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Outdoor Nation Special Report
Turning Insiders Out

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A major challenge for the outdoor community is to engage new audiences in outdoor activities – especially minorities and ‘insiders.’ This research project or mission aims to get the best ideas for attracting new outdoor enthusiasts and members to Outdoor Nation.

Main Conclusions:

- Forming key partnerships and using a diversity of media to communicate how *indoor activities can be enjoyed outdoors* is an important component of advertising to Insiders. Outsiders also strongly believe in taking this message in-person to schools and campuses.
- Outsiders see the usefulness in advertising free incentives – in multiple languages – in order to engage minority groups. They also feel that providing mentorship and gear subsidies/cooperation would be the most effective ways of reaching underserved populations.
- Outdoor Nation could attract more girls to the community by including images that *empower* rather than intimidate. For example, the community could display more images of average people enjoying nature instead of amateur athletes playing extreme sports.

RESULTS



Outsiders understand that going from Insider to Outsider does not happen overnight. They believe that the best way to attract Insiders to the community is by demonstrating how “Insider activities” like relaxation, spending time with friends, and working out can be enjoyed outdoors as well.

Indoors can be enjoyed outdoors

“Concentrate on the benefits of outdoor activities for inside people like losing weight and spending time with friends. They need to be things that normal people would be excited about, and that normal ‘insiders’ would understand and find cool.”

“Show normal people in beautiful places. Not just athletes doing amazing things, but people doing activities that an ‘insider’ could do. Make the transition to being an outsider not as scary.”

“Showcase that all of the appeal and entertainment of ‘insider’ activity can be found outdoors and more. From relaxing in a kayak on a sublime lake to the thrill of rock climbing or back country skiing. It should really highlight the fun and entertaining side of the outdoors.”

More fun than routine exercise

“I would emphasize the beauty that nature holds, the fun you can have, especially for those looking for exercise. It's so much more fun exercising by doing outdoor activities and enjoying the world as opposed to riding a stationary bike in a gym.”

“Air a commercial using a real-life ‘insider’ and have them go rock climbing or kayaking. Show how much fun exercise that person is getting.”



Q. How would you advertise our Community to Insiders? How would you get the word out? How would you showcase all the wonderful things about being an Outsider in such a way that an Insider would want to try this getting outside thing on for size?

N=177

As indicated in past Outdoor Nation studies, Outsiders strongly believe that the key to reaching Insiders is by bringing the outdoors to them through school and campus outreach. They also see the benefit in forming partnerships with influential celebrities and companies that Insiders respect.

Go to the schools

"I would host free events on school campuses across the nation. I would target middle school students and coordinate these trips with participating high schools. The only way to get people hooked is to let them experience it for themselves."

"School presentations - getting into schools to show kids who otherwise don't know how to get outside and have fun."

"I think face-to-face time is most effective; tabling at fairs, doing presentations at schools, active outdoor educational programs at schools, and so on. When people interact with others, they think 'I want to be doing what that person is doing or what we just did together today.'"

Key partnerships

Celebrities

"Celebrities certainly have some influence over what kids do. Get them to talk about how great being an Outsider is. It would be a worthwhile investment."

Companies

"I would start to work side by side with companies like REI and other outfitter stores. There are many people who aren't Outsiders that frequent those stores. The word would then spread like fire."

"I would try make an advertising deal with an influential sporting goods company like Nike and get them to include Outdoor Nation in one of their marketing deals during a TV commercial."

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Outsiders are aware of the powerful influence of print, television, and online media in attracting new members. There is no single medium through which to advertise the community.

Media

Magazines

“Backpacker Magazine, Runner's World, Canoe & Kayak...advertise in publications where the audience would be interested in Outdoor Nation.”

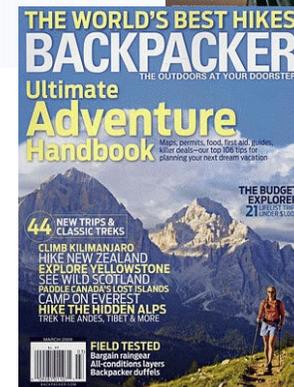
“Local magazines - advertise different events happening in local areas. I signed up for a 5K race because I saw an ad in a running magazine.”

Social Media

“I would place ads on sites like Facebook and other popular websites. And how about a YouTube channel?”

TV Ads Aimed at Youth

“I would showcase Outdoor Nation through television commercials - mainly on networks aimed at young people. I also would put an ad on all movie screens.”



Facebook Ads

Reach the exact audience you want with relevant targeted ads.



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To effectively attract minority populations, Outsiders advise advertising in multiple languages and speaking in-person to minority-rich neighborhoods. Urban youth can be reached through free incentives and cooperation with local leadership. And underserved populations could benefit from college student mentors and less expensive gear.

Minorities

Language

“One reaches out by going directly to these communities and speaking with their service groups. Also, have information in their language and in English. Our country is becoming very bi- and multi-lingual.”

Urban youth

Incentives

“Give incentives to try outdoor adventures for free. Once one kid experiences the outdoors, likes it and thinks something is cool, others will follow.”

Energizing local leadership

“We just have to get the right leader excited about something to pass on the word.”

Underserved populations

Spring break programs for college mentors

“Start an alternative spring break program in underserved areas with committed college kids who want to do something other than the typical spring break trip.”

Inexpensive outdoor gear

“Equipment is really expensive, and a healthy lifestyle can be too. Gear cooperatives would be a good start.”

“Enjoying the outdoors can be expensive which is especially true for children of immigrants. If we can find ways or provide ideas for cheap outdoor activities, then we can attract more underserved populations.”

Q. How can Outdoor Nation best attract minorities to the community? How about members of underserved populations? Urban youth? How do we reach out to those who could teach us new and exciting things?

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OUT.
STAND
OUT.
SPEAK
OUT.

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ABOUT THE OUTDOOR FOUNDATION®

[The Outdoor Foundation](#) is a not-for-profit organization dedicated to inspiring and growing future generations of outdoor enthusiasts. Through ground-breaking research, action oriented convening and outreach and education programs, the Foundation works with partners to mobilize a major cultural shift that leads all Americans to the great outdoors.

ABOUT OUTDOOR NATION™

Created by The Outdoor Foundation and supported by a diverse coalition of public, private and not-for-profit organizations, [Outdoor Nation](#) and its community of Outsiders™ are committed to increasing and expanding youth participation in the outdoors through entertainment, education, engagement and action - especially among urban communities and communities of color – resulting in a healthier, more active generation.

For additional information about The Outdoor Foundation and its Outdoor Nation initiative, research and or its Outsider™ community, please contact:

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