



WTA Outdoor Leadership Training 2025 Workshops

Partner Social Media and Email Toolkit

Thank you for joining us in promoting Washington Trails Association's [Outdoor Leadership Training \(OLT\)](#) program's [2025 workshops](#). We're grateful for your participation in support of OLT.

We're eager to get more educators and community leaders equipped with the skills and resources they need to get their youth groups outdoors. That's why our OLT program is hosting educational programs throughout 2025, including snowshoeing, hiking, camping and backpacking workshops, plus free online gear library orientations.

We wanted to ensure you have everything you need to spread the word of these offerings with fellow educators and community leaders interested in getting their own group or class outdoors and on trails. You're invited to update the social media and email content below with your own stories and share with your network. Please tag WTA accounts — we'd love to see and reshare your posts.

Visit [this folder](#) to download and share a graphic about our OLT backpacking workshop.

OLT links & resources:

- OLT Webpage: wta.org/olt
 - OLT workshop schedule:
www.wta.org/our-work/next-generation/outdoor-leadership/workshops
 - Funding assistance:
www.wta.org/our-work/next-generation/outdoor-leadership/funding
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Sample social media post

Interested in getting your class or youth group outdoors and on trail? Join Washington Trails Association's **(tag)** Outdoor Leadership Training program for a workshop to expand your knowledge and skills in leading and planning outdoor trips for youth.

WTA's programs include seasonal workshops for hiking, camping and backpacking, plus year round, free orientations to use their gear lending library. Register for an upcoming workshop at: go.wta.org/OLWorkshops

WTA's workshops are designed for educators and community leaders who work with communities that have historically faced barriers to outdoor exploration. We hope to see you at an event soon!

Link: go.wta.org/OLWorkshops

Photo credit: 📷 Photo courtesy of Shane Welch

Hashtags to use: #WashingtonTrailsAssociation #WTA #OutdoorLeadership #YouthOutdoors #NonProfit #Community #Leadership #OutdoorPrograms

WTA social handles

- **Facebook:** [Washington Trails Association](https://www.facebook.com/WashingtonTrailsAssociation)
 - **Instagram:** [@Washingtontrails](https://www.instagram.com/Washingtontrails)
 - **Threads:** [@Washingtontrails](https://www.threads.net/@Washingtontrails)
 - **LinkedIn:** [Washington Trails Association](https://www.linkedin.com/company/WashingtonTrailsAssociation)
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Sample email

Below, you'll find a sample email that you can use to share about WTA's Outdoor Leadership Training 2025 workshops with fellow educators and community organizations. This is just a template, so feel free to adjust so that it's authentic to your voice.

Subject: Calling all educators and community leaders: Join Washington Trails Association for an outdoor leadership workshop!

Email copy:

Hi [contact name/organization name],

I wanted to share a cool opportunity with you that Washington Trails Association is hosting as part of their [Outdoor Leadership Training program](#). WTA is hosting hiking, camping and backpacking workshops seasonally throughout 2025.

These workshops focus on trip planning, risk management, Leave No Trace™ outdoor ethics and leadership development. Workshops are available at a cost, and scholarships are available. Gear library orientations are online and free.

All educators and community leaders are welcome. The primary audience is organizations serving youth who attend schools where 40% or more of the students qualify for free or reduced price lunch and/or schools that have a student body with at least 40% students of color.

Can't join an upcoming workshop but want to spread the word with fellow educators? [Download WTA's toolkit](#) to share about upcoming program offerings that interest you.

Thanks for being a tremendous community partner and for your commitment to ensuring all youth can experience the outdoors.

Happy trails!