



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 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

- 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.

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 to Use in ActDB: Additional Info

- Links for more info - provide links to the park or other additional information that may be useful to participants
- **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 instantly see how close they are to the event.

Photos and 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 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.

Examples of good activity listings:

Mt. Carrigain Photo Adventure

April 18, 2015 (Sat)

Hiking or Photography - its all about the views! Here is an opportunity to combine the two and capture some stunning panoramic views from multiple viewpoints including a beautiful observation platform atop an old fire tower on the summit. The emphasis on this hike will be to stop and enjoy the woods and views to take photos, as well as discuss photography (although you don't have to be a photographer to come). On this early spring hike, we will ascend the summit via Signal Ridge Trail, which also offers beautiful vistas as it approaches the summit. Although the calendar will disagree, winter may still be alive and well in the mountains, so previous winter experience and full winter gear is required.

We will limit the group to 6 participants to facilitate photo opportunities and discussion. Although frequent stops will be taken to allow for ample photography, participants should be experienced hikers as the pace when we are moving will be moderate, and we will be covering 14 miles round-trip with an elevation gain of 4000 feet. Because our focus is on picture taking, be prepared for a longer than usual hiking time (10 hours, +/-). Join us on this excursion for good company, good conversation, and of course, wonderful views!

Register at <https://regi.amcboston.org/885>

Related Website(s):

<https://regi.amcboston.org/885>

Leader



Alex [redacted] (best time to call: before 9pm)
([Email this contact person.](#))

Up in the mountains on almost a weekly basis, Alex leads outings in all seasons. While best known for fast-paced single day mega-hikes and gnarly back country bushwhacks in all seasons, he'll enjoy sharing his excitement for the mountains on almost any trip, with hikers at all

ability levels.

Co-Leader

Dan [redacted]

Co-Leader

Subbu [redacted]

Registration is required for this activity. See contact above.

Trip at a Glance

Activity: Hiking
Photography

Offered By: Boston

Status: Open

Location: Junction of Sawyer River
Road and Rt 302, New
Hampshire, White
Mountains, NH



[Google Driving Directions >](#)

Backpacking Workshop-(Re)Ignite the Flame!

N

August 22, 2015 (Sat)

Do you want to backpack, but don't know how to get started? Did you backpack years ago before the kids came along? Come and enjoy a day of information and fun, either as an introduction or as a refresher. Either way, you are sure to glean information to get you started or to reignite your passion. Topics include fitness, footwear, backpacks (types, materials, packing, pack care, repair), clothing for all types of weather, shelters (tents, bivouac bags, sleeping bags/pads), the wilderness kitchen, comfort, safety, hygiene, terrain, wilderness hazards and trip planning. We will have sample gear for you to handle and discuss. Coffee, snacks and lunch will be provided. There is no charge for this workshop, but registration is required. Note: This workshop was rescheduled from 4/26/2015.

Trip at a Glance

Activity: Instruction (Skills)

Offered By: Delaware Valley (Pa.)

Status: Open

Location: Willow Grove, PA,
Pennsylvania, Eastern,
PA

Off-Peak Summit Backpack, Adirondack High Peaks, NY

August 09, 2015 - August 11, 2015 (Sun - Tue)

If you have never experienced hiking in the spectacular Adirondack High Peak Region or have wished to start climbing all 46 High Peaks, this is the backpack for you! This series will take place on Sundays through Tuesday, when the crowds are gone. Over the next few years, each excursion will include a few different peaks until all 46 have been summited. This debut trip will allow travelers time to get to the park and together we begin with a 6.5-mile hike. We will stop at Bushnell Falls, and continue to Slant Rock, where we will set up base camp and enjoy the creek and a leisurely dinner. Monday we will summit Marcy, Haystack and Basin, knocking off three incredible views of the Great Range, including the highest point in New York State. Hike out Tuesday and have a celebratory lunch on the way home. This trip will be an inspiring start to achieving a fun goal in a truly outstanding setting. Come explore this natural treasure in your backyard!

\$5.00 nonrefundable registration fee. Please preregister using the "Register Now" button below.

Also, please e-mail the leader after preregistering.

Trip at a Glance

Activity: Backpacking

Offered By: N.Y. - North Jersey

Status: Open

Location: United States, New York, Adirondacks, NY

Difficulty: Vigorous

Fee*: \$5 adult member
\$5 adult non-member
\$5 youth member
\$5 youth non-member

[Register Now](#)

7-Mile Hike in Prince William Forest Park

August 30, 2015 10:00AM - 1:00PM (Sun)

If you see this park from the air, you would see the largest green space in the Washington D.C. metropolitan area - 15,000 forested acres. But this piedmont forest ecosystem is more than just trees; within the forest are tiers of living space that support a variety of plants and animals. The forest floor, a nutrient-rich mat is home to tiny that hide in the rotting leaves and ferns. The park contains many wildflowers, evergreen shrubs like mountain laurel, and young trees. Watch for songbirds fitting among the branches.

