

# Tread Trainer Program Overview



# **Key Concepts**



**Mission of Tread Trainer**

**Your role as a Tread Trainer**

**Program benefits**

**Requirements to remain active**

**Incentives**

\* Reference: Tread Train Program Guidelines

# Payoff



## Motivated and effective Tread Trainers

**Develop a Tread  
Lightly! toolbox**



# Mission



Through training and education create a multitude of Tread Lightly! champions willing to spread the message of ethical and responsible recreation



# Program Partner



Primary funding  
provided through the  
Federal Highways  
Administrations  
Recreational Trails  
Program



# History



- Inspired by the need to promote outdoor ethics in the outdoor recreation community
- 1<sup>st</sup> Course in March 2003 in Charlotte, NC
- More than 100 Courses provided
- Nearly 1,500 trainers trained

# Know Your Role



**Train Trainers (Master Trainers only)**

**Present Tread Lightly! message**

**Tread Lightly! volunteer representative**

**Practice what you preach!**

# Intangible Benefits



**Skills development**

**Networking**

**Best practices**

**Outreach support**

**Educational Resources**

# Tangible Benefits



## Free Tread Lightly! Tip Brochures

Use of mascot, display, trunk

Listing on “Locate a Trainer”



# Logos and Material Use



Read pages 116 – 119

**Tread Lightly! & Tread Trainer logo use**

**Mascot, display, trunk & education use**

**Media use**



**USE IS A PRIVILEGE!**

# Program Reporting



**Your reporting is the best way we can quantify the success of the program!**

**It's easy and online!**



# Trainer Renewal



*Required Every Two Years to Remain Active:*

## **Master Trainers**

One training and any number of presentations

## **Trainers**

One presentation or promotion

# Renewal in Depth



## Process

Assessment upon renewal date

Three renewal notices

## Options

Renew as same

Downgrade if Master

Become inactive

\*Contacts can be shared to meet requirements

# Renewal in Depth Cont.



## Inactivity

No longer represent Tread Lightly!

Benefits become inaccessible

## Reactivation

Within 90-days

Within two years

After two years

# Incentives



Reporting Promotions and Presentations  
equals gifts

- 15 = Tread Lightly! stainless steel water bottle
- 50 = Tread Lightly! book/computer bag
- 100 = \$50 gift card



# Bottom Line:



## **OUTREACH!**

**While recreating**

**At events**

**At schools**

**Traditional Media**

**For youth groups**

**Online**

**Enthusiast Clubs**

**Professional Development**

**Questions?**