CDTC Trail Ambassador Program

The Continental Divide Trail Coalition is seeking volunteers to become CDT Trail Ambassadors to support outreach, information, and education programs and to raise awareness about the Continental Divide National Scenic Trail (CDT).

CDT Trail Ambassadors are experienced trail travelers planning to spend a significant amount of time on the CDT in 2024 and willing to be representatives of the trail and CDT community.

This one-year term position will begin on February 20 of the planned year of hike.

The Role of an Ambassador

1. **Promote the CDT:** The highest priority for CDT Ambassadors is to be an on-the-ground connection to the trail and trail community during their hike. *This person will also be a role model in outdoor ethics like Leave No Trace and someone who values equity, diversity, and inclusion on the trail and in outdoor spaces.*

2. **Report on your CDT Adventure:**

   **Provide Media:** Ambassadors will regularly upload photos and share stories and information from their hike for CDTC social media, blog, and newsletter. This may also include providing content for partner media.

   **Information Sharing:** Reporting back may also include the location of needed trail improvements and potential obstacles or alerts for other hikers.

3. **Connect CDTC to the Trail Community:** Help CDTC stay connected to individuals and organizations out on the trail. While on the CDT we will ask you to keep your eye out for opportunities to build community along the CDT, like new trail-friendly businesses, outdoor organizations, or other opportunities that support the CDTC mission.

The Benefits of Being a CDT Ambassador
1. Be a part of growing the CDT Community

CDTC is excited to keep sharing stories from the trail and bring awareness to this iconic landscape but also to help us protect and preserve it. We’re building a movement on the CDT…please join us!

2. Gear and Perks: Access to gear discounts, freebies, and more!

- Access to a variety of retailer discounts and free gear
- Sawyer Squeeze water filter
- Backpackers Pantry meals and discounts
- CDTC swag: Hats, bandana, socks, stickers
- More perks coming!

3. Get support while on the Trail

Ambassadors will receive:

- Free shuttle to the Southern Terminus (NOBOs)
- SMS text alerts during your hike
- CDTC membership and associated perks and discounts

4. Media Exposure

While CDTC will retain the rights of use to photos and media, we will share and credit your work publicly. Whether you plan to move on to bigger hikes or into a new career after your time on the CDT, exposure to the CDTC audience can boost your presence in the outdoor community and beyond.

Former Ambassadors have gone on to:

- Be elected for board member positions in a trail organization
- Receive outdoor retailer sponsorships

Expectations for Ambassadors

We are looking for adventurous, hard-working individuals with at least one long-distance hike/trip under their belt and enthusiasm and passion for the CDT!

Will attend virtual orientation/training in preparation for the Trail Ambassador role BEFORE the hike starts.

Will attend (or watch) CDTC’s CDT Essentials Informational Webinars.

Expected to communicate with CDTC Communications Manager at least every two weeks and submit media regularly.
Must be planning to travel with a smartphone or equivalent (e.g. camera and other phone).

Work experience or training in photography, journalism, or social media may be helpful.

Presence on social media platforms is beneficial: Facebook, Instagram.

Applicants will only be considered if already planning a CDT trip.

How To Apply

+ Please submit a written or recorded video response to the following:

  1. Why do you want to be a CDTC Trail ambassador?
  2. Why would you be great at it?
  3. Do you have any journalism/blogging/photography experience?
  4. Tell us a rough outline of your travels.
  5. What gear do you plan to hike with (i.e., camera, smartphone)?
  6. What’s the most important thing for you to experience during this trip?

+ Please include two photos taken during an outdoor adventure that you are especially proud of. Capturing moments from the CDT in the form of photos is a key part of the Ambassador role. Please include one scenic landscape photo and one other, which can include wildlife, outdoor sport, people, or camp life photos.

+ Provide a general resume to communicate your background.

Send materials to communications@continentaldividetrail.org by Jan. 31, 2024 to be considered for 2024.