



A GUIDE TO HOSTING



**LEAVE
NO TRACE**

SPOTLIGHT



ABOUT SPOTLIGHTS

Our outdoor areas are facing many challenges, but with those challenges come communities putting local stewardship into action. Leave No Trace Spotlights empower people to be part of the solution. Together we can protect our natural areas through education, stewardship, and community-building events.

PROGRAM OVERVIEW

Chosen from a nationwide nominations process, Spotlights receive up to 3 days of on-the-ground activation to build momentum around local efforts to protect our natural areas.

As a selected site, you and your co-host will work with Leave No Trace staff to plan the Spotlight, secure event logistics, advertise and promote events, and execute these programs on site.

WHAT MAKES A SUCCESSFUL SPOTLIGHT?

Keep the big picture in mind while planning:

- Focus on *quality* programs over a *quantity* of programs
- We recommend 1 or 2 programs per day and discourage scheduling more than 2.
- We know Leave No Trace, you know the local area. Our staff will rely on you for planning on site logistics.
- While it's great to rely on existing volunteers, members, and partners, the Spotlight can be a reason to invite new people to connect with your organization.

The main components of a Spotlight

Education

Spotlights can include 1 or 2 educational workshops led by the Subaru/Leave No Trace Traveling Team, such as Effective Communication of Leave No Trace, Introduction to Leave No Trace, a Youth Educator Workshop, or a youth program. These workshops last 1-3 hours, depending on the content and audience.



Outreach

Spotlights can include 1 or 2 outreach events intended to engage the local community, key stakeholders, and partner groups. These can include a Leave No Trace Trivia Night, pop-up education at a trailhead or local business, or plugging into an existing event such as a festival or ranger-led hike.



Stewardship

Stewardship events are a cornerstone of Spotlights, and each activation will include a volunteer service project. These could include a clean-up effort, trail work, revegetation, introduced species removal, or other projects. These are led by hosts and supported by Leave No Trace.



The main components of a Spotlight

Choose 1 or 2 programs from each category

We recommend focusing on quality programs over a quantity of programs. Most Spotlights have 3-4 main programs over a 3 day activation. We recommend no more than 2 programs per day.

Education	Outreach	Stewardship
<p>Effective Communication of Leave No Trace (2-3 hours) - For staff, partners, or core volunteers. This more advanced training focuses on disseminating Leave No Trace information to users. *</p>	<p>Leave No Trace Trivia Night - Held at local business and open to public. Depending on the space and venue, local partners can have tables set up to talk to attendees.</p>	<p>A cornerstone program, each Spotlight should include one volunteer service project. Examples include a cleanup, trailwork, revegetation, campsite restoration, etc. *</p>
<p>Introduction to Leave No Trace (1-2 hours) - This program should be held for a targeted group such as partner orgs, guides and outfitters, clubs, etc., and can also be open to the general public.</p>	<p>Pop-up Education - This takes the form of "table-talks" or quick Leave No Trace activities at a booth or table. This pop-up education can be held at trailheads, visitors centers, local businesses, etc.</p>	<p>No matter the type of project, we suggest building in time for a short educational presentation (15-20 minutes) led by Leave No Trace before the project to inspire volunteers and build knowledge of the impacts being addressed.</p>
<p>Youth Educator Training (2 hours) - For youth educators from local camps, guides, or conservation organizations. This training provides tools for these groups to build Leave No Trace into their youth programs.</p>	<p>Join a Ranger, Campfire, or other Scheduled Program - Teams can join an existing ranger program, such as a guided hike, providing Leave No Trace information or be the lead facilitators of another program.</p>	<p>In addition, Leave No Trace and the host organization(s) can set up booths at the project site to build awareness and educate visitors on the work taking place.</p>
<p>Youth Program - For schools, afterschool programs, camps, various youth-serving organizations, or Scouts ages of 8 to 18 (grades 3 and up). Timeframes can vary to fit existing programs.</p>	<p>Integrate into Existing Community Event - If an existing community event or festival is taking place, consider ways to integrate the Spotlight effort, e.g., Spotlight Host and Leave No Trace can have a booth or table at the existing event.</p>	<p>While stewardship projects can target existing volunteers, we also recommend making this opportunity available to the general public.</p>

* We recommend all Spotlights hold these programs if applicable.

Programs are facilitated by the Subaru/Leave No Trace Traveling Team, with the exception of stewardship projects which are led by the host with educational support by Leave No Trace. The Team consists of two educators who serve as the mobile education arm of the Leave No Trace organization.

