



Shared Narrative
Pledge Resource
rethinkoutside.org

External Communications Templates

Newsletter / Announcement Template:

[[Organization](#)] recently became a proud partner of **Rethink Outside**! Rethink Outside is a new campaign to challenge and transform prevailing notions around time spent in nature and lift up the benefits of time spent outdoors as a basic human right. Rethink Outside **partners** are united in a shared vision of a future where everyone has positive experiences outdoors and shares the joy, health, growth, and sense of community that come with it. Rethink Outside mobilizes and equips the funding and practitioner communities to tell a **new story** in order to engage new partners and bring the promise of healthy communities to all. As part of our engagement with Rethink Outside, [[organization](#)] has pledged to [[insert details about your pledge\(s\)](#)].

Learn more at rethinkoutside.org, where you can read inspiring **stories**, access communications **tools and resources**, and **make a pledge** to join the movement to open doors to positive, rewarding experiences outdoors for all people.



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Blog Post Template:

Every person has a right to live in a healthy community, where there are opportunities to learn, grow, and thrive. In reality, vast disparities exist across communities in access and outcomes related to health, education, and the environment. Even where there should be a level playing field or common ground—like in the outdoors—these disparities exist. The benefits that accrue from positive, meaningful experiences in the outdoors are highly dependent on one’s zip code, race, and financial resources. [\[Insert example from your community/constituency.\]](#)

Communities thrive when people have opportunities for meaningful experiences outdoors. [\[Insert description of your program and example/story from your work.\]](#) Experiences like these build stronger connections. And when we are more connected to each other, to our communities, and to the world around us, we all benefit.

In order to create a future where everyone has positive experiences outdoors and shares the joy, health, growth, and sense of community that come with it, [\[organization\]](#) is a proud partner of **Rethink Outside**. Rethink Outside is a campaign to challenge and transform prevailing notions around time spent in nature and lift up the benefits of time spent outdoors as a basic human right. Rethink Outside advances a new, **shared narrative** to move the vital work of connecting people with the outdoors from a nicety to an absolute necessity. Using this narrative as a tool, we can elevate the priority and urgency of our work, bring new resources to the field, and catalyze a cross-sector movement for equitable access to the outdoors and its many benefits.

Join us and **take action** now at [rethinkoutside.org](#). Communication **resources**, **storytelling** tools, and campaign-branded materials and templates are available to support your participation as we tell a new story, together. Rethink Outside is just the beginning of a new social movement to bring the promise of healthy communities to all.

How will you #RethinkOutside?