This will be a moderate hike is a 7 mile loop with an elevation gain of 611 feet. The trail consists of packed dirt (with small to medium sized rocks that are easy to walk over, crushed rocks, or large roots) and some boulders that you step over, many rolling hills, 5 moderately steep short (1/10th mile) hills, many small wooden bridges, and wooden boardwalks.

There is a \$7 park entrance fee unless you have a NPS pass.

Related Website(s):
[Prince William Forest Park](#)



Trip at a Glance

Activity: Hiking

Offered By: Washington DC

Status: Open

Location: 1870 Park Entrance Road, Triangle, VA 22172, Virginia, Northern, VA

Difficulty: Moderate

Leader



Kenneth Shuck

I have been a day hike leader for many years and enjoy exposing other hikers to new and interesting trails in local, state, and national parks.



Entering a Volunteer Opportunity

Select “Event Type” – “Volunteer Opportunity”. Listings with this Event Type will appear on the “Get Involved” page of outdoors.org, making them easily searchable for people who are looking for ways to give back.

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 duration of the event: including half day, full day, weekend, extended, etc., under “additional info.”

Where do volunteer opportunities get highlighted?

‘Volunteer Opportunities’ will be pulled to the “Get Involved” as well as the “Volunteers” page of the newly redesigned outdoors.org. Some volunteer opportunities will also appear in *AMC Outdoors Magazine*.

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

- **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’, ‘paddling’, and ‘volunteering’ under “activity”, and the event will also show up under those activities if searched.
- **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 probably best posted as a ‘chapter trip’ where the contributor selects the following from the activities list ‘paddling’, ‘cycling’, ‘volunteering’, and ‘trail work.’
- **Trail work & BBQ** – post as a ‘volunteer opportunity’ that includes the description of the BBQ and select ‘volunteering,’ ‘trail work’ and ‘social’ as part of the activities.

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.)

Activity

- Select "**volunteering**" as well as other activities by holding down "Ctrl" and clicking on all relevant activities
- Do not select more categories than apply.
- 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.
- Duration: select the **time commitment** of the volunteer opportunity under "Additional Info."

Examples of good volunteer opportunity listings:

Climate Change, Energy, and the Outdoors: Event Volunteers

September 04, 2013 - November 13, 2013 (Wed - Wed)

Volunteer this summer and fall to help plan and host a series of films and other events focused on climate change, energy, and the outdoors. Help us create an informative and fun series! You can volunteer as much or as little of your time as you have.

We plan to offer at least one program each in Sept., Oct., and Nov. at AMC's Headquarters at 5 Joy Street, Boston, MA 02108 so that visitors can view an exhibit by photographer Barbara Bosworth. Bosworth's photographs of the New England National Scenic Trail will hang at AMC's headquarters September - November.

For this series of events AMC will collaborate with the Episcopal Diocese of Massachusetts (EDOM) who also plan to arrange events and programs focused on these themes. Our combined overarching goal is to raise awareness and inspire action on climate change among as many people as possible.

Related Website(s):

[AMC's Climate Change and Energy Work](#)
[100+ Boston Area Walks and Paddles](#)
[Barbara Bosworth Exhibit Announcement](#)

Contact:

Faith Salter
617-391-6614

[\(Email this person.\)](#)

Registration is required for this activity. See contact above.

Driving Directions

AMC Headquarters Directions for MBTA and Parking:
<http://www.outdoors.org/about/facilities/facilities-boston-directions.cfm>
Nearest T stop is Park Street (Red Line and Green Line)
Parking Garages at Commons Parking and on Cambridge Street

Volunteer at a CSA-farm in Framingham

August 01, 2015 10:00AM - 2:00PM (Sat)

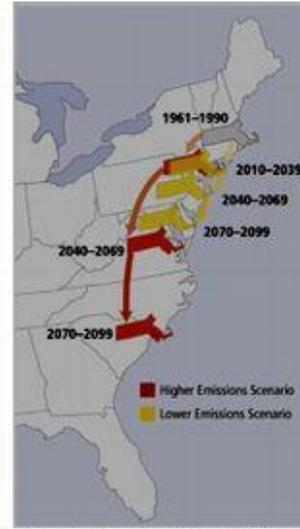
Come join AMC YM and BARPCV to support a CSA for the day at Stearns Farm in Framingham, MA!

