



## Spotlight Program Frequently Asked Questions

- **What is a Spotlight?**
  - Our outdoor areas are facing many challenges, but with those challenges come people putting local stewardship into action. Leave No Trace wants to shine a spotlight on these challenges and the communities that are rising to meet them. The Spotlight program is an activation over 1-3 days to bring attention to community conservation, to spread education, and to build momentum and inspire involvement for the future.
- **Who can nominate a Spotlight?**
  - Before nominating a Spotlight, be sure you can meet the [host responsibilities](#).
  - Land Managers: Those who work within a park or protected area
  - Local Organizations: Friends Groups, non-profits, etc., so long as these groups have support from the land manager for the site and can meet all host responsibilities.
    - It is important to have the full support of the land managers and stakeholders associated with the site before going through with a nomination. If you are a concerned citizen looking to nominate your favorite park, we recommend reaching out directly to the site leadership or local group and making them aware of the opportunity to become a Leave No Trace Spotlight instead of submitting the nomination on a site's behalf.
- **What does a Spotlight entail?**
  - Spotlights entail up to 3 days of on-site activation with one or two programs per day. The planning process for the Spotlight takes place over the 3-4 months leading up to the activation and involves working closely with Leave No Trace staff and attending multiple virtual planning meetings.

The focus of the Spotlight is to build momentum for community led conservation through multiple programs including 1 or 2 from each of the following categories:

    - Stewardship Project(s) that is open to the general public - e.g., cleanup, trailwork, revegetation, campsite restoration, etc.
    - Educational Workshops – this can include staff and volunteer training, Effective Communication of Leave No Trace, a Youth Educator Workshop, an Introduction to Leave No Trace Workshop, or a youth program
    - Community Outreach - This can include boothing at an existing festival, a Leave No Trace Trivia Night, trailhead outreach, pop-up education at a local business, etc.

- **Is the Spotlight program free?**
  - Yes! Although there is no fee to participate in the Spotlight program, it is important for the host organization/agency to understand the roles, responsibilities, and the time commitment required for a successful Spotlight activation.
- **Do I need a co-host?**
  - Yes. While one person can take the lead on planning the Spotlight, a co-host is required to ensure there is a backup contact should something change during the planning process. Your co-host can be a member of the same organization, a separate organization, or an active volunteer.
- **How are Spotlight sites chosen?**
  - Nominations are reviewed by a panel and selections are based on a number of criteria including but not limited to:
    - On-the-ground staffing resources for a successful activation
    - Potential for engaging new or large audiences with Leave No Trace
    - Geographic location - we are looking to engage sites all across the country and also from different types of settings and agencies i.e. municipal parks in urban areas, state or regional parks and open spaces, federally managed parks, etc.
    - Alignment of timing with Leave No Trace staff capacity and strategic goals
- **When will I be notified if my site is chosen?**
  - Leave No Trace staff will notify all sites of their acceptance status by October 2023. Depending on the number of nominations, a second nomination period may be opened later in the year for additional Spotlight sites.
- **When will Spotlights take place?**
  - Spotlights from this nomination period will take place in 2024, starting in January and going until November. Dates will depend on the hosts' preferred dates as well as availability of the Subaru/Leave No Trace Traveling Teams and other factors (e.g. weather conditions in a chosen site). We suggest holding a 3 day Spotlight activation from Thursday-Saturday to allow both weekday and weekend events.
- **Is a Spotlight the same thing as a Hot Spot?**
  - No, Spotlights are their own unique program. Hot Spots have a more internal focus with multiple stakeholder meetings, intensive information gathering, and a detailed analysis with recommendations on future program implementation and adjustments. Spotlights are more focused on the community with opportunities for outward facing programs to build momentum and inspire local action and involvement. You can find out more about the Hot Spot program [here](#).
- **Why Spotlights?**
  - At Leave No Trace, we believe communities are the solution to conservation issues. We identified a need to create more opportunities for communities, and the individuals that make them up, to be that solution. We want to connect more Leave No Trace champions to local conservation efforts, and provide more communities with support as they tackle challenges facing their outdoor areas. Leave No Trace created the Spotlight program to meet this need.