



Get Them When They Are Young

Practical Tips

To Attract Families & Youth



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CalNat- UC Berkeley 2014
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"Education is the most powerful weapon which you can use to change the world," -Nelson Mandela

Why Youth Matters?

- **It puts kids on an equal ground.**
- **It teaches empathy, compassion, and connection.**
- **Lots of outdoor play is proven to have specific health benefits.**
- **It could one day save the earth and mankind.**

Things That Work



Create
Ambassadors



Leverage
Social
Media



Make
Nature
Relevant



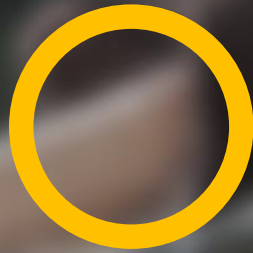
Things That Work



**Use
Authentic
Voice**



**Find Existing
Family
Communities**



**Try New
Ideas
Regularly**





Secret Sauce

**Appealing
to Families**

**Easy to
Execute**

Low Cost

**Trial Run/
Recalibration**

Success

- Sustainable
- Can be replicated
- Measurable

Connect

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