What: Outdoor volunteering at a CSA farm
Where: Stearns Farm, 862 Edmands Road, Framingham
When: 10 a.m. - 2:00 p.m.
Bring: Gloves (if you prefer them), water, LAYERS of clothing, hat, sunglasses, appropriate outerwear, and a bagged lunch (there is no trash or recycling on site, so please plan on carrying everything out with you)

RSVP Required- Please add your name below and indicate if you are interested in carpooling. Participants in need of transportation are encouraged to contact each other. Therefore please also include your location and contact information.

Questions? Contact event leader and AMC YM Volunteer Coordinator /BARPCV Community Service Chair Rachael White at rawhite@amc.org / (617) 391-6614

[Register Now](#)



Source: NCEM / UCI (see: www.climatechoices.org/nc)

Trip at a Glance

Activity: Conservation
Social Events
Volunteering
Cultural

Offered By: Boston

Status: Open

Location: AMC, 5 Joy Street,
Boston, MA 02108,
Massachusetts, Boston
Area, MA

Trip at a Glance

Activity: Volunteering

Offered By: Boston

Status: Open

Location: Massachusetts, Boston
Area, MA

[Register Now](#)

Berkshire Chapter Communications Volunteers

Until Filled

Do you have experience in the communications field, or are you interested in giving it a try? Whether you love writing, editing with a big red pen, or using social media, we have just the opportunity for you! We are assembling a communications team and are looking for volunteers to manage our newsletter, social media, and emails. We are also looking for a Communications Chair to manage the team.

The Communications Chair would be responsible for managing our communications team, which is responsible for the Berkshire Exchange (our triannual newsletter), monthly chapterwide emails, and keeping the content on our website up to date, as well as maintaining a Chapter Communications calendar.

If you have any questions about the position, please contact Secretary Roger Beer (link to email below). We look forward to working with you!

Contact

Trip at a Glance

Activity: Volunteering
-Leadership - Chapter
-Leadership -
Committee

Offered By: Berkshire (Mass.)

Status: Open

Duration: Extended

Location: Massachusetts, Pioneer Valley, MA

Audience: 50+
Adults
Professionals
Young Adults

Bay Circuit Trail Saturday Work Party

November 07, 2015 (Sat)

Get out, give back, get dirty...and get to know the Bay Circuit Trail!

Why volunteer?

Ever wonder what goes into maintaining a trail? Looking for a way to give something back to the local trails you already use? Perhaps you are looking for a way to enjoy the outdoors, learn new skills, and meet like-minded people? Interested in exploring natural "gems" of the greater Boston area? Our one-day trail events offer the opportunity to learn the fundamentals of trail maintenance or building from skilled AMC Trail Crew Leaders right in Boston's backyard.

2015 Bay Circuit Trail work parties will take place between April and November at various eastern-Massachusetts locations along the trail. Consider coming out for an event close to your home, or use this as a reason to get to know new natural places.

When & Where?

Saturdays and certain Sundays

- April 18 (Earth Week/National Volunteer Week) : Bridgewater
- May 16: Hamilton
- June 6 & 7 (National Trails Day, special times--2-day event!): Ipswich
- July 25: Acton
- Sept 26 (National Public Lands Day): Medfield
- October 17: CANCELED
- November 7: Medfield

What should I expect?

A typical work party starts at 9am and runs until about 4pm. Participants bring their own lunch, water, snacks, long pants (no matter how hot it is!), sturdy hiking boots, and other clothing appropriate for the weather (projects run rain or shine!). The AMC Trail Crew Leaders will provide all personal protective equipment, trail tools, instruction and supervision.

On November 7, we will be cutting a new section of the Bay Circuit Trail to open a new route through the woods, moving the trail off of a nearby paved walk.

No experience is required to participate, but we encourage beginners and experienced trail volunteers alike. Programs are suitable for individuals, small groups and families with children 12 years and older.

Tell me more about the Bay Circuit Trail!

The Bay Circuit Trail (BCT) is a 230+mile front country recreational resource that arcs around greater Boston from Newburyport on the North Shore to Kingston



Trip at a Glance

Activity: Conservation
Trail Work
Volunteering

Offered By: AMC Staff

Status: Open

Duration: Day

Location: MEDFIELD, MA,
Massachusetts, Boston Area, MA

Audience: 50+
Adults
Beginners
Experts
Families
First Timers
New Members
Professionals
Young Adults