



Activities Database Style Guide

Thanks to the amazing work and dedication of our volunteer leaders and staff, AMC introduces thousands of people to the outdoors and to the AMC experience. It is this capacity to connect people to their local environment that makes AMC special and it is through this connection that AMC hopes to foster a community that is actively engaged with the conservation and stewardship of our region's landscape and natural resources.

Included in this mission of connecting people to the outdoors is the goal of reaching a broader audience. We are proud of the Chapters' role in introducing and welcoming people outdoors and we want to continue to feature that important role through one of the most important access points for new and prospective members of the AMC: the Activities Database ([ActDB](#)).

Overview:

As an important first point of contact for many non and new AMC members, our trip descriptions must be as clear and accessible to newcomers as possible. Over the years some habits have emerged where posts include shorthand or jargon that may discourage potential participants from signing up. This style guide will help you make the most of ActDB to promote your trips and keep the doors wide open for new and prospective members who want to get outdoors and/or volunteer. Together we can make our activity listings as inviting as possible!

Key aspects of a good activities listing:

- **Provides all important information:** answers the questions “what, where, when, and why”
 - o What is the activity?
 - o What do I need to participate? (any essential safety gear, for example)
 - o Where will it take place? (Consider people viewing your listings from out-of-state.)
 - o When will it be? (Include time of day.)
 - o Why is this a great trip and why would somebody want to join in the fun?
- **Listing should be descriptive and fun:**
 - o Use full sentences.
 - o Describe the highlight of the activity or volunteer opportunity.
- **Easy to read:**
 - o Break up the description into small paragraphs so it is easy on the eyes
- **Avoid using**
 - o **AMC-specific jargon** (abbreviations, acronyms, codes, and any other terms that may confuse new and prospective members).
 - o **Unwelcoming phrases**, such as “no stragglers” and “no dropping off the hike.” You can explain group ground rules either in screening or in your introductory talk at the start of the event.

For examples of great trip listings, see the last two pages of this guide.



Entering a Trip

Follow the steps below to make your trip listing as inviting as possible!

Title: Trip at a Glance

- Location, Destination, Goal
- Duration, Distance
- Level of Difficulty (Easy/Beginner, Moderate, etc.)
- Make it catchy and interesting if possible

Activity and Audience

- Select all activities that apply by holding down "Ctrl" and clicking on appropriate activities. This helps with participants' searching for your listing.
- Do not select more categories than apply.
- Select the primary audience for which the activity was specifically designed.

Description

- Use full sentences and short paragraphs
- Describe the trip, e.g. **distance, elevation, terrain, conditions, scenery...**
- Explain the **level of difficulty** - what should they expect? Skills required?
- Say something about the **venue** (park, trail, area) that is interesting
- Provide an estimate of the **duration** of the activity, or return time
- Mention what is needed in terms of clothing, equipment, gear, food, and water; make it known if loaner gear/clothing is available
- Invite people to join. Make it interesting and fun!

Important Tools: GPS, Photo, and Links

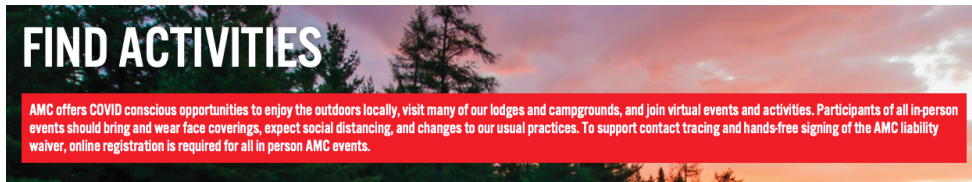
- **GPS location and map** - this is a very important tool that will increase the visibility of your trip on AMC's website. It also helps people see how close they are to the event.
- **Event Photo** - your photo will appear on ActDB as a tile on the search page, along with the most important info about your event. Scenic shots are ideal.
- **Links for more info** - provide links to the park or other additional information that may be useful to participants

Leader Info

- **Leader bio and photo** - people like to see who they are going on a trip with. Depending on your comfort level, help them feel more at ease by saying something about yourself in "Bio 1" and adding a photo.



Snapshots of good activity listings:



FIND ACTIVITIES

AMC offers COVID conscious opportunities to enjoy the outdoors locally, visit many of our lodges and campgrounds, and join virtual events and activities. Participants of all in-person events should bring and wear face coverings, expect social distancing, and changes to our usual practices. To support contact tracing and hands-free signing of the AMC liability waiver, online registration is required for all in person AMC events.

