



College Ambassador Program

National Park Trust x HBCUs Outside College Ambassador Program Application Preview

You are welcome to use this template to prepare your responses for submitting your National Park Trust x HBCUs Outside 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

***Responses for all questions must be under 2000 characters max.

- **Ambassador Local Park Outing:** 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 locations can be approved school grounds, a Hipcamp property, or any local public outdoor space, including parks, forests, and public waters. **Activity must include a camping component**
- **Ambassador Stewardship Outing:** 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 occur?
- **Ambassador Fishing Themed Outing:** 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?

- Make sure this outing will take place at a national park service site. Each school will receive a fishing gear bank for 15 people. Eligible outings can include but are not limited to fishing, crabbing, oystering, watershed ecology, and a range of other fishing-related activities.
- **Ambassador Rock Climbing Outing:** Describe a rock-climbing outing that you will help plan and promote along with your school program/club/department. Where will this outing take place?
 - This event can be done either in conjunction with a local outfitter for an outdoor climbing experience or at a nearby climbing gym.
- **Ambassador Collaborative Outing:** Describe an outing that you will help plan and promote as a collaborative, inclusive community event for your campus. Where will this outing take place? What activities are you planning to do while there?
 - This event should be low-key and outdoors in partnership with another club/ group on campus. For example, partnering with the step squad for bird watching, poetry slam in the park, visiting a national heritage site, bike, and brunch, or yoga on the quad. It's completely up to you. Feel free to get creative, but make sure it's feasible.
- **Overall Ambassador Outreach Plan:** 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. Each ambassador must be in good academic standing with their university and have at least one campus faculty as an adviser for the year of programming.

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.).
- Ambassador Pair Application Video (PROVIDE LINK): Submit a 2-minute video (shot vertically) via WeTransfer (or another platform) that showcases your passion for the outdoors and parks. Share why you want to be a Park Trust x HBCUs Outside College Ambassador, what you love about being outside, and why you think it is important to

connect others with the outdoors. This video will be your official ambassador welcoming video online - So let your personality shine; speak to your peers and us! Provide the link to the video. If you cannot record a video together as a pair, no worries; please record separate videos and provide the additional link.