

Marketing and Educational Field Guide

A photograph of three children in a grassy park. On the left, a girl with a blue feathered headband and a white shirt is looking through a magnifying glass. In the center, a boy with a pink shirt and a headband with orange and blue feathers is also using a magnifying glass. On the right, a boy with a red shirt and face paint (including a fish and dots) is looking through a magnifying glass. They are all crouched on the grass, exploring nature.

Marketing Messages

Let's get outdoors! Use the film to inspire a movement back to nature!

Kids spend too much time looking at their phones and screens. Kids need nature along with everyone else.

Research shows just 2 hours in nature each week makes a positive difference.



Marketing Messages

Use the film to inspire a movement back to nature!

Experience the wonders of nature from mountain trails, forests and oceans, to your own backyard.

America has had a history of trailblazers ... from Lewis & Clark to astronauts in space.



Marketing Messages

Into Nature's Wild features America's scenic byways, ancient homelands and little-known gems and hidden trails.

Audiences will:

- Kayak along the Oregon coast
- Explore the wilds of Alaska
- Hike the Appalachian Trail
- Discover ancient canyons in the Southwest
- Explore nature in Charleston, SC



Marketing Messages

Urban dwellers can experience nature too!

Most people in North America live in cities.

Inspire families to visit a local urban park. Walking, jogging and biking are great ways to experience nature in cities.



Pre- Launch Ideas

Get all Museum departments involved in a campaign to get back to nature.

- Form a **task force** within the museum
- Start with the **Executive Leadership** team—find a champion.
- **Membership** can plan a holiday membership sales campaign featuring a year of nature.
- **Education** can start planning summer camps and other workshops. Include ongoing nature programming under the “Into Nature” umbrella.
- **Exhibits** can plan art related nature exhibits---from local sculpture to painting to photography.
- Rally the **retail team** to start looking for nature themed products.

Pre-launch Ideas

- Include the **broader message** about getting back to nature in all internal & external communications.
- Find **sponsors and media partners** to promote nature programming.
- Research **local groups** that are engaged in getting kids back into nature.



Reach out to local groups

**Connect with Local Groups to plan cross promotions.
Check these examples:**

Let's Go Outside Kansas City
<https://letsgokc.wordpress.com/>

San Diego Children & Nature
<http://sdchildrenandnature.org/wp/>

North Carolina Children and Nature Coalition
<http://www.ncchildrenandnature.org/>

San Francisco Bay Area Children in Nature Collaborative
<http://www.cincbayarea.org/>



Launch Ideas

Plan a museum wide-event and get everyone back to nature.

- Celebrate with a Nature Festival.
- Host screenings to get the word of mouth started.
- Organize everything from nature walks to bug demos to stargazing parties.
- Reach out to schools, boys & girls scouts, churches, parks and recreation, hiking and every garden club in between!



HOST A NATURE FESTIVAL

- Run IAW in **all time slots** on opening weekend.
- Plan **floor activities** and **stage shows**.
- Include the **planetarium** and **star parties**.
- Organize booths by **local outdoors related groups**---like the parks and rec department, plant societies, hiking and garden clubs, **environmental**, educational and art educators.
- **Engage attendees**---from masks that kids can color, to tattoos of native flora to rhythm shakers made from seeds to leaf printing.
- Invite a **local club or retailer** like REI to set up a **sample camp** to help non campers get started.
- **Entomologists** and naturalists from local campuses or **natural history museums** bring specimen for people to look at and offer "bug identification."



A Year of Nature Programming

Plan a 6 to 12-month Museum-wide Nature Program

Topics could include:

- Our local trees
- Our water resources: ocean/lake/river
- Exploring our local, state and national parks
- Urban nature including wildlife
- Birds of our community
- Nature inspired art: invite local artists to exhibit their work (photographers, fiber artists, musicians, etc.)
- Collaborate with local art museum
- Get a media sponsor



A Year of Nature Programming

Kick it off in February!

