**Global Adventure Website Posting Template**

**How to use this template:** After each bold subheading heading below, highlight the instructions within the quotes {…} with your cursor and replace with your own text. (Just delete the instructions in italics below under ‘1. Route-Place’ and ‘2. Activity’.) When you are done filling in all the elements, save your document with a filename ‘Web Posting for *Outing Name*” and email it with your photo jpg file and your budget to Cindy Hoover, Global Adventures Chair, at *cyn@zipcon.com.*

1. **Describe Your Destination (this is the “route-place” on the website)**

*{This section describes in broad terms* ***the place your outing will go****. It should highlight the unique attributes of your destination that make it appealing for the activities involved. This SHOULD NOT be a description of your specific Global Adventure outing – it should be written so that it could be used for a variety of future itineraries that sample different parts of the same place.* ***If a description of your destination already exists in the Mountaineers Global Adventures database, you do not need to complete this section – just provide the name of the existing route.}***

**Title:** {brief, starting with an action word and the name of the route or place (“Trek Patagonia’s Torres del Paine Circuit” or “Climb Nevada’s Red Rocks”)}

**Summary**: {Short paragraph – will show on front page of trip listing} *This is the text that will come up first on a Route-Place search, and should ‘hook’ potential participants or future trip leaders to click and read more about the route-place.* The summary should capture the essence of the place or route - should NOT be the same as your activity summary. }

**Description**: {This is where you can elaborate further on the unique and special attributes of this place and the experience of doing the targeted activities in that place. }

**Image:** {separately attach a jpg file that is at least 400x600 pixels in size, good resolution, rich colors and representative of the place in the context of the type of activity involved. The picture should catch the reader’s attention and interest with a special aspect or feeling of the place. Please send the photo as a separate jpg; do not clip the photo into the template.}

**Land Manager:** {This would be the national or provincial park or other primary administrative entity. Right now this is a drop-down box with only a subset of US parks and forests; enter Land Manager TBD if none of the available options apply.}

**Land Subdesignation:** {District etc. if relevant. Can leave blank.}

**Parking Permit Required:** {If relevant, what kind of permit is required. Can leave blank.}

**Maximum Party Size:** {this will define the largest number of people that can be registered for any future itinerary at this route-place, including the leader.}

**National Forest Ranger District:** {if relevant. Can leave blank.}

**Starting GPS Coordinates or Place Name:** {Enter a latitude-longitude pair or a place name to display as the ‘start’ of your route or the first of two key locations in your place.}

**Ending GPS Coordinates or Place Name:** {A second latitude-longitude pair or place name for the ‘end’ of your route or the farthest of two key locations in your place. Can leave the second one blank if you just want the map to show a single point.}

**Length:** {If applicable, show the number of miles that your route covers. If future itineraries could go different distances through the same route or place, or if you could stay at multiple locations and exploring, enter a zero here.}

**Recommended Maps:** {Only a few specific maps carried by the Mountaineers bookstore can be selected here. If yours are not there, enter “None”.}

**Season:** {Indicate all of the months of the year that your route-place would be attractive for the activity that you’re targeting there.}

**Climbing Category:** {Choose one of the following: None, Basic Alpine, Intermediate Alpine, Rock Climb, Aid Climb, Water Ice. If not relevant, leave blank.}

**Ski/Snowboarding Category:** {Choose one of the following: None, Cross-Country, Backcountry, Glacier. If not relevant, leave blank.}

**Snowshoeing Category:** {Choose one of the following: None, Beginner, Basic, Intermediate. If not relevant, leave blank.}

**Add Category if not represented above (such as Sea Kayaking):**

**Difficulty:** {The maximum level of difficulty that participants would face for the activity type that you are targeting at this route-place. Indicate the technical rating for climbing, skiing, kayaking or snowshoeing activities (e.g. “M2 Ski” or “M3G Glacier Ski” or “N4 Nordic Advanced Ski” or “Basic Alpine Climb”) or the strenuousness level (easy, moderate, strenuous, very strenuous) for hikes/backpacks. Multiple difficulty levels can be included here if multiple activities can be done at/on this route-place.}

1. **Describe Your Specific Outing (this is the “activity listing” on the website)**

