

Starting a Passport Program

Purpose

To increase community-wide awareness of hiking trails and places to walk, by rewarding participants with branded incentives for collecting rubbings in their passport at designated locations or by sharing their walk on social media.

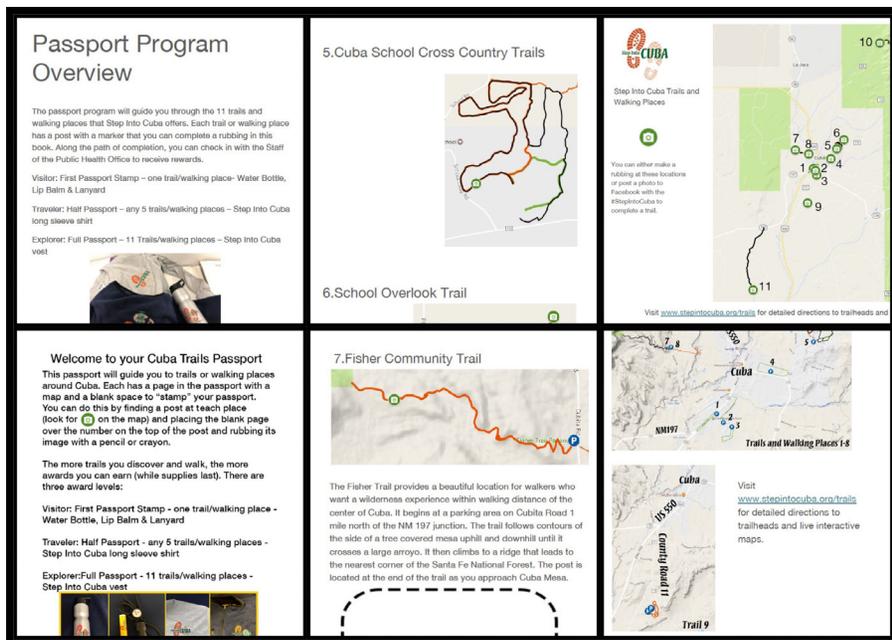
Overview

Step Into Cuba's Passport program incentivizes the use of local trails with Step Into Cuba branded apparel. Participants sign up for the program and receive either a hard copy or digital passport to guide them through the trails. For each path, the passport has a place for the walkers to "stamp" their passport once they complete a trail. Walkers can do this by doing a rubbing in their physical passport on a post installed at the end of the trail. Walkers can also take a selfie at the post and sharing it over social media.

Step Into Cuba later added a Trail Guides program. Trail Guides are more experienced hikers that take less experienced hikers on Passport trails. Trail Guides earn the same incentives by guiding new users on the

trails. There is also a trail worker component, where Step Into Cuba recruits and trains volunteers. They reward volunteers with trail tools such as a pick mattocks, Macleods, Rogue hoes, or Pulaskis.

Step Into Cuba volunteers developed the total budget for all the programs, selected & designed incentives with Step Into Cuba branding throughout several discussions, drafts, and quotes. The final incentive system begins with a lip balm/lanyard combo and a water bottle for one completed trail. Once participants have completed 5 trails they receive a long sleeve shirt and upon completion of all 11 they receive an Eddie Bauer Vest.





A: First trail completed - lanyard, lip balm & water bottle. **B:** 5 completed trails- long sleeve shirt. **C:** 11 completed trails – Eddie Bauer vest

Materials Needed

Rubbing Post:

- 4"x4" post per included trail
- Aluminum post topper per trail (check with local machine shop)
 - Unique number cut from each per trail
 - 4"x4" posts are usually 3.5"x3.5" in reality – be sure to check before ordering aluminum toppers
- Post hole digger
- Shovel
- Fully charged cordless drill & bit
- Mounting hardware (short screws, epoxy)

Passport:

- Trail information
 - Graphics
 - Trail Maps
- Website support
 - Link to community Google maps trails
 - Program sign up portal

Incentives:

- High resolution logo
- Promotional item manufacturer
 - e.g. www.promotionsnow.com



Post Topper, installed, rubbing, completed.

Methods

Approval:

- Ensure you have land owner/land manager approval to install all posts

Installation:

- Install the posts with hand tools
 - Choose an appropriate post length
 - Usually 1/3 to 1/2 of above ground height
- Cut small plywood mounting bases for the toppers
 - Install mounts with larger, outdoor wood screws
- Attach toppers with epoxy and short tacks/short wood screws

Promotion:

- Upcoming group hikes
 - The Step Into Cuba Passport was launched during the Rails to Trails Conservancy Opening Trails Day group hike.
- Flyers
 - Local newspaper
 - Local bulletin boards
 - Library
 - Leaflets at busy story checkout counters
 - Social Media
- Refer potential participants to website



Lessons from the Field

When Step Into Cuba launched its passport program, they recruited over two dozen participants at the first two hiking events of the season and 5 signed up online via Facebook posts. The participants recruited at the events completed their first trails that day and received their incentives on site. Participation was higher than expected and they had to arrange for a few participants to pick up their incentives at the office. Two participants completed the passport within two weeks and enjoyed it so much they asked if they could sign up again.



Collage event shared on social media and Cuba News

Additional Resources

- [Step Into Cuba Passport Program](#)
- [Passport to the Pajarito Plateau](#)
- [Passport to your National Parks](#)



Questions? Comments?
[Send us a message](#)

