
on How to Participate
[BIT.LY/LMTMHOST](https://bit.ly/LMTMHOST)



Pick a Location

When choosing an event location, consider the following:

- Accessibility - what will it be like for your intended participants to get to your event? Is your project near any public transit spots? Is there adequate parking? Do you need to have people meet and then carpool? Bike racks?
- Terrain - Select trails and projects to suit the skill level of your intended audience. Make sure in your Project Description, you adequately describe distance and type of terrain you will be covering, especially if there is a longer hike into your work site. (SEE [‘How to Post an Event & Event Considerations Sheet’](#))
- Approval - Do you need approval from a land manager/owner/municipality to host an event at the chosen location? Is there a group size limit or other usage considerations for your project site?
- Back Up Project Location - If something happens and you need to change locations, do you have a backup site or project, and time to notify participants of the change in plans?



Event Partners

Many successful Love Maine Trails Month events involve collaboration between two or more organizations. This helps expand your event’s reach and adds volunteers, sharing your work with more people.

Consider partnerships with the following:

- Land manager, land owner, land trust
- Outdoor/conservation group
- Outdoor affinity group
- Local or State Park
- Town or Municipality
- Parks and Rec Department
- Regional [Conservation District](#) (Maine has several)
- Trail Clubs (Snowmobile, ATV, mt.bike, trail run, hike, paddle, equestrian, ski, disc golf, and more- so many clubs)
- Small Businesses
- Outdoor Retailers
- Chamber of Commerce
- Meetup Groups (meetup.com)
- Neighborhood Associations
- Health/Wellness organizations
- Community and social service organizations
- Council on Aging or local seniors group
- Garden Clubs
- Youth groups and youth sports clubs
- Civil Air Patrol, Rotary, and other Civics organizations in your community

#LOVEMAINETRAILS



Define Logistics

Determine tasks, and recruit help with tasks and trail day logistics.

- Event Promotions & Marketing
- Event Photographer- Don't forget to have someone take some photos and short videos highlighting the work you did, your volunteers, and what they accomplished. A group last year made a fun reel showing what to expect too, and used this for promotion.
- Participant Registration - in advance or do they just show up (this happens)
- Participant Sign In Day Of (waivers, volunteer hours sheet, photo release?)
- Tool Coordination
- Activity Leaders (helpful if more than 1 task, or large group expected)
- Signage & Parking
- Event Introduction / Circle Up
- Rainy Day Plan? Rain Date?
- Post-Project Gathering- Did someone say pizza? Volunteers like food, and so do you! This can help build a sense of comradery and bring some fun and something to look forward to when the project is complete (could seek donation of pizza, burritos, sandwiches, drinks, etc)

Gather Resources for your Love Maine Trails Month event

- Event Signage
- Sign-in sheets, waivers, pens, clipboards, or online registration
- Handouts and stickers about your organization
- First Aid kits, hand sanitizer, bug spray
- Trail maintenance tools & extra gloves
- Clean up items (trash bags, gloves)
- Raffle items/giveaways (we will send you LMTM stickers with enough advance notice)
- Snacks or water station for volunteers (or remind them to bring their own)

Promote Your Event

- List Your Event on the Maine Trail Finder Calendar at least 2 weeks before June 1st for best promotion and increased web-traffic leading up to Love Maine Trails Month.
- Use the LMTM Toolkit templates to help with your promotion
- Share your event via e-news, social media, with partners, and send your own press release



If you have questions on anything LMTM, or need help with event ideas and resources, email Silvia Cassano, Project Coordinator for the Maine Trails Coalition at mainetrailscoalition@gmail.com

If you are having issues with Maine Trail Finder, please use their contact form, or email: info@mainetrailfinder.com

To Read about the Love Maine Trails Month 2023 Award Winners, visit this blog post: bit.ly/LMTM23Winners

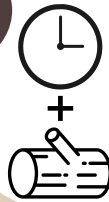
LOVE MAINE TRAILS MONTH **By the Numbers** 2023

81



Love Maine Trails
Month Events

1,520+



Volunteer Hours
Reported

269



Volunteers

35+



Number of Trails
Improved

755+



Paid Hours Reported
(46 staff, interns, contractors)

17+



Miles of Trail
Improved



Many Trails. One Voice.

Data reported by Love Maine Trails Month event hosts for projects that took place June 1- July 2, 2023.