BARRIERS TO CONNECTION

AWARENESS

RELEVANCY

ACCESS
NPF’S WORK TO OVERCOME THESE BARRIERS
HOW HAVE WE DONE IT

INTEGRATED CAMPAIGN ELEMENTS

ADVERTISING
Donated Media:
Times Square Takeover
Mobile Billboards
Bus Shelters
PSAs

EVENTS AND EXPERIENCES
Park Exchange Events
Pride Parade
Essence Festival
Rose Parade
Smithsonian Exhibit
White House SXSL
Philadelphia Flower Show
Find Your Park Machine
Mary Lambert at Stonewall
Bill Nye Facebook Live
National Christmas Tree Lighting

PARTNERSHIPS
White House SXSL
HitRECord & Joseph Gordon-Levitt
Funny or Die
Mashable
YouTube / Playlist Live
Mary Lambert
Bill Nye
Terrence J.
Roselyn Sanchez
Landmark Festival
Corporate Partners

PUBLIC RELATIONS
Media BTS at Content Shoots
Press Day with Bella Thorne
Press Day with Roselyn Sanchez
Interviews with JGL
Spotlight Coverage for Rangers
Executive Visibility Desksides
Always On News Engine Pitching
Coverage in Broadcast, Print & Online
(General Audience & Multicultural)
# MEASURING OUR SUCCESS

## RELEVANCY
Improve perception and understanding

- 17.1 Billion PR Impressions
- 3.5 Billion Trackable Impressions from Advertising via Donated Media
- $37.7 Million Estimated Ad Value

## ENGAGEMENT
Increase and deepen public connection

- 7 Million Social Engagements (NPS/NPF)
- By June 2016, 66% of millennials are “very likely” to visit a park
- Visitation increased across 70% of parks
- 1.5 Million new fans/followers
- 330.1 Million Visitors (2016)
- 669,000 uses of #findyourpark

## SUPPORT
Increase support and funding

- 300,000+ new members of the parks community (May 2016)
- 69% of millennials are now likely to volunteer
PROGRAMMATIC EFFORTS
PROVIDING ACCESS

EVERY KID IN A PARK

- 300+ Transportation Grants
- 390,000 students
- Parks as Classrooms

Rivera Elementary students walking through Yosemite National Park

Photo by Andrew Kuhn
CREATING RELEVANCY

21ST CENTURY CONSERVATION CORPS

- Provide opportunities for young adults to engage with the natural environment
- Develop skills as leaders and team members
- Inspire volunteerism
MEASURED OUTCOMES

Teacher Engagement
Relevancy and Awareness
Develop New Audiences
THANK YOU!

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