HIKE MANSFIELD HOLLOW STATE PARK IN MANSFIELD, CT B2C



Date and Time

Friday, January 15, 2021, 10:00AM - 1:00PM

Location

Bassett Bridge Road, Mansfield, CT,
Connecticut, East of River,
CT United States

Registration

Registration is required for this activity.

Registration is closed

Overview

A brisk-paced 5 miles around Mansfield Hollow Upper Lake and the coat hanger configured White Trail. Hikers can expect minor terrain roll, small hills, and a pace between 2 - 2 1/2 MPH. Breaking to layer down, hydrate, and or separate. Limited attendance. Face masks are required at the gathering points. On the trail, distance yourselves from fellow hikers by a minimum of 6 feet. Multi-layered, breathable hiking attire must include a hat and gloves. Pack extra layers, water, and a snack. Depending on conditions, microspikes and trekking poles may be necessary.

This course is suitable for active participants with full mobility and who exercise regularly. Before registering for this hike, please assess your ability to keep pace with seasoned hikers over the entire course.

Park at the boat launch in Mansfield Hollow State Park along Bassett Bridge Road in Mansfield, CT. GPS setting N41° 46.087' W72° 10.482'. Gather at 9:45 AM for a 10:00 AM departure. Inclement weather cancels. L Jack Scott. Call or text at 860-604-6454.
[AMC Trip Policy](#)

Cost

Free



Activity

Hiking

Offered By

Connecticut

Status

Wait Listed

Difficulty

Easy level hike over slightly rolling terrain.

Audience

Adults (18+)

Leader



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EXPLORE YOUR INNER WINTER HIKER: MT. WILLIAMS



Date and Time

Sunday, January 17, 2021

Location

Mt. Williams, North Adams, MA,
Massachusetts, Berkshires,
MA United States

Registration

Registration is required for this activity.

[REGISTER NOW](#)

Overview

Track II (moderate to advanced). 6.2 miles, average with some strenuous terrain, moderate to fast pace (1.5-2+ mph).

Discover the beauty of the Berkshires at this peak in North Adams, MA at the northern end of the Mt. Greylock State Reservation. This is an instructional hike designed to provide novice winter hikers with the opportunity to hone the necessary skills to hike safely and successfully in winter. Planned route is to ascend and descend via the Appalachian Trail. We'll head south to Georgia and then back north to Maine. Full winter gear required.

Preference given to the 11/21 workshop attendees who have completed the prior Track II hikes successfully. Limited to 10 (including the leaders) fit and fun-loving hikers who embrace winter!

Please note that this hike replaces the one that was planned originally for Mt. Cardigan. In order to keep the Track II series of hikes progressing in degree of difficulty, this will be a faster paced hike compared to the previous hikes in the series. It will provide participants the opportunity to move faster along the trail with full packs. Heat management, hydration and fueling will be the keys to success on this hike.

Important reminders:

- Due to current travel restrictions for Massachusetts, we can only accept MA state residents on this hike.
- You need to bring a mask and hand sanitizer.
- We will comply with Governor Baker's order, effective November 6, to wear facemasks indoors and outdoors even when social distancing is maintained. You may want to bring a spare in case you want to change masks during the hike.

[AMC Trip Policy](#)

Cost

Free

Related Link(s):

[Trail Map](#)



Click map for driving directions



Activity

Hiking

Offered By

Worcester (Mass.)

Status

Open

Difficulty

Vigorous

Audience

Adults (18+)

Leader

Leader

Co-Leader



Entering a Volunteer Opportunity

1. The First Field on the Entry Form is 'Event Type': select 'Volunteer Opportunity'. Listings with this Event Type will appear on the 'Volunteer Opportunities' tab of [ActDB](#), making them easily searchable for people who are looking for ways to give back.
2. Select the appropriate 'Volunteering Type'.
3. If it is a non-date-specific volunteer opportunity such as 'committee chair', select 'ongoing' under the date and time fields. Ongoing volunteer opportunities will need to be renewed every 30 days to ensure up-to-date listings.

What is a volunteer opportunity?

'Volunteer Opportunity' covers any volunteer opportunity such as grilling at the leader picnic, becoming a leader trainer, tabling at events, or serving as a committee chair. We know that members, and particularly young members, are looking for ways to meet people through service. When listing a 'Volunteer Opportunity' you will have all of the fields you have for a "chapter trip" plus a field where you can indicate the type of volunteering: trail work, volunteer committee, communications, etc.

