

The logo for Rethink Outside, featuring the words "rethink" and "outside" in a white, lowercase, sans-serif font on a black rectangular background.

Rethink Outside is a call to action for all who believe that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit. Together, we can unify and amplify the growing movement to lift up the benefits of time spent outdoors as a basic human right. In doing so, we can reshape the prevailing public narratives around time spent in nature and engage new partners and allies.



Coordinated by [Blue Sky Funders Forum](#), Rethink Outside provides tools and opportunities that equip the field to tell [a unifying, compelling story](#) that brings new supporters and resources to the work. Launched in October 2019 and developed through a [multi-year, collaborative process](#), the Rethink Outside narrative is centered on shared values for **strong communities** and an **equitable, diverse society**.

Rethink Outside brings the funder and practitioner communities together around the following goals:

1. **Equip and mobilize organizations to use the shared narrative.** Together we can tell a compelling, cohesive story. The shared narrative amplifies a unified message but does not replace or dilute individual organizational missions.
2. **Engage new allies and partners and expand investments.** By shifting prevailing perceptions about our work, we can grow support and strengthen the field.



Rethink Outside offers:

- [Tested messages and language](#) that resonate with target audiences in allied fields
- [Templates](#) for newsletters, blog posts, and more
- [Opportunities to attend](#) strategic storytelling workshops
- A community of [partners](#) to share and amplify stories

Rethink Outside has elevated stories and storytellers across the field by:

- Training over 100 practitioners in strategic storytelling
- Creating an [online story bank](#) featuring organizations that have adopted the shared narrative
- Recommending [messaging](#) to elevate nature connections during COVID-19
- Activating 25 funders to support their grantees' participation in Rethink Outside

Rethink Outside partners say:

"I love the idea of rethinking how we talk about what we do. This could be the start of some very interesting discussions within the organization."

"I'm a grant writer—this research into what type of messaging works is invaluable for us approaching new funders."

"A shared narrative turns a soloist into a chorus. Thank you for helping me amplify my voice!"



rethink
outside

FIND YOUR OUTSIDE

**How will you Rethink Outside?
Become a partner at RethinkOutside.org.**

Your organization can partner with Rethink Outside by activating the shared narrative in your programs, communications, and storytelling. Together, we can lift up the benefits of time spent outdoors as a basic human right. If you agree that that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit, [become a partner!](#)