



Shared Narrative
Storytelling Resource
rethinkoutside.org

Messaging Architecture

Use the shared narrative messaging architecture as a map to tell your story and lead your target audience to support your work.

The **core message** is the essence of the shared narrative. It summarizes the issue and how we address it.

Everyone deserves the opportunity to enjoy time outdoors, because the more people who connect with nature the more we all benefit. When more people have more meaningful experiences outdoors, their quality of life, health and social well-being improve and in turn their communities become stronger and more sustainable.

The core message is supported by messaging pillars that illuminate different aspects of the work and approach. These pillars offer different stakeholders ways into the shared narrative, and invite audiences into a shared understanding of and commitment to the core message.

- *All people should have the opportunity to have positive experiences outdoors, regardless of where they live or their social or economic status.*
- *When we make the benefits of outdoor experiences accessible to everyone, everywhere, we build stronger connections and communities.*
- *The health and wellbeing of people and their communities are improved when people connect and thrive outdoors.*
- *Young people deserve opportunities to learn in, thrive in and appreciate the outdoors, so they can become informed and engaged champions for our natural resources.*
- *Time spent in nature positively contributes to human well being, providing a respite from the stress of modern life.*

Reasons to believe are relevant facts, data, evidence, or commentary that amplify and support each pillar message.

Stories are the true narratives that bring the reasons to believe and the pillar messages to life. Stories share the “who,” the “where,” and the “when” of the work.

Stories

Reason to Believe

Reason to Believe

Reason to Believe

Reason to Believe

Reason to Believe

Reason to Believe

All people should have the opportunity to have **positive experiences outdoors**, regardless of where they live or their social or economic status.

When we make the benefits of outdoor experiences **accessible to everyone**, everywhere, we build stronger connections and communities.

Our Approach
(what we offer)

The Blue Sky Funders Forum partners...

Believe everyone deserves the opportunity to enjoy time outdoors, because the more people who connect with nature the more we all benefit.

Core Message

Benefits

(what they get)

So together we...

Bring more people to have more meaningful experiences outdoors, so their quality of life, health and social well-being improve and in turn their communities become stronger and more sustainable.

Time spent in nature positively contributes to human well being, providing a **respite** from the stress of modern life.

Young people deserve opportunities to learn in, thrive in and appreciate the outdoors, so they can become informed and engaged champions for our natural resources.

The **health and wellbeing** of people and their communities are improved when people connect and thrive outdoors.

Reason to Believe

Reason to Believe

Reason to Believe

Reason to Believe

Reason to Believe

Stories

Why It Matters