

THE NEXT GENERATION COALITION

THE FLORIDA TRAIL ASSOCIATION





We guide young stewards to foster inclusivity while preserving natural places for future generations

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WHAT IS THE NEXT GENERATION COALITION?



DEFINING NEXTGEN:

- The Next Generation coalition is a group of young diverse leaders aged 18-35 dedicated to creating a community of young volunteers to connect with local FTA chapters and leadership. The NGC program aims to increase youth engagement with the Florida Trail.
- The NGC supports the Florida Trail Association (FTA)'s core values of being stewards, Dedicated, Inclusive, Adaptable, Respectful, Open, Fair and Learners.
- They will participate in training related to trail building and maintenance, education and outreach, and marketing and advocacy.
- A two-year service commitment will allow the NGC to build a strong foundation to collaborate with each other, and gain the knowledge and skills necessary to fulfill the program's expectations.



MISSION



- **To support the Florida Trail Association (FTA) in engaging a younger and more inclusive audience in fulfillment of FTA's mission to connect citizens with the natural and cultural heritage of Florida through increasing the awareness, use and protection of the Florida Trail.**
- **Their mission is to engage, educate, and encourage young people to become involved in the management and stewardship of the Florida Trail.**

KEY ROLES:

CONNECT

Connects FTA community to a broader network of people, ideas and resources by attending local events, and leading hikes on the Florida Trail

ENGAGE

Engages with FTA staff on promoting, engaging and educating the public on the Florida Trail

STEWARD

Works closely with local chapters and FTA on volunteer work parties and current outreach projects to maintain, protect, and groom the trail

ADVISES

Advise and supports the FTA on FTA's social media marketing efforts, and contributes to the Footprint Magazine

PURPOSE:

- The NGC will work toward its mission in supporting the FTA by communicating effectively on FTA's mission to a broader audience by:
- Becoming stewards on the Florida Trail
- Forging new partnerships with youth and multicultural organizations to engage a more youthful and diverse audience on the Florida Trail
- Supporting local chapters and FTA Staff with innovative projects, events and practices that further awareness and equity for the organization



FOUR PILLARS

ADVOCACY

1

The NGC will work closely with the advancement committee to build relationships with policymakers to positively effect the FTA and trail users.

TRAIL BUILDING AND MAINTANCE

2

The NGC will work closely with Trail management team to become familiar with local chapter and to learn about trail development and maintenance.

MARKETING AND EDUCATION

3

The NGC will work closely with outreach manager to contribute to social media content, Footprint magazine and campaigns.

OUTREACH

4

Works closely with FTA staff on tabling events, working with Gateway Communities and attending local events.



FTA Challenges

- FTA's biggest challenge is an aging volunteer population.
- A lack of young adults volunteers
- A lack of diversity in local chapters

ACTION STEPS

Fundraising

Fundraisers to help FTA maintain and build the trail



Social Media

Reaching diverse audiences through social media



Collaborate

Work with FTA staff and local chapters to maintain the FT





TRAIL MAINTENANCE

The NGC will have the opportunity for trails skills training workshops, chain saw training, and wilderness first aid certification.

WORK PARTIES

Our trail is maintained entirely by volunteers. NGC will attend 2 work parties within their 2 year commitment in efforts of bringing more youth out onto the trail



CURRENT GOALS

1. ADVOCACY

- Participate in advocacy events like Hike the Hill
- Build relationships with policymakers to positively impact the Florida Trail Association

2. OUTREACH

- Lead outreach events to younger audience with the goal of recruiting volunteers
- Strengthen partnerships with colleges, affinity groups, and other organizations

3. INTEGRATE

- Integrate the NextGen participants with local chapters
- Lead hikes on the Florida trail to engage a young diverse audience

4. MARKETING

- Contribute to communications like Waypoint, Footprint, and social media channels
- Create videos for introductory opportunities for new trail users by hosting assessable workshops to learn hiking's basics

5. ADVICE

- Contribute and advice to Florida National Scenic Trail.
- Advise board of directors , and attend board member meetings.

EXPECTATIONS

1. COMMITMENT

- Two-year commitment
- The NGC will Complete + Report 100 hours of volunteer work within the two-year commitment.
- Work with Local chapters and attend at least 2 chapter meetings

2. TRAIL MAINTENANCE

- Volunteer at least 1 work party a year
- Host a NextGen work party
- Attend hike leader training to become an activity leader

3. MARKETING

- Submit at least 1 Footprint article
- Participate in monthly workshops via zoom to learn from leaders in the outdoor community
- Create Social media content

4. OUTREACH

- Organize 1 collaborative tabling event in or near local area.

5. PLANNING

- Attend in person gathering to create team bonding, and implement strategic plan.

PROGRAM BENEFITS



FTA MEMBERSHIPS

- The camaraderie with other volunteers and users on the Florida Trail, including a complimentary one-year FTA membership to your local chapter
 - Complimentary FTA swag
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PROFESSIONAL DEVELOPMENT

- Opportunity for activity / hike leader training
 - Opportunity for free CPR and Wilderness first Aid training
 - Opportunity to for 2 members to attend Hike the Hill in Washington DC
 - Opportunities with leaders and professionals in the trail community including land managers, U.S Forest Service, and National parks.
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RESUME BUILDER

- Great resume builder for those interested in careers in the outdoor industry.
 - Opportunity to have published articles in our Footprint magazine
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**"WE MUST PROTECT OUR MOST PRECIOUS
RESOURCE, OUR ENVIRONMENT, FOR FUTURE
GENERATIONS" - ALMA ADAMS**

