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Overview

This new calendar is designed specifically to provide support for NCTA Chapters and Affiliates in their outreach efforts to gain members and volunteers, and to increase awareness of the North Country National Scenic Trail and their local section. This calendar is more attractive, interactive, and consistent than the Google Calendar system. The new design is more welcoming and on-brand, and provides the public with a better “customer” experience, including multiple ways to search for events across the Trail (e.g. by Chapter, state, event type). Between the new map features and the option to add an image, the new design will better connect the general public directly to Chapters. The new search function and more streamlined display will also better encourage peer-to-peer networking between Chapters, sparking new ideas.

Chapters and Affiliates can now submit their event information via a form to NCTA staff, who will populate the calendar. The form is designed to ensure key event information (e.g. host, date, time, location, points of contact) is included in every event post in a similar display manner, which will vastly improve searchability, as well as branding consistency. The *Best Practices* guidance document includes suggestions of event details to include that could better inform potential participants of what to expect and thus, enhance their experience. The form also includes a variety of location description prompts and options, including address or GPS coordinates. We can now fine-tune the location visuals using a Google Maps feature, as well. There is also ample space to provide additional directions and other important details.

The NCTA will widely promote this calendar across all communications channels, from social media and email (e.g. the Blue Blaze Bulletin; member, donor, and Hike 100 participant communications, etc.) to the *North Star* and other printed promotional materials. Chapters and Affiliates are also encouraged to share the URL as they see fit: northcountrytrail.org/events.

Frequently Asked Questions

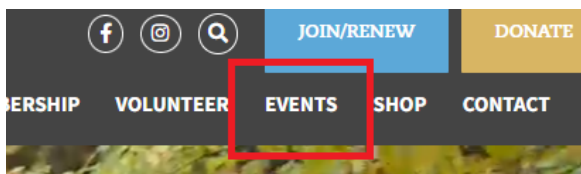
- **What kind of events will this calendar display?**

This calendar is intended to promote events hosted and/or attended by NCTA Chapters, Affiliates, and staff, and National Park Service staff representing the North Country National Scenic Trail. Event types include hikes, meetings, trainings, trail projects/workdays, *tabled events, festivals, and more.

*The calendar displays five event categories: Hike, Meeting, Trail Project, Training, and Other. "Other" is meant to capture tabled events, festivals, or other gatherings that wouldn't fit the rest of the categories as listed.

- **How do I get my events on the calendar?**

An online form is available at northcountrytrail.org/event-submission-form. You could bookmark this web page, or access it anytime through northcountrytrail.org. (See the **Events** tab in the main navigation menu.)



Submit one form entry per event. You may submit multiple form entries (for multiple events). Allow 3-5 business days for the calendar to be populated with your submission(s), as NCTA staff maintain this calendar during the typical workweek: Monday through Friday, 8:00 a.m. to 5:00 p.m. (ET). For urgent announcements, it is recommended you utilize social media and/or email to inform participants or potential attendees.

- **Who can submit events via the form?**

This calendar is intended to promote events hosted and/or attended by NCTA Chapters, Affiliates, and staff, and National Park Service staff representing

the North Country National Scenic Trail. Any representative of those may utilize the [Event Submission Form](#).

- **Who can post events to the calendar?**

NCTA staff will populate the calendar using information from Event Submission Form entries.

- **Once I submit the form, how long will it take for my event to appear on the calendar?**

While some events may be published same-day, allow 3-5 business days for the calendar to be populated with your submission(s), as NCTA staff maintain this calendar during the typical workweek: Monday through Friday, 8:00 a.m. to 5:00 p.m. (ET). For urgent updates or announcements, it is recommended you still attempt to email NCTA staff and use **"Urgent Calendar Notice"** in the subject line. It is also recommended you utilize social media and/or email to inform participants or potential attendees, especially if urgent updates or announcements occur over a weekend or holiday, when NCTA staff are unable to update the calendar on the website.

- **What happens if my event is postponed or canceled?**

Email events@northcountrytrail.org as soon as possible. Indicate if you would like the event fully removed from the calendar, or altered to include "POSTPONED" or "CANCELED" in the title. (Marking it as "POSTPONED" or "CANCELED" could be a helpful solution to a recurring event like a monthly Chapter meeting, so the public can see it's usually something recurring.) It would also be helpful for events that might require an RSVP, or for events that required heavy logistical planning on the participants' part (e.g. backcountry workdays).

NCTA staff maintain this calendar during the typical workweek: Monday through Friday, 8:00 a.m. to 5:00 p.m. (ET). Alteration requests made on weekends or outside of business hours may not be addressed until the next business day. For sudden cancellations, it is recommended you utilize social media or email to inform event participants.

- **How do I edit my event once it's been published?**

Any event details, from the time/date to the location to the event description, can be altered by emailing events@northcountrytrail.org and detailing your requested changes. While some changes may occur same-day, allow 3-5 business days for the calendar to be populated with your requested changes, as NCTA staff maintain this calendar during the typical workweek: Monday through Friday, 8:00 a.m. to 5:00 p.m. (ET). For urgent updates, it is

recommended you utilize social media and/or email to inform participants or potential attendees.

- **Can I include links to my Meetup or Facebook event pages, or my Chapter web page?**

Yes. Links to any other online resource are acceptable and welcome in your event description, and links will be clickable from the final, published event description.

- **Can I share my events from this calendar on my Facebook page?**

Once published, the individual event's URL can be shared anywhere, including on social media. Each individual event listing on this calendar also includes an option to add the event to your personal [Google, Outlook, etc.] calendar.

Looking to expand your reach? Consider:

- Create a Facebook event and share this link
- Partner with another group or organization for your event
- Ask the partner(s) to share the event link on their social media and/or online event calendar(s)
- Work with your local community news source and/or online community calendars (e.g. Chamber of Commerce, City of ____) to share the link

- **Can I still use my Chapter's Google Calendar?**

Yes. Changes made to Chapter Google Calendars will no longer be automatically reflected on the NCTA events web page or the new events calendar. (The new calendar is totally separate from Google Calendar.) Chapter Google Calendars will remain helpful tools for *internal affairs* for Chapter leadership (e.g. non-public events and information relevant only to Chapter leadership or members who have viewing access to the Chapter calendar).