



Guide to talking to trail managers about the NRT program:

1. Introduce yourself as an NRT ambassador and tell them about the ambassador program. Keep in mind that some managers might not even know their trail is an NRT. Some trails were designated decades ago and they may not be aware of the program.
2. Explain that American Trails manages the NRT database, a searchable online database of designated National Recreation and Water Trails. Visitors can access information about a particular NRT or NWT, search for different trail activities, or get a list of all the NRTs in any state. (Provide link if asked: www.nrtdatabase.org)
3. Ask the trail manager if we can collect updated information for their trail:
 - Does the contact information need to be updated?
 - Do they have GIS information or a trail map they can provide for publication in the database?
 - Do they have coordinates for any trailheads that may also be published in the database?
 - Is there a friends group or social media presence for the trail? If so, can we get that information?
 - Are there photos that we can add to the database?
 - Is there anything else they would like to provide to increase awareness about their trail?
4. Tell the trail managers about the benefits and things American Trails can do for their trail, including:
 - Publishing articles about their trail on our website, especially if they would like to provide the articles.
 - Sending free NRT signs for the trail while supplies last. If we have run out of free signs, they can still order signs for a nominal cost on our website. They can order signs online at www.americantrails.org/store or contact nrt@americantrails.org with any questions.
 - American Trails sponsors an annual NRT photo contest. Any photos they submit of their trail will be published in an online album, with the winners receiving a certificate and special recognition on our website.
 - Updating information about their trail in the NRT database
5. If you are planning on visiting the trail in person to take photos, gather data, or assess and update trail conditions, let the manager know to expect you on the trail.