{This description is for a Global Adventure outing to the identified destination on specific dates with a specific itinerary.}

**Activity Template:** {If you will require formal pre-requisites such as completion of the Basic Climbing Course or a Backcountry Ski or Avalanche course or a Crag Climbing course, the only way to show these pre-requisites to participants when they register is to choose ‘Alpine Climbing’ or ‘Rock Climbing’, ‘Sea Kayaking’ or ‘Skiing/Snowboarding’ as the Activity Template. If no formal courses are required to register, the template will be ‘Global Adventures’.}

**Activity Start and End Dates:** {Enter the inclusive dates of your adventure here.}

**Activity Type** (choose Global Adventures, plus up to two others such as Backpacking, Alpine Climbing, Backcountry Skiing, Sea Kayaking etc.)

**Activity Summary:** *(Short paragraph summarizing the special experiences you will be offering on this adventure. This is the text that will come up first on an activity search, and should ‘hook’ potential participants to click on your activity title to read more. Can include any required badges or essential minimum qualifications here.}*

**Meeting Place and Time:** {High level outline of your itinerary schedule including the place, date and time when the group will first meet, date range of the major segments of your itinerary, and the place, date and time that participants will depart from to return home.}

**Activity Difficulty**: {The maximum level of difficulty that participants would face for the activity type that you are targeting at this route-place. Indicate the technical rating for climbing, skiing, kayaking or snowshoeing activities (e.g. “M2 Ski” or “M3G Glacier Ski” or “N4 Nordic Advanced Ski” or “Basic Alpine Climb”) or the strenuousness level (easy, moderate, strenuous, very strenuous) for hikes/backpacks. Rate based on the difficulty for a ‘typical’ member likely to apply for the trip, not based on how difficult it would be for you.}

**Activity Leader Rating:** {An activity challenge rating based on how the leader plans to lead the trip on this route, reflecting pace and other technical challenges that participants will face. Rate based on a ‘typical’ member likely to apply for the trip, not based on how difficult it would be for you.}}

**Activity Audience:** {Include any of the following populations that would be welcome on your activity: Adults, Retired Rovers, Singles, Families, Youth. You must be a Qualified Youth Leader to open your activity to Families or Youth under 18. Or leave blank for default to “Adult”.}

**Itinerary Highlights:** {Detail about the things you will do on your itinerary, in language that captures the interest of someone considering signing up. Can be multiple paragraphs. What will you be doing throughout the trip, what will the experience be like?}

**Time of year:** {What makes this a good time of year for your outing, if relevant}

**Lodging:** {Overview of the places you will stay during your outing, or if camping, what gear the participants will be expected to provide and carry.}

**Food:** {Overview of where you will eat during your outing, and what meals/food participants will be expected to provide for themselves. Indicate here if there will be any difficulties meeting special dietary requirements.}

**Leader’s experience:** {Your name, your email address, and a summary of your leadership and technical experience as relevant to this particular activity.}

**Participant requirements:** {Specific conditioning, balance, technical skills, badges and other minimum experience or attributes that you will expect of someone to be accepted on your outing.}

**Trip Price Detail:** {Your outing price, and a description of what is Included, plus what is not Included and the approx. cost of those items.}

**Registration instructions:** {describe how to register, deposit amount and due date, and when final payment is due. Attach your customized application template when you send in your template and we will request a button for it.}

**Cancellation Policy** : {Fill in any non-refundable vendor cancellation fees here, plus the minimum $100 Mountaineers cancellation fee which covers credit card fees and admin.}

**Required Equipment:** {Will autofill with the following unless you want to change it: “After payment of your deposit, the leader will send participants a series of letters or emails with information about how to prepare for a successful outing including recommended gear, maps and other references.”}

**Recommended Books**: {Only fill in if carried by Mountaineers bookstore}

**Total Capacity**: {Max number of participants that will be allowed on this adventure, including the leader. Can’t exceed the max capacity listed for the Route-Place}

**Leaders Permission Required?** {Is always Yes}

**Registration Start Date**: {When people can begin to register}

**Registration Close Date**: {When you will stop taking applicants}

**Member Fee:** {Outing price}