
Whitepaper report

ADVENTURE AWAITS IN OUR NATIONAL PARKS.

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OVERVIEW

The United States offers a vast array of natural treasures and parks that deserve the attention of everyone. The National Park Service dedicates itself to maintaining the great outdoors and ensuring the future is as bright and lush as the parks. The support from visitors and individuals is crucial to continuing the NPS's efforts. We have collected various statistics and research to develop strategies to continue the NPS's mission and increase its ever-growing success.



For frequent visitors, a rewards club membership will incentivize further exploration and appreciation of the parks. Furthermore, offering service hour opportunities for local schools can foster a sense of community involvement and instill an appreciation for the outdoors.

There are a variety of tactics which can be employed to inspire individuals from diverse backgrounds to visit parks and stay loyal. Partnerships with social influencers will expand the online presence and recognition of the U.S. NPS. Billboards along highways, and interstates will capture the attention of travelers and encourage visits along their journeys. Long-term relationships between the National Parks will also aid the future of volunteer opportunities and monetary support. For frequent visitors, a rewards club membership will incentivize further exploration and appreciation of the parks. Furthermore, offering service hour opportunities for local schools can foster a sense of community involvement and instill an appreciation for the outdoors.

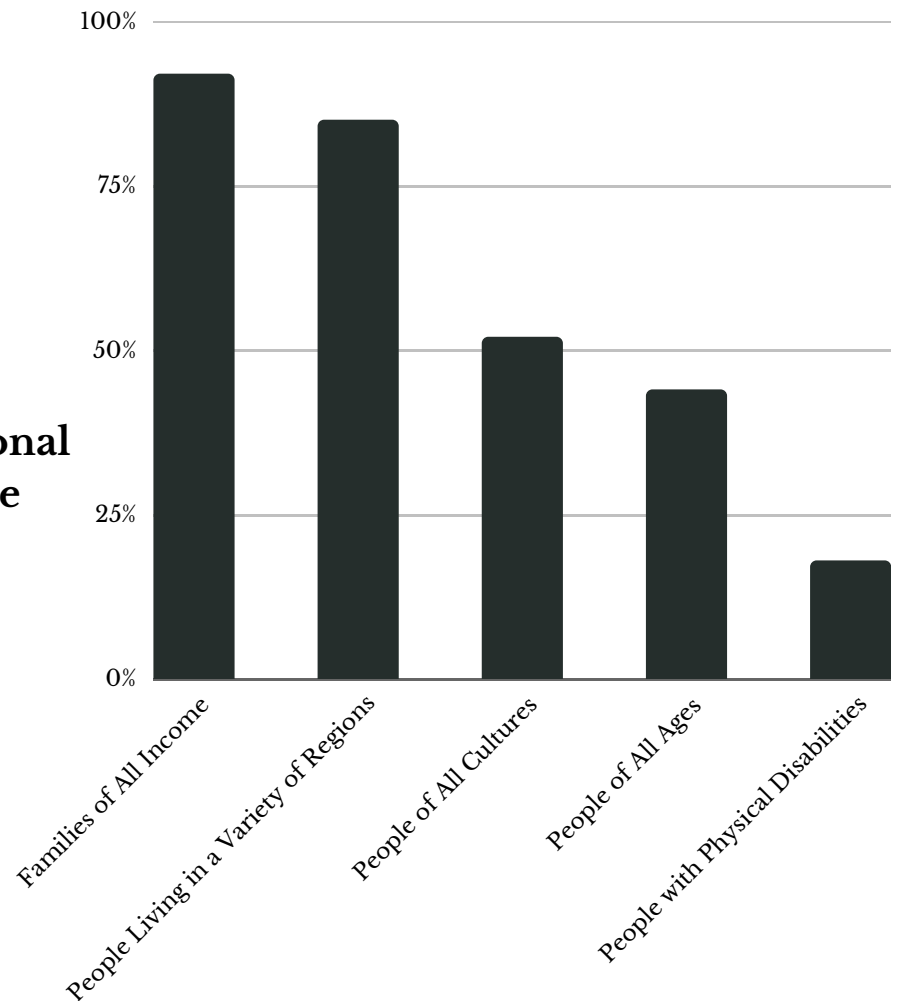




SURVEY RESULTS

► When I think of visiting National Parks, I believe that they are accessible and inviting:

Our primary research showed that many people think National Parks are accessible for any family income but less accessible for all ages or those with a physical disability. NPS can increase visitors by promoting events for all ages to attend.



► When I think of the National Park Service, I believe it is actively involved in:

Our primary research showed that a small percentage of survey participants believe the NPS supports local communities and helps provide educational resources.

78%**51%****35%****17%****8%**

Protecting the wilderness

Preserving U.S. history and culture

Connecting children to the outdoors

Supporting local communities

Providing resources for America's classrooms and educators



SURVEY RESULTS

► What would motivate you to become an active supporter of National Parks:

28%

Many younger individuals want to receive news on volunteering, while older individuals want to know that their donations benefit the parks. By adding information on volunteering, NPS can encourage a healthier lifestyle and conserve the parks for future generations.

Of participants ages 21-30 said:

- Receiving updates on how and where to volunteer
- Knowing that volunteering for National Parks supports my active lifestyle
- I can share with others my support and advocacy for National Parks

43%

Of participants ages 41+ said:

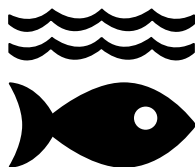
- Knowing my money and/or time is being put to good use
 - Receiving a bi-annual report that documents the tangible impact of volunteer hours and monetary donations
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17%

Of participants ages 31-40 said:

- Understanding how my contributions have local/community impact
- Leaving a legacy for future generations/leaving public lands better than we found them
- Being a role model for my family by showing them how to volunteer

INSIGHTS



Inspire

An article from *Positive.News* provides insight into how National Parks can and should inspire people to fall in love with the outdoors by saying, "National parks not only support local communities and indigenous populations, but also protect threatened species and critical biological hotspots while preserving our history and helping to provide vital breakthroughs in medicine, climate change, and more (1)."

Perception

Bringing awareness to a campaign can be a productive way to engage clients, visitors, and volunteers. The *National Library of Medicine* wrote an article about getting attention to national parks, saying, "National parks enhance environment-friendly awareness by conducting ecotourism activities and engage individuals with environment-friendly awareness inclined to continue to visit national parks as ecotourism destinations (2)."

Engagement

The *National Park Services* created a task policy on ideas to engage the community, which says, "The park and community leaders invite the public to a community conversation. The community conversation is an opportunity to listen to and learn. The conversational opportunity will build the foundation for a mutually beneficial relationship (3)."

CREATIVE STRATEGY

Solution 1	<p>Inspire people from all backgrounds to visit National Parks-</p> <ul style="list-style-type: none">• Promote park activities for all ages• Run diverse ads on Social Media platforms• Have influencers film content using NPS resources
Solution 2	<p>Increase awareness and understanding of what the NPS does-</p> <ul style="list-style-type: none">• Provide classroom resources to promote the NPS• Billboards on highways and interstates
Solution 3	<p>Cultivate long-term engagement with National Parks to encourage future volunteer opportunities and monetary support-</p> <ul style="list-style-type: none">• Send updates on volunteer hours• Service hour opportunities• Promote National Parks to increase funding