



WTA Outdoor Leadership Training Co-Instructor Program 2026

Partner Social Media and Email Toolkit

Thank you for joining us in promoting Washington Trails Association's [Co-Instructor Program](#) for our [Outdoor Leadership Training \(OLT\)](#).

Our co-instructor training program allows participants to advance their outdoor leadership skills by directly co-facilitating OLT workshops to support our growing OLT community partners.

Within this media kit is everything you need to help share program resources with community leaders in your network interested in co-facilitating experiential workshops in hiking, camping, snowshoeing and backpacking.

You're invited to personalize the content below with your own stories and style and to share it with your network. Please tag WTA accounts!

Visit [this folder](#) to download and share a graphic about our OLT backpacking workshop.

OLT links & resources:

- OLT Co-Instructor Program Webpage: wta.org/olt-coinstructor
 - OLT Webpage: wta.org/olt
-



Sample social media post

Calling all WTA Outdoor Leadership Training program graduates and current leaders: Join **(tag)** Washington Trails Association as a Co-Instructor in 2026! You'll apply leadership skills training with other outdoor leaders, build community and help get youth outdoors.

The Co-Instructor Program is designed for educators and youth group leaders who have completed a WTA OLT workshop (or are willing to complete a workshop prior to Aug. 20). Benefits include discounted or pro-rated Wilderness First Aid certification, discounted outdoor gear, an annual Discover Pass and a stipend for completing trainings.

We hope to see you at an event soon!

Link: wta.org/olt-coinstructor

Hashtags to use: #WashingtonTrailsAssociation #WTA #OutdoorLeadership #YouthOutdoors #NonProfit #Community #Leadership #OutdoorPrograms

WTA social handles

- **Facebook:** [Washington Trails Association](https://www.facebook.com/WashingtonTrailsAssociation)
 - **Instagram:** [@Washingtontrails](https://www.instagram.com/Washingtontrails)
 - **Threads:** [@Washingtontrails](https://www.threads.net/@Washingtontrails)
 - **LinkedIn:** [Washington Trails Association](https://www.linkedin.com/company/Washington-Trails-Association)
-



Sample email

Subject: Become a Co-Instructor for WTA's Outdoor Leadership Training Program 🥾

Email copy:

Hi [contact name/organization name],

Washington Trails Association is seeking Co-Instructors to help facilitate experiential workshops for their [Outdoor Leadership Training Program](#) in 2026!

For over a decade, WTA's Outdoor Leadership Training program has empowered educators and youth program facilitators with the skills and resources they need to lead welcoming and fun outdoor experiences with youth and their communities. These workshops focus on trip planning, risk management, Leave No Trace™ outdoor ethics and leadership development.

The Co-Instructor Program is designed for outdoor leaders who have completed an Outdoor Leadership Training workshop or are willing to complete one before Aug. 20. Benefits include discounted or pro-rated Wilderness First Aid certification, discounted outdoor gear, an annual Discover Pass and a stipend for completing trainings.

Help us spread the word to the community leaders in your network. [Download WTA's toolkit](#) to share this exciting opportunity with the educators in your life.

Thanks for being a community partner and for your commitment to ensuring all youth can experience the outdoors.

Happy trails!