



Move250 Partner Toolkit:

Partners of Move250, including those who are sponsoring challenge, and those who are offering monetary or in-kind support for this signature America250 in Idaho initiative are encouraged to use the following resources for cross-promotion and public awareness. Please request America250 brand assets at: <https://america250.idaho.gov/resources/>

To use this material, please add/edit the highlighted sections.

Contents

Partner Role Definition	1
Webpage Copy for Partners.....	1
Newsletter Blurb Templates	2
Newsletter Blurb 1 – General announcement.....	2
Newsletter Blurb 2 – Focus on health, community, and heritage.....	2
Newsletter Blurb 3 – Event- or challenge-specific	3
Social Media Posts For Partners	3
How To Sponsor A Move250 Challenge (Partner Guide)	4
Partner FAQ (for inclusion in toolkit or website)	5

Partner Role Definition

Partners in Move250 Idaho help expand access, awareness, and impact by designing and promoting local or regional challenges aligned with the statewide 250-mile goal. A Move250 challenge can be based on mileage, specific locations, route difficulty, or mode of movement, and partners may also host events, offer prizes or recognition, and collaborate with other organizations.

Through the Move250 Idaho Challenge Submission and Partnership Interest Form, organizations can propose trail challenges, city walks, scenic byway rides, water-based routes, historic itineraries, races, parades, or other events that encourage movement and exploration. Partners may support their challenges through volunteers, event coordination, sponsorships, marketing, and educational content, helping participants connect physical activity with Idaho's landscapes and stories.

Webpage Copy for Partners

Option 1 – Short overview (homepage or campaign tile)

Move250 Idaho is a statewide movement challenge celebrating America's 250th anniversary by getting Idahoans outside and on the move. From city sidewalks and greenbelts to state parks, scenic byways, and historic trails, participants are encouraged to move 250 miles in 2026 by walking, hiking, biking,



paddling, horseback riding, driving historic or scenic byways, or other self-powered or low-impact activities. As a Move250 Idaho partner, [Organization Name] is sponsoring a local challenge to help our community explore Idaho's landscapes, connect with history, and build healthy habits—one mile at a time.

Option 2 – Expanded partner page text

In honor of America's 250th anniversary, [Organization Name] is proud to partner with America250 in Idaho on Move250 Idaho, a statewide movement challenge that invites participants to log 250 miles throughout 2026. Led by the Idaho Department of Parks and Recreation, the Idaho Transportation Department, the Idaho State Historical Society, and the Idaho Department of Commerce/Visit Idaho, this initiative encourages people of all ages and abilities to get outside, explore Idaho, and celebrate the stories that shape our state and nation.

Participants can count miles from walking, hiking, biking, jogging, horseback riding, paddling, driving designated historic or scenic byways, and other self-powered or low-impact activities along Idaho's parks, trails, roads, and waterways. A simple, online self-reporting portal allows individuals and groups to track miles, upload photos, and share testimonials, with recognition available for reaching milestones such as 50, 100, 150, 200, and 250 miles or completing sponsored challenges.

As a Move250 Idaho partner, [Organization Name] is sponsoring the "[Challenge Name]" challenge, inviting our community to [brief description of challenge focus—e.g., complete 25 miles on local trails, visit three state parks, or explore a historic route]. By joining this challenge, you will help foster wellness, community connection, and pride of place—while contributing to a statewide effort that honors 250 years of American history and Idaho's unique role in that story. Learn more about Move250 Idaho and sign up to log your miles at america250.idaho.gov.

Newsletter Blurb Templates

Newsletter Blurb 1 – General announcement

This year, [Organization Name] is partnering with America250 in Idaho to bring Move250 Idaho to our community—a statewide movement challenge in honor of the United States' 250th anniversary. Idahoans and visitors are encouraged to move 250 miles in 2026 by walking, hiking, biking, paddling, horseback riding, or traveling Idaho's historic and scenic byways, logging miles through an online portal and sharing photos and stories from the journey.

[Organization Name] is sponsoring the "[Challenge Name]" Move250 Idaho challenge, inviting participants to [short challenge description—e.g., complete 50 miles on local paths or explore key historic sites]. Join us as we celebrate our landscapes, communities, and shared history—one mile at a time. Learn more and sign up at america250.idaho.gov.

Newsletter Blurb 2 – Focus on health, community, and heritage

Help us celebrate America's 250th anniversary by getting Idaho moving. Through Move250 Idaho, a statewide initiative led by Idaho's parks, transportation, history, and tourism partners, participants are



invited to log 250 miles in 2026, exploring trails, roads, waterways, and communities across the Gem State.

As a Move250 Idaho sponsor, [Organization Name] is hosting a special challenge to encourage [families, employees, students, etc.] to get active, connect with local history, and experience the places that make Idaho extraordinary. Track your miles, share your photos and stories, and help us build a lasting legacy of health, connection, and pride of place. Visit america250.idaho.gov to learn more and register.

Newsletter Blurb 3 – Event- or challenge-specific

Join [Organization Name] for our Move250 Idaho “[Challenge Name]” this season. As part of the statewide Move250 Idaho movement challenge, this activity invites participants to [e.g., walk a designated city route, ride a scenic byway, or explore a state park trail] while logging miles toward a 250-mile goal during 2026.

Participants can submit their miles and optional photos or testimonials through the Move250 Idaho self-reporting portal, with opportunities for recognition at key mileage milestones and for completing sponsored challenges. Bring your friends, family, and colleagues, and help us celebrate Idaho’s natural beauty, welcoming communities, and rich history in honor of America’s 250th anniversary.

Social Media Posts for Partners

Post 1 – Launch / big picture

Idaho is on the move for America’s 250th!

