



THE TRAIL GUIDE



The Perks of
Membership



Civil War Trails, Inc.
P.O. Box 1862
Williamsburg, Virginia 23187

CivilWarTrails.org

757-378-5462

Civil War Trails, Inc., is a 501(3)(c)
not-for-profit educational corporation.

Hello—and thanks for your support of Civil War Trails!

I'm excited that you're interested in Civil War Trails — the world's largest open air museum.

The Civil War Trails program boasts over 1,550 interpretive signs across five states. Once the sign has been written, fabricated, and installed (and the ceremonial ribbon has been cut) the hard work really begins. The challenge in sustaining the Trails program comes down to two major efforts — marketing the site and maintaining the sign.

What good is a sign if no one knows that it's there? Every Civil War Trails interpretive sign is supported by placement in our signature map-guides and other print and digital media. Your membership enables us to throw the full weight of the Trails program behind each sponsored site. Civil War Trails not only distributes several thousand maps monthly but our partners continually promote your site through the cooperative nature of the program.

Additionally, we ensure that visitors, whether by chance or design, find an attractive and well-maintained sign at each site. This means that we must constantly revisit the physical infrastructure which supports each site, including the directional sign network which accurately and efficiently guides visitors along the Trail.

Promoting and caring for over 1,550 signs across more than 200,000 square miles is no small task — one that is impossible without the support of our members. While I've only begun to scratch the surface of how Civil War Trails works for you and your site, I look forward to answering your questions about becoming a sustaining member.

See you on the Trail!



Drew A. Gruber
EXECUTIVE DIRECTOR



“Get on the Trail” How Membership Maintains Our Mission



INTERPRETIVE SIGNS

Your membership allows us to:

- Replace sign panels every 5 years, or
- Replace panels due to environmental or accidental damage.
- Update panels to reflect changes in scholarship or our program.
- Make digital files available to members for edits, events, or publications.
- Alter the location of the sign to accommodate changes in site design.
- Repaint, repair, or replace any damaged pedestal.

Membership helps protect the community’s original invest, providing an attractive resource for area residents and a consistent, well-maintained experience for visitors.

TRAILBLAZERS

Your membership allows us to:

- Handle all the D.O.T. compliance required for the program.
- Repair or replace damaged Trailblazers, posts, or other hardware.
- Update the Trail when new sites are added or road networks change.
- Coordinate with partners, parks, museums, and historic sites on your behalf.

Membership helps provide consistent and clear way-finding for guests — allowing them to follow the people, places, and events of the Civil War across battlefields and through downtowns.



“Get on the Trail” How Membership Brings Visitors To You



PRINTED MEDIA

Your membership allows us to:

- Distribute 3,500 maps per month to visitor centers and historic sites.
- Ship maps across the United States and internationally.
- Maintain our online presence, which sees 150 map downloads per month.
- Distribute materials at two dozen nation-wide consumer trade shows per year.
- Respond to over 100 individual leads per month, growing our program.
- Collaborate with periodicals and publishers to promote sites on the Trail.
- Coordinate with state tourism offices for fulfillment materials.
- Promote Trails sites through advertising co-ops.

This network is your network. With over 1,500 sites working together, our members receive marketing leverage every time a map is shipped or a bugle is printed, tagged, or tweeted.

DIGITAL MEDIA

Your membership allows us to:

- Highlight sites on civilwartrails.org and civilwartraveler.com.
- Administer and develop traveler-friendly websites.
- Coordinate with state tourism websites and news blasts.
- Promote events for partners on social media and other digital networks.
- Pursue opportunities for digital advertising co-ops with sites and partners.
- Provide members access to logos, fulfillment, maps, and other digital files.

Your membership allows us to improve our digital profile and explore new methods and means to bring your site to the visitor.



CIVIL WAR TRAILS, INC.

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Sign Location and Sponsor Information

(Please type or print neatly)

LOCATION INFORMATION

Name of the Civil War Trails sign(s):

Location (physical address, GPS, and/or landmarks):

SPONSOR INFORMATION FOR ANNUAL MEMBERSHIP FEE (\$200)

Member Organization:

Primary Point of Contact (Name):

Address:

Email:

Phone (and alternative):

