

STRONG PARKS, STRONG COMMUNITIES

Tool 5: Talk About the Difference You Make

Often, groups will talk with donors about the work they do: “Our community group is building a park and a trail, with a restoration area showcasing native flowers.” That may be factually true, but it does not talk about *why* that matters. Why is a trail with native wildflowers important? Why is your national park important? What is the case for support?

We find it helps to look at things from a different angle in fund development. Instead of saying to potential donors, “We are helping the park to repair a trail, with a restoration area showcasing native flowers, and fund a seasonal interpretive ranger position” – because that is *what you do* – try a different tack. Try saying, “There is a lack of good opportunities for kids in this part of the community to get out and experience nature and have fun while learning. We know that kids who are exposed to nature learn better, have fewer illnesses, and tend to be more relaxed and happier. Would you like to help us make that possible in your national park?”



This puts the *why* in concrete terms that donors can relate to.

Be descriptive about the impacts your group is trying to have – the results, and why it is important for the community. In other words:

- ✓ Stop talking about *what you do*.
- ✓ Start talking about *what difference you make*.