[Organization Name] is proud to partner on Move250 Idaho, a statewide challenge inviting you to log 250 miles in 2026 by walking, hiking, biking, paddling, horseback riding, or traveling Idaho’s scenic and historic routes.

Join our “[Challenge Name]” and help us celebrate Idaho’s landscapes, communities, and history—one mile at a time. Learn more and sign up at america250.idaho.gov.

Post 2 – Community and wellness focus

Let’s move for history, health, and each other.

Through Move250 Idaho, Idahoans and visitors are tracking 250 miles in 2026 while exploring local trails, parks, roads, and waterways. [Organization Name] is sponsoring the “[Challenge Name]” to encourage our community to get active and discover the stories written on Idaho’s landscape.

Start logging your miles and share your photos and journey with us at america250.idaho.gov.

Post 3 – Challenge/event specific

Ready for a new adventure?

As a proud Move250 Idaho partner, [Organization Name] is launching the “[Challenge Name]” – [brief description, e.g., “a 25-mile trail challenge in and around ____” or “a family-friendly series of



walks highlighting local history”]. Participants can count their miles toward the statewide 250-mile goal and may be recognized for hitting key milestones.

Grab your friends, lace up, and help us honor 250 years of American history by exploring the places that make Idaho truly special. Learn more at america250.idaho.gov.

How To Sponsor A Move250 Challenge (Partner Guide)

What is a Move250 Idaho challenge?

A Move250 Idaho challenge is a themed activity that helps participants log miles toward the 250-mile goal while exploring Idaho’s parks, trails, roads, waterways, and historic routes. Challenges can be based on mileage, specific locations, seasons, route difficulty, or mode of movement (walking, biking, horseback riding, paddling, scenic byway drives, etc.).

1. Step 1: Choose your focus
 - a. Identify a route, area, or theme that fits your mission (e.g., a favorite trail network, a downtown walking loop, a family-friendly park series, or a historic corridor).
 - b. Decide what “success” looks like: total miles (e.g., 25-mile trail challenge), number of visits (e.g., three state parks), or a timeframe (e.g., winter mileage challenge).
2. Step 2: Define the basics
 - a. Title and brief description: Name your challenge and write 2–3 sentences describing who it’s for and what participants will do.
 - b. Location/route: Include city, park or trail name, and any relevant addresses or coordinates so participants can easily find it.
 - c. Dates: Decide if the challenge is a single-day event, weekend, month-long effort, or ongoing/open throughout 2026.
3. Step 3: Plan for safety and accessibility
 - a. Highlight trail/road conditions, seasonal considerations, and any special equipment needs (e.g., winter traction, life jackets, helmets).
 - b. Include simple reminders about road and trail etiquette, sharing space with other users, and following posted rules in parks and public lands.
4. Step 4: Decide how you will support participants
 - a. Consider what you can offer: volunteers, on-site event coordination, basic wayfinding, water or rest stations, or virtual guidance (maps, FAQs, tips).
 - b. Think about incentives: badges, certificates, branded swag, memberships, or recognition via your website and social media channels.
5. Step 5: Submit your challenge
 - a. Use the Move250 Idaho Challenge Submission and Partnership Interest Form to share your proposal, including route, timeframe, mileage, and support you can provide.
 - b. Upload optional supporting materials such as maps, logos, or information sheets to help program partners promote your challenge.
6. Step 6: Promote and celebrate



- a. Use the shared Move250 Idaho logos, sample language, and social media templates to invite your community to participate.
- b. Encourage participants to log miles in the statewide self-reporting portal, upload photos, and share testimonials so their efforts are counted and celebrated.

Partner FAQ (for inclusion in toolkit or website)

Who can sponsor a Move250 Idaho challenge?

Non-profits, businesses, schools, tribes, clubs, faith communities, government agencies, and informal community groups are all welcome to propose challenges and events.

What kinds of activities “count” toward Move250 Idaho miles?

Participants can log miles from walking, hiking, running, biking, horseback riding, paddling, cross-country skiing, snowshoeing, and driving designated historic or scenic byways, as well as other self-powered or low-impact activities.

How do participants log their miles?

Move250 Idaho uses an online self-reporting portal where individuals submit the date, activity type, miles completed, and (optionally) a location and photo. Participants can return to the portal throughout 2026 to add new entries and track their progress.

How does recognition work?

The America250 in Idaho Task Force may highlight participants and partners who reach key milestones (for example, 50, 100, 150, 200, and 250 miles) or complete specific sponsored challenges. Recognition may include social media features, digital certificates, and other campaign-aligned acknowledgments.

Can our organization offer prizes or incentives?

Yes. Partners may offer their own prizes or recognition (such as swag, gift cards, passes, or memberships) for completing local challenges, provided these are clearly described in the challenge submission. Program Partners may also occasionally offer statewide incentives or tie-ins during the year.

How will our challenge appear to participants?

Approved challenges may be listed on the Move250 Idaho website, social channels, and/or event calendars, using the information you provide in the submission form. Details may be edited for clarity, length, and alignment with America250 in Idaho messaging and values.

What happens with the data and photos participants submit?

Participant information is collected and used only for program administration, communication, and recognition, consistent with the Move250 Idaho Terms & Conditions and Privacy Notice. Aggregated data (such as total miles logged or number of participants) may be shared publicly, while individual testimonials and photos may be highlighted on official channels with appropriate consent.



Can we collaborate with other partners on a shared challenge?

Yes. Partners are encouraged to co-host challenges or events and may indicate in the submission form that they are open to collaboration and list preferred partners. Joint challenges are especially effective for regional efforts or multi-site routes.

Who do we contact with questions?

Questions about Move250 Idaho challenges, the submission form, or partnership opportunities can be directed through the America250 in Idaho contact page or the designated Move250 coordinator listed on america250.idaho.gov.