Film Launch Date: Feb. 14, 2020

- **We Love Nature Valentine's Day**
- **Nature Weekend Event with a Forest of Activity:** bird watching clubs, hiking groups · National Parks · pediatricians · urban planners · scouts · photographers · musicians · story tellers · entomologists · astronomers · meteorologists · university researchers · master gardeners · oceanographers · artists · local parks & rec staff · US Forest Service · National Wildlife Federation



A Year of Nature Programming

Audubon's Great Backyard Bird Count

Feb. 14-17, 2020

Audubon Christmas Bird Count

Dec. 14-Jan.5 ---in its 119th year!

- Everyone can participate
- Last year 160,000 reports
- Citizen Science helps Cornell Lab



A Year of Nature

March

- March 20 Spring Equinox
- The beginning of Spring (Northern Hemisphere)
- Focus on seasons, astronomy & start of Spring!

April

- A natural double header **April 22:**
- **Earth Day & Arbor Day**
- Spring Break Festivities

May

- **Celebrating all Mothers!**
- Especially **Mother Nature**--- gardens, flowers, fragrance
- Mom's in Nature
- Bring Mom to the film on Mother's Day



A Year of Nature

June - August

Launch Summer Fun with a Mud Festival

- June 15 Nature Photography Day
- June 20 Summer Solstice
- June 21 **Father's Day**
- June 22 National Wildlife Federation's Great American Campout



A Year of Nature

Fall Festival September – November

September 22 Autumnal Equinox

Everything about the changing season:

Astronomy Shows

Leaf printing

Nighttime nature walks

Wildlife prep for winter

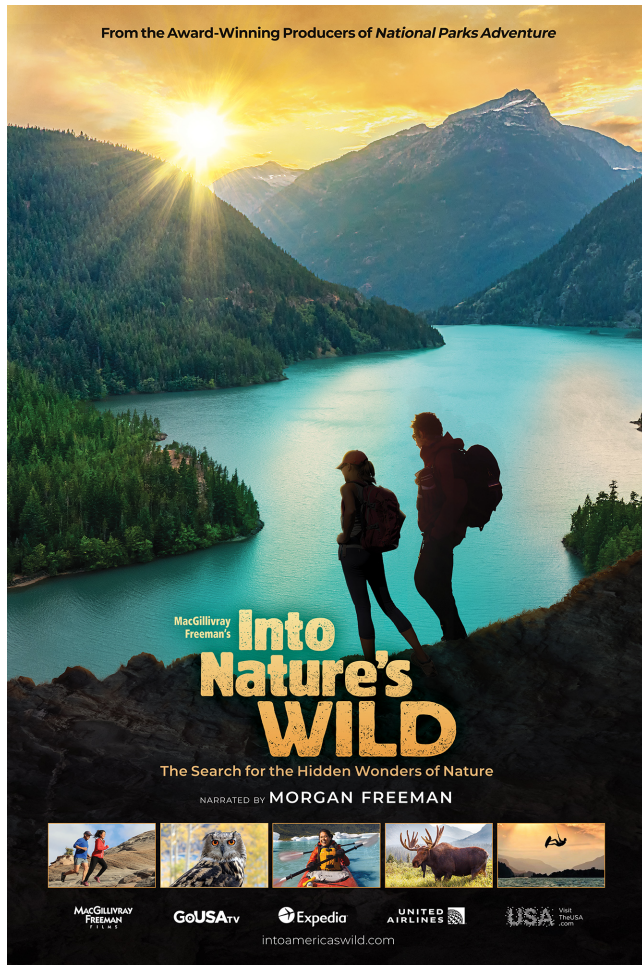




A Year of Nature

December - Winter is Coming

- December 14 Total Solar Eclipse
Southern Hemisphere
(Potential donor trip)
- Snow activities
- Winter lives of animals
- Audubon Christmas Bird Count
Dec. 14-Jan.5 ---in its 119th year!



Host Advance Screenings

Invite targeted groups to screenings to start word-of-mouth

- Host media screenings, include bloggers and influencers, staff, volunteers and their families
- Teachers and PTA representatives
- Members
- Leaders of groups who work with children: including scouts, Boys and Girls Clubs, YMCA and YWCAs, nature clubs, parks and recreation
- Invite the executive assistants of board members and major corporate donors

Premiere Events

A film premiere where nature is the star!