Where do volunteer opportunities get highlighted?

'Volunteer Opportunities' will be pulled to the 'Volunteer Opportunities' tab on [ActDB](#). Some volunteer opportunities will also appear in *AMC Outdoors Magazine*.

How do I manage overlapping situations – is it a trip or a volunteer opportunity?

The first thing to do when listing a volunteer opportunity is to ask the question "what is the primary goal of the listing?" If it is volunteering or one of the 'Volunteering Types', then the Event Type should reflect that. Here are some examples:

- **Paddling River Clean Up** – Post as a volunteer opportunity. The goal is not a paddling goal. Paddling is how the cleanup will happen, but the goal– the primary activity – is cleanup. Select 'conservation' under 'Volunteering Type' and 'paddling' under 'activity'. Then the activity will show up under the 'Volunteer Opportunities' tab and on the 'Paddling' page.
- **Activities day with service project** – sometimes chapters have an event like a spring picnic where they offer a range of activities such as paddling, trail work, and cycling. This is best posted as a 'chapter trip' where the contributor selects all relevant activities from the activities list 'paddling', 'cycling', etc., and then leaders create listings for each independent activity—including the volunteer opportunities—with the title reflecting that it is part of a larger even. This increases overall visibility of the event on outdoors.org and allows leaders to manage registration for separate activities.
- **Trail work & BBQ** – post as a 'volunteer opportunity' that includes the description of the BBQ, select 'trail work' under 'Volunteering Type', and 'social' under activity.



Entering a Volunteer Opportunity

Follow the steps below to help you create an inviting volunteer opportunity.

Title

- If relevant, indicate where the volunteer opportunity will occur.
- Describe the volunteer opportunity in just a few words.
- Highlight the purpose, fun, or goal of the volunteer opportunity. (clear brush, register people, edit our newsletter, etc.)

Volunteering Type & Activity

- Select the appropriate "**Volunteering Type**" as well as any relevant activities.
- Select "Ongoing" if the volunteer opportunity is not date-specific.
- See the previous page for advice on how to label overlap, such as a river clean-up, which is both paddling and a volunteer opportunity.

Description

- Provide details, and in a positive and motivating tone and let them know about required equipment, skills, time, etc.
- State if there is training available.
- Describe what will be accomplished with their time/help.
- Use full sentences and short paragraphs.

ActDB Tools

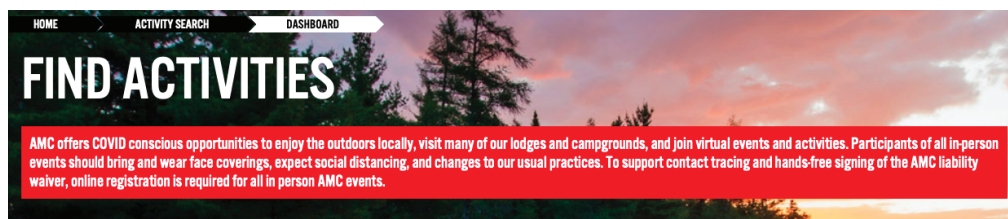
- **Links** - Provide other additional info that may be useful to potential volunteers such as Directions to the location, an equipment list, etc.
- **GPS location/map** - this increases the visibility of your volunteer opportunity on outdoors.org.

Other Additions

- On the new website, your photo will appear as the backdrop to your listing when someone clicks it. Scenic shots are ideal.
- Leader bio & photo - people like to see a photo. Depending on your comfort level, say something about yourself in "Bio 1" and add a photo.
- **Testimonials:** ask other volunteers to write about their experience.



Examples of good volunteer opportunity listings:



MEDAWISLA VOLUNTEER NATURALISTS



Date and Time

Ongoing

Location

Medawisla Lodge,
Maine, Inland,
ME

Registration

Registration is required for this activity. Please contact registrar below.

Overview

AMC is looking for new Volunteer Naturalists for Medawisla Lodge. Medawisla offers hiking, paddling, biking, and fly fishing opportunities in the heart of Maine's 100-Mile Wilderness. Receive free meals and lodging while you volunteer!

Medawisla Volunteers are passionate about helping people enjoy the outdoors and learn about the natural world. They lead nature walks and evening programs, orient guests to the facility, and offer advice about hiking, paddling, fishing, and biking.

