



Shared Narrative
Pledge Resource
rethinkoutside.org

Communication to Stakeholders

Subject: Rethink Outside: Let's tell a new story

Those of us who work at the intersection of people and nature are aware of the powerful benefits of time spent outdoors. And yet we know we have a problem—the language that we use to talk about our work and our impact often falls short of the true importance that the outdoors can and should play in people's lives. Collectively, our messaging too often does not resonate outside of our field and prevents us from reaching out to new allies.

In order to increase equitable access to the benefits of time spent in nature, and to bring more resources and more action to advancing this work, [Blue Sky Funders Forum](#) partnered with funders, practitioners, and researchers to craft a shared narrative for the field—an engaging story to reshape how people think about and prioritize the outdoors and its benefits. Developed through a collaborative, inclusive process engaging more than 700 individuals, this new narrative moves the vital work of connecting people with the outdoors from a 'nice to have' to an absolute necessity. This narrative is not owned by any one organization—it is the story of us. Launched in October 2019, [Rethink Outside](#) is a national campaign aimed at leveraging and sharing communications research, tools, and strategies to tell a new story and engage new partners to bring the promise of healthy communities to all.

[For internal stakeholders \(board, staff\): \[name of organization\]](#) recently became a proud partner of Rethink Outside and pledged to participate in this exciting campaign by [\(insert information on your organizational pledges\)](#). This partnership reinforces our commitment to the campaign goal that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit. We hope you will join us in promoting the campaign to bring new allies and funders to this critical work.

[For external stakeholders: \[name of organization\]](#) is a proud partner of Rethink Outside and encourage you participate in this exciting campaign by [making a pledge](#). We hope you will use the campaign resources to learn how to tell a compelling story to bring new allies and funders to this critical work.

To receive additional information and updates, [sign up](#) for the Rethink Outside mailing list.

Rethink Outside with us.