- Feature nature activities
- Bring in John Herrington, Ariel Tweto or Jennifer Pharr Davis to introduce the film.
- Hang beautiful nature backdrops
- Serve naturitas on the rocks!
- Partner with nature organizations





John Herrington,
first Native American
astronaut speaker, author



Richard Louv



Jennifer Pharr Davis
Record holder for
Appalachian Trail

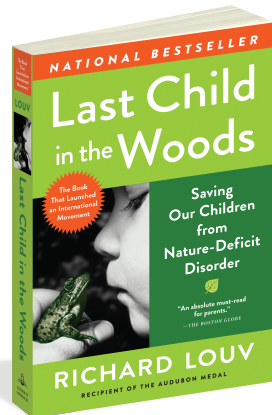
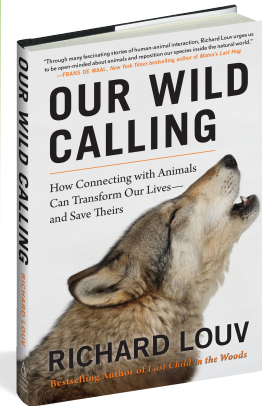
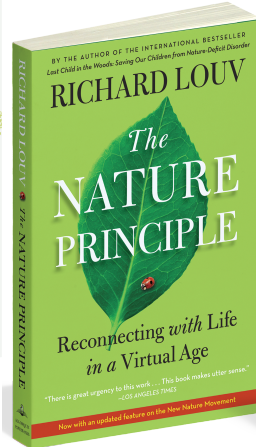
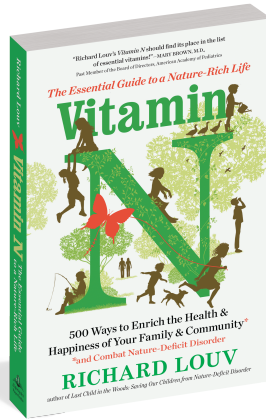


Ariel Tweto

Bring in film talent

Tap into the Nature-Connection Movement

Richard Louv, author and founder of the **Children and Nature Network**, is an advisor on the film and is available for lectures and events.



Tap into the Nature-Connection Movement

Support those reconnecting children with nature

- 110 grassroots organizations
- 223 nature clubs for families
- 150 natural leaders
- 3.85 million youth & children

Local Clubs and Coalitions

San Diego Children & Nature

Let's G.O. Kansas City

North Carolina Children and Nature Coalition

San Francisco Bay Area Children in Nature





Marketing & Promotional Ideas

- Host events featuring camping chic and campfire cocktails!
- Host a photography contest
- Have local artists create interpretive nature sculptures
- Create an indoor Pando Aspen grove - visitors color a paper leaves
- Libraries - feature nature related books and summer activities with the film

A top-down photograph showing several hands of different skin tones reaching into dark, rich soil to plant a small green seedling. The hands are positioned around the base of the plant, some with fingers gently holding the soil. One hand on the right wears a blue wristwatch, and another on the left wears a red and silver bracelet. The scene is outdoors, with some dry leaves and other small plants visible in the background.

Marketing & Promotional Ideas

- Have a **local radio station** do a series on local “wildlife”. Example: a PBS station in Seattle on local wildlife:
<https://kcts9.org/programs/earthfix-local-stories/seattle-crawling-carnivores>
- Have **local PBS station** sell family packs of four tickets for a pledge night with nature programming.
- Plan cross promotions with **outdoor related retailers**– with discounts.
- At **Costco** package tickets for the film and book like Vitamin N.

A photograph of three children hiking through a dense forest. They are holding hands and walking across a large, mossy tree stump. The child on the left is a girl with glasses wearing a pink shirt and green shorts. The child in the middle is a boy wearing an orange shirt and white shorts. The child on the right is a girl with glasses wearing a light green shirt and patterned shorts. All three are wearing backpacks. The background is filled with lush green trees and foliage, with sunlight filtering through the leaves.