Essential qualifications include familiarity with the natural history of the Maine Woods, the ability to create and deliver natural history programs, experience leading nature walks, and an outgoing, friendly personality. Volunteers must be at least 18 years old and pass a criminal background check.

Schedule: Volunteer opportunities are in July, August, and September, for full weekends, sets of weekdays, or single days (if living locally). Most people volunteer two or three weekends a year, or the equivalent in weekdays.

Commitment: Commit to volunteering at least 32 hours per year, for at least three years. Participate in training each spring for the first two years as a volunteer, and once every three years after that.

Benefits: Free meals & lodging, and retail discounts, while volunteering!

2021 Training: Training sessions will be held online in late spring, followed by a half-day on-site orientation in late June.

Application Process: Request an application by emailing Kyra Salancy at amcvolservices@outdoors.org.
[AMC Trip Policy](#)

Cost

Free



Click map for driving directions



Volunteering Type

Huts, Lodges, and Camps

Activities

Conservation
Walks
Education
Programs/Presenting
Naturalist

Offered By

AMC Staff

Status

Open

Nearby AMC Destination

Medawisla Lodge and Cabins

Audience

Adults (18+)

Contact



HOME ACTIVITY SEARCH DASHBOARD

FIND ACTIVITIES

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WHITE MOUNTAIN WEEKLONG ZEALAND FALLS HUT CREW



Date and Time

Sunday, June 20, 2021 4:00PM - Friday, June 25, 2021 1:00PM

Location

AMC Camp Dodge Trails Training Center,
New Hampshire, White Mountains,
NH

Registration

Registration is required for this activity.

[REGISTER NOW](#)

AMC Reservations
603-466-2727

(best time to call: 9am - 5pm, Monday - Saturday)

amcvolprojects@outdoors.org

Overview

Join a crew of 6 and an AMC Trails staff instructor to spend a week at Zealand Falls Hut! Enjoy time with fellow stewards on the edge of the Pemigewasset Wilderness as you complete a project on scenic Zeacliff.

SCHEDULE: The crew will begin with crew and camp orientation at 4pm Sunday at Camp Dodge Trails Training Center in Pinkham Notch, NH. On Monday, the crew will be taken to the Zealand Trailhead, where you will hike your tools, gear and yourself 2.2 rolling miles to Zealand Falls Hut. Crewmembers should be able to carry 12-18 lbs of tools on top of their gear to the hut. We'll drop off overnight gear, and continue to your worksite a mile further at Zeacliff, another 1.3 mi @ 1150 ft. of elevation. We'll work Tuesday through Thursday, rain or shine. On Friday, we'll pack up and come back to Camp Dodge to clean tools and eat a final lunch before a 1pm departure.

THE WORK: You will be constructing a new set of timber bog bridges just below Zeacliff. This work is fairly exposed to the elements, so remember warm clothes and rain gear. The hike and work can be strenuous, but no prior trail work experience is necessary. A trained AMC staff member will guide your group all week.

ACCOMMODATIONS: Camp Dodge, your arrival location, has co-ed adult bunkhouses with separate bathhouse. There is meeting and dining space in the indoor dining room and open air pavilion, with spectacular views of the Northern Presidential Mountains. Zealand Falls Hut is located at the north edge of the Pemigewasset Wilderness, near the town of Twin Mountain. The hut is a full-service AMC facility. It features co-ed adult bunkrooms. There is no shower or electricity available at the huts. Please note that all of our lodging is set up for shared accommodations, and occupancy will be modified in accordance with COVID-19 guidance at the time of the program. Please reach out with any questions or concerns.

RECREATION: The hut is located next to beautiful Zealand Falls, with swimming holes accessible. Walk, swim or relax after your work day!

[AMC Trip Policy](#)

Cost*

Adult: \$480 member / \$520 non-member

*All lodging and food (dinner Sunday - lunch Friday), tools, use of helmets, gloves and eye protection, instruction, van transportation to and from the trailhead

Driving Directions



Click map for driving directions

Camp Dodge is located on Rt 16 about 4 miles south of Gorham, NH. It is 4 miles north of Pinkham Notch



Volunteering Type

Trail Work

Activities

Conservation
Hiking
Instruction (Skills)

Offered By

AMC Staff

Status

Open

Nearby AMC Destination

Zealand Falls Hut

Audience

Adults (18+)

Contact