

Soul Trak Outdoors

Advisory Board Overview – 2025

[Application Link](#)

Organizational Background

Soul Trak Outdoors is dedicated to connecting diverse communities to outdoor spaces and fostering a culture of inclusion, leadership, and environmental stewardship. Founded to address the lack of representation and access in outdoor recreation, Soul Trak has become a leading force for equity and engagement in the outdoors. Through innovative programs, leadership development, and community-driven events, Soul Trak empowers individuals to build meaningful relationships with nature and each other, while amplifying the voices of underrepresented groups. Our achievements include impactful partnerships, successful fundraising initiatives, and a growing network of inspired outdoor leaders committed to creating lasting change.

Purpose

The Advisory Board is a strategic, non-governing body that supports Soul Trak Outdoors by:

- Offering subject matter expertise and thought leadership
- Expanding our network, visibility, and partnerships
- Contributing to strategic planning and fundraising initiatives
- Anchoring our annual Earth Day Celebration and Giving Tuesday Fundraiser

Unlike the Executive Board, which holds formal governance responsibilities—including fiduciary oversight, organizational policy, and compliance—the Advisory Board operates in a consultative capacity. Advisory Board members do not have voting authority or legal responsibility for the organization's operations. Instead, they serve as trusted thought partners, connectors, and ambassadors, providing high-level guidance and amplifying Soul Trak's reach and impact.

Ideal Members

We seek two types of leaders:

- **Groundbreakers:** Early- to mid-career professionals with deep knowledge in key areas such as nonprofit development, finance, law, operations, DEI, and marketing. You bring technical expertise, fresh perspective, and a hands-on approach to help build the foundation and momentum of our mission. This is an opportunity to lead from within while growing your influence and impact.

- **Torchbearers:** Influential leaders—executives, public servants, philanthropists, entrepreneurs, and community changemakers—who align with our mission and bring visibility, strategic insight, and powerful networks. You help illuminate the path forward by opening doors, championing our work, and inspiring the next generation of leadership.

Member Commitments

- Attend quarterly virtual meetings
 - Participate in one annual in-person meeting
 - Support the annual Earth Day fundraiser (April 22)
 - Attend the annual in-person retreat (mid-November)
 - Serve a one-year renewable term
 - Attend at least 75% of meetings
 - Provide insight, introductions, or active support in your area of expertise
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Member Benefits

Serving on the Soul Trak Outdoors Advisory Board offers a range of meaningful benefits:

- **Networking & Community:** Connect with a diverse group of passionate leaders, professionals, and changemakers committed to outdoor access and equity.
- **Professional Development:** Gain hands-on experience in nonprofit strategy, fundraising, and board leadership while expanding your expertise and influence.
- **Recognition:** Receive public acknowledgment for your contributions, including a dedicated profile on our website and features in Soul Trak's annual reports and communications.
- **Appreciation Events:** Enjoy exclusive invitations to member appreciation gatherings, special outdoor experiences, and behind-the-scenes events.
- **Brand Access:** Occasionally receive access to outdoor brands and partner perks, such as gear discounts or special offers.
- **Leadership Opportunities:** Take on meaningful roles within working groups, lead initiatives, and help shape the future of Soul Trak Outdoors.

Board Structure & Size

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The 2025 Soul Trak Outdoors Advisory Board will consist of up to 15 members, including a Board Chair and two Vice Chairs. We aim for a balanced mix of Groundbreakers and Torchbearers, with

approximately half of the board representing each group to ensure both fresh perspectives and experienced leadership.

Members serve one-year renewable terms, with no limit on the the opportunity to continue. Leadership roles (Chair and Vice Chairs) are filled annually through a nomination and selection process within the board. This structure allows for continuity while encouraging new voices and leadership development over time.

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Members serve one-year renewable terms, with the opportunity to continue for up to three consecutive years. Leadership roles (Chair and Vice Chairs) are filled annually through a nomination and selection process within the board. This structure allows for continuity while encouraging new voices and leadership development over time.

Application & Selection Process

We welcome interest from individuals who are passionate about advancing Soul Trak Outdoors' mission. Here's how to get involved:

- **Application/Nomination:** Prospective advisory board members may apply directly or be nominated by a current member or community partner. To begin the process, please email a brief statement of interest and your résumé (or LinkedIn profile) to advisory@soultrak.com, and complete the application form at: <https://form.asana.com/?k=JznbZQfJnDbTSiZX5jioVw&d=1158011108140605>
- **Timeline:** Applications and nominations are accepted on a rolling basis through November 1, 2025. Selected candidates will be invited for virtual interviews in early December, with final decisions communicated by the end of the month. All prospective members must be available for onboarding on January 17th .
- **Selection Committee:** Applications are reviewed by a committee of Soul Trak staff and current Advisory Board leaders, who assess alignment with our mission, expertise, and potential to contribute to our strategic goals.

Contact

For more information or to express interest, please contact:

advisory@soultrak.com

