

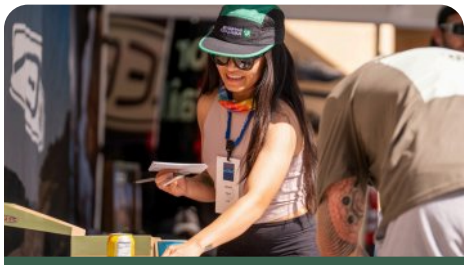
Why Become an RPL Ambassador?

RPL Ambassadors bring our mission to life in their local running communities, creating welcoming ways for runners to learn about public lands, take climate action, and expand access to nature for all.

As an Ambassador, you will...



Lead events in your community



Represent RPL at events and races



Advocate for public lands



Grow as a leader



Connect with a national team

APPLY

2027 applications are now open through November 21, 2026

Contact Us:
info@runnersforpubliclands.org
Apply Online:
runnersforpubliclands.org/ambassadors/interest



Join the RPL Ambassador Team

The RPL Ambassador Program is a volunteer program that supports runners who want to engage their communities with opportunities to learn, connect, and take action. Our ambassadors help bring RPL's mission to life in their local running communities, creating welcoming opportunities for runners to learn about public lands, climate action, and expanding access to nature for all.

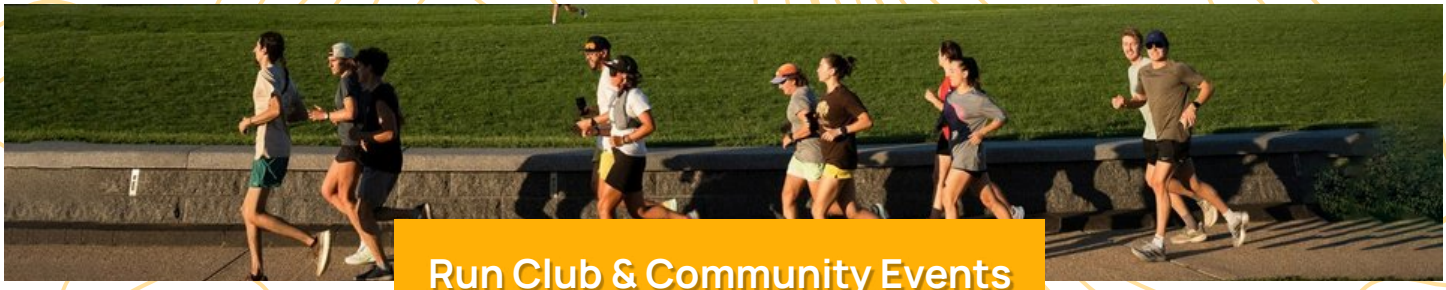
To have the greatest impact, ambassador commitments run for the full 2027 calendar year. Once you join, you'll choose from the activities below based on your area(s) of interest to get involved and support RPL's mission.



Trail Work Series

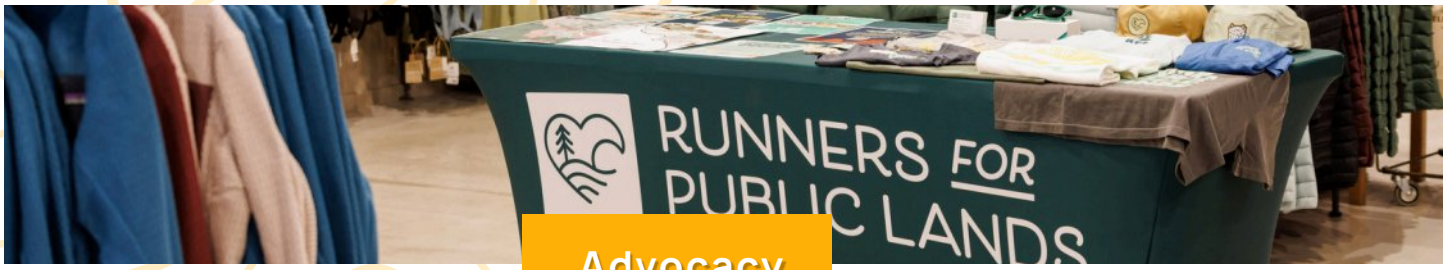
Trail Work Series Co-lead → Plan, organize, and represent RPL at trail work events in your region. These events bring together a local run club or race group with a land stewardship agency to keep running trails well-maintained.

Trail Work Series Lead → Attend trail work events in your region and support the lead Ambassador to bring a positive and effective RPL presence to each event.



Run Club & Community Events

Organize a community run	Collaborate with an existing run club, local brand or running store to host an RPL focused run to share about our initiatives and promote action.
Host a film night or RPL - approved community gathering	Plan, coordinate, and deliver a film showing or similar community gathering. Partner with a local brand (e.g., REI, Patagonia, or a local running store) to bring runners together around public lands stewardship.
Lead a fundraising event for RPL	Coordinate and deliver a fundraising event for RPL such as a local vertical challenge, run-a-thon, or similar event that rallies your community around supporting public lands.



Advocacy

Table for RPL at a community event, race, etc.	Share about our initiatives, encourage action, and recruit new RPL members.
Host a letter-writing event	Encourage your community to write to their lawmakers about a current issue RPL is prioritizing.



Storytelling & Communications

Write an article or blog post for RPL	→	Share your experience, insights, or a story that connects runners to public lands stewardship.
Write and place an op-ed in a local publication	→	Pitch to a local publication, helping bring RPL's message to a wider audience in your community.
Promote RPL through your own channels	→	Share about upcoming events, advocacy actions, or a report from a recent event to help grow awareness and engagement.

Project of Choice

If you have a project outside of our current scope, submit proposal	→	Think about what your community needs, what inspires them, and what is the best way for you to share our message.
Contribute to a special project	→	As needs arise, we may bring on administrative support for specific projects.

RUNNERS FOR PUBLIC LANDS

If any of the above opportunities sound exciting to you, please reach out to us at info@runnersforpubliclands.org