



5 Things You Can Do as a WM Trails Board Member

As a board member, you are more than an advisor — you are a connector, champion, and storyteller. You help make sure that West Michigan Trails is not just an organization, but a community-wide movement to connect people and places across the region.

1 Make Introductions

You know people — city leaders, neighbors, potential partners and supporters. You don't need to make a pitch — just make the connection. A simple introduction can go a long way in building relationships and creating opportunities.

2 Be a Storyteller

People connect to stories. Share yours. What do trails mean to you? Do you use a trail that crosses communities? Have you noticed new connections or signage that makes things easier to navigate? Framing your experience through the lens of what West Michigan Trails makes possible helps others understand why this work matters.

3 Invite People to Experience It

Sometimes the best way to understand our work is to see it. Bring friends, family, or colleagues to events, trail openings, or even just out for a walk or ride. Showing people firsthand how trails connect places (and people) helps bring the mission to life.

4 Set Up a Monthly Gift (and invite friends to as well)

One of the easiest ways to support our work is to become a monthly donor. Even small, consistent contributions help sustain the critical (but often invisible) work behind the scenes — from coordinating across municipalities to advocating for funding and building shared regional plans.

5 Bring Your Trail Passion to Life

You live the mission every time you use the trails. Wear your bike jersey, post photos from your favorite paths, talk about where you go and why you love it. Sharing your passion makes trails feel more approachable and reminds others that they're for everyone.

Check Out Your Board Portal

Find more resources like this
on the *WM Trails Board Portal*



Share our Website!

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website **wmtrails.org**

