



WTA Outdoor Leadership Training 2026 Workshops

Partner Social Media and Email Toolkit

Thank you for joining us in promoting Washington Trails Association's [Outdoor Leadership Training \(OLT\)](#) program's [2026 workshops](#).

Our OLT program is hosting educational programs throughout 2026, including snowshoeing, hiking, camping and backpacking workshops, plus free online gear library orientations. The goal of the program is to equip educators and youth program facilitators with the skills and resources they need to get their youth groups outdoors.

Within this media kit is everything you need to help share program resources with community leaders in your network interested in getting their own group or class on trails. You're invited to personalize the content below with your own stories and style and to share it with your network. Please tag WTA accounts!

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



Sample social media post

Calling all educators and youth program facilitators: Join **(tag)** Washington Trails Association's 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/OLTworkshops

WTA's workshops are designed for educators and youth program facilitators 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/OLTworkshops

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/washington-trails-association/)



Sample email

Subject: Join Washington Trails Association for an outdoor leadership workshop 

Email copy:

Hi [contact name/organization name],

Have you ever wanted to take your group of youth on an outdoor excursion, but didn't feel confident you had the experience or gear to host a successful outing? Good news: Washington Trails Association's [Outdoor Leadership Training program](#) is hosting hiking, camping and backpacking workshops seasonally throughout 2026.

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.

All educators and youth program facilitators 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.

Help us spread the word to the community leaders in your network. [Download WTA's toolkit](#) to share about upcoming program offerings that interest you.

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

Happy trails!