Spotlight Planning

Step by step

The months leading up to the Spotlight activation period involve planning and scheduling programs and promoting the Spotlight via various media and communications outlets. This process is spearheaded by the Spotlight host and co-host and supported by Leave No Trace staff via email and planning calls as needed.

1



SET THE DATE

Set the Spotlight date in coordination with Leave No Trace. Spotlights are up to 3 days. We suggest hosting your event from Thursday to Saturday to allow for both weekday and weekend programs.

2



SCHEDULE PROGRAMS

Next we will work together to choose the best combinations of programs. These typically include an educational workshop, outreach event, and volunteer project. Set times and locations for these events.

3



SECURE LOGISTICS

This is where we rely on your local knowledge. Reserve event venues, obtain permission from land managers, gather supplies for volunteer events, make plans for inclement weather, etc.

4



INVITE STAKEHOLDERS

Spotlights are about building community. Make sure other local groups, partners, and stakeholders are aware of and invited to relevant events by sending a save the date.

Complete by
1 month out

5



PROMOTE PROGRAMS

Promoting programs is a key responsibility of the host. Each program should be promoted to its target audience through email, social media, local calendars, and other resources.

6



HOST PROGRAMS

Now it's time for the Spotlight activation! Hosts will provide on-site support for our team. We also encourage you and your organization to participate in programs.

Begin by
1 month out

What to expect...

Hosting a Spotlight

Before the Spotlight...



Participate in Planning Calls

Attend planning calls with Leave No Trace staff that last around 1 hour each.



Schedule Spotlight Events & Programs

Determine which Leave No Trace program offerings best fit the site and set the time, date, and venue for these programs.



Coordinate Event Logistics

This may include obtaining supplies for volunteer projects, reserving workshop or event venues, obtaining permission from land managers, etc.



Promote Events & Invite Participants

Advertise events and invite participants by sending save-the-date emails, posting to social media and local calendars, etc.

During the Spotlight...



Act as the On Site Contact

Act as day of contact on-site or provide an alternative day of contact



Assist with Event Setup & Management

Provide support to the Leave No Trace team in setting up event spaces, addressing AV issues, etc. or provide an alternative event support contact



Lead Volunteer Stewardship Project

Act as the main host for volunteer project by providing tools, addressing safety, obtaining waivers, etc.



Participate in Programs & Learn Leave No Trace

Participate in the programs! Have fun and learn from the Leave No Trace Team while they are on site.



LEAVE NO TRACE

is here to help

Spotlights are a collaborative effort. Leave No Trace staff will assist with program planning while a Subaru/Leave No Trace Traveling Team will execute the programs on-site.

Leave No Trace will provide hosts with the following:

- Planning support and guidance, including various planning documents, workshop descriptions, flyer templates, RSVP systems (if applicable), etc.
- Media assistance before, during, and after the Spotlight, including resources and promotional materials (e.g., press releases, sample social media posts), etc.
- Promotion of the Spotlight and associated events on Leave No Trace website and outreach to local Leave No Trace members and Community Partners.
- Execution of up to three days of Spotlight programs, including staff and community training, service projects, community outreach, and/or youth programs.
- Guides and resources for continuing Leave No Trace efforts after the Spotlight



Spotlight Planning Checklist

Use this checklist to stay on track as you plan the Spotlight with Leave No Trace staff.

1 Select a Date

Work with Leave No Trace to select a date that allows for the highest level of involvement from staff, volunteers, stakeholders, and the general public & takes your capacity into account.

2 Announce Spotlight

As soon as a date is chosen, it is a good idea to announce the Spotlight within the host organization(s) and stakeholder groups to get the dates on everyone's calendar.

3 Schedule Programs

Individual programs need to be scheduled. Choose times that will allow for the greatest participation and focus on quality programs over a quantity of programs.

4 Confirm Logistics

Reserve program venues, ensure permits or approvals are secured, gather necessary supplies, etc.

5 Send Save the Date

Send save the dates to key partners and stakeholders with program dates and times as soon as they are set.

6 Approve Press Release

Approve the press release created by Leave No Trace before it is shared with local media contacts.

7 Promote Programs

Continuously promote programs through email, social media, local calendars, and other resources.

8 Double Check Logistics

Double-check any logistics as the event comes closer, including checking the predicted weather and forming any necessary contingency plans.