



National Park Trust College Ambassador Program Application Preview

You are welcome to use this template to prepare your responses for submitting your National Park Trust College Ambassador Program application. Please note that all Ambassador info must be submitted online and that this is a preview of questions and may differ from what is asked on the online application.

When you are ready to submit your project information, visit:
<http://bit.ly/ParkTrustCollegeAmbass>

Once submitted, National Park Trust will review your ambassador application details and be in touch with a decision after all applications are reviewed.

AMBASSADOR & SCHOOL CONTACT INFORMATION

- Ambassador pair complete contact information and bios
- School name and details and complete contact information for your school supporting contact

AMBASSADOR PROGRAM DETAILS

- Ambassador Local Park Outing (2000-character max): Describe the local park outing that you, the ambassador pair, will help plan and promote along with your school program/club? What local park will you visit, and what activities are you planning to do while there? Outing location can be any local public outdoor space, including parks, forests, and public waters.
- Ambassador Stewardship Outing (2000-character max): Describe the stewardship-focused outing that you, the ambassador pair, will help plan and promote along with your school program/club? What outdoor space will you visit, and what stewardship activities will take place?
- Ambassador Fishing Themed Outing (2000-character max): Describe the fishing-themed outing that you, the ambassador pair, will help plan and promote along with your school program/club/department? Where will this outing take place, and what activities are you planning to do while there? Remember, as part of this program, each school will receive a fishing gear bank for 15 people. Bonus points for this outing taking place at a National Park Service site. Eligible outings can include but

are not limited to all kinds of fishing, crabbing, oystering, watershed ecology, and a range of other fishing-related activities.

- Overall Ambassador Outreach Plan (2000-character max): Engaging a diverse range of people in the outdoors is important to the National Park Trust and this program. Please describe how you will use social media and other forms of outreach to get your campus community excited about the outdoors and the park outings you are planning as part of your ambassadorship. Specifically, identify and describe at least one social media campaign you will develop and implement that engages new campus audiences and broadens participation in one of the planned ambassador activities.
- Campus Ambassador School Support Document (UPLOAD FILE): Each ambassador pair must have written support from a school program, club, or academic department – endorsing you as their representative and agreeing to work with you on being a successful Park Trust College Ambassador. The role of the campus program/club/department is fundamental to the success of the program and the campus program/club/department should assist with all associated outdoor outings throughout the program time frame. Provide this form to your school contact, ask them to sign, and then YOU upload it with your application. [Download the Letter of Support HERE.](#)
- Ambassador Pair Commitment (checkbox): Each ambassador pair must agree and commit to implementing all tasks identified in this program. There is a time commitment that will be required to be successful, so each ambassador must have time in their schedules this upcoming academic year to be able to plan and implement outdoor outings and activities with your school program, club, or department, create social media content, and communicate with and report back to the National Park Trust.

SOCIAL MEDIA INFORMATION AND AMBASSADOR APPLICATION VIDEO

- For each Ambassador applicant - Provide information on PERSONAL social media profile(s) that will be used during the ambassadorship. Add a new row for each profile (Facebook, Instagram, Twitter, Snapchat, TikTok, etc.).
- College/University Social Media Information - Provide information on the SCHOOL social media profile(s) that will be used during the ambassadorship. This could be your academic department's social media or the outdoor/recreation club or program's social media. Add a new row for each profile (Facebook, Instagram, Twitter, Snapchat, TikTok, etc.).
- Ambassador Pair Application Video (PROVIDE LINK): Upload a short video (4 min. max) to YouTube (or another platform) that showcases your pair's passion for the outdoors and parks. Share as a team why you want to be a Park Trust College Ambassador, what you love about being outside, and why you think it is important to connect others with the outdoors. Be sure to let your personalities shine! Provide the link to the video. If you are not able to record a video together as a pair, no worries, please record separate videos and provide the additional link.