Marketing & Promotional Ideas

- **Search outdoor events** and provide passes for staff or volunteers in exchange for visibility at the event or center.
- Work with your **local library** to feature nature related books and activities for their summer related activities.
- Engage **local bookstores** in a Spring Kids and Nature promotion.
- Plant a tree and celebrate **Arbor Day**, the last Friday of April
<https://www.arborday.org/celebrate/dates.cfm>



Overnight Family Camp-in



Partner with Outdoor Social Clubs

Events and Adventures is a national social club focused on outdoor activities and adventure.
<http://www.eventsandadventures.com/>

Partner with a local club for a group outing to see the film; hear a lecture; or to mix and mingle with campfire cocktails.

Consider a pre-screening event to help provide reviews to local entertainment writers, bloggers.

Other groups to target: fitness centers and gym members; yoga and Pilates studios; off-road bike clubs; canoe clubs; hiking and biking clubs; garden clubs; outdoor enthusiasts clubs

Reach out to Underserved Audiences

A sample of resource groups to partner:

- Girls and Boys Clubs
- Local Parks and Rec Departments
- Latino Outdoors
- Outdoor Afros

Example of locations: St. Louis,
Chicago, Boston, Austin, Dallas &
Houston

- Libraries
- Church Organizations





Sharing Cultures Igniting Futures



Outreach to Under-Represented Groups

- Latinos Outdoors
- Outdoor Afro
- Outdoor Asian
- Fresh Tracks

Outreach to National and Local Indigenous Groups

Hold a cultural festival to demonstrate the natural knowledge, art, music, food and traditions in your local area.



A Forest of Resources for Exhibitors

The following pages outline the tools and resources MFF will provide for marketing the film to educators, partners, consumers and more.



Resources for Teachers & Informal Educators

STEAM Activity Guide

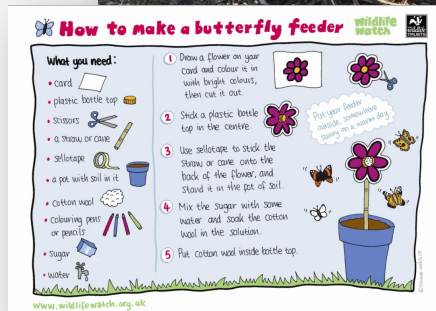
- easy-to-do nature related activities for K to 8 aligned with NGSS standards
- from haiku nature poetry to building a “bird nest” engineering challenge

Classroom Poster

- with Urban Nature Wonders – discover nature in our own backyard

Activity Sheets

- Word hunts, mazes, identify “this” – from seeds to tracks



Resources for Teachers & Informal Educators (cont.)

Cart/Museum Floor Activities

- Activities touching on geology, zoology, ecology and botany for use with museum visitors

Books and Links

- Books for classroom and library
- Links for parent-led nature activities
- Links to nature-rich sites like the National Audubon Society, National Parks Foundation, etc.

NGSS Curriculum Flyer

- List of NGSS standards aligned with film

Website

- Links to special resources for teachers



Next Generation Science Standards

Teachers can use the giant screen film *Into Nature's Wild* with additional activities and discussion to support the following Next Generation Science Standards. A copy of the Educator Activity Guide can be found at <https://intonatureswild.com/>

Elementary

K-ESS3-3 Earth and Human Activity Communicate solutions that will reduce the impact of humans on the land, water, air, and/or other living things in the local environment.



Many scenes in the film address how humans interact with their environment, and note the responsibility of people to take responsibility for the planet.



3-PS2-1 Motion and Stability: Forces and Interactions Plan and conduct an investigation to provide evidence of the effects of balanced and unbalanced forces on the motion of an object.



Resources For Your **Marketing & Development** Teams

Data Deck for Partner Recruitment

- Facts on nature deficiency and the nature connection movement to share with potential partners and sponsors, museum's executive committee, etc.



Teacher Trailer

- Trailer designed to promote film to teachers with teacher testimonials and an overview of curriculum tie-ins

Nature Trivia Quiz

- Fun facts and quiz questions for in-theater

Kids Testimonial Video

- Kids talking to other kids about what nature means to them



Resources for Your **Programming & Education** Teams

Event Ideas for:

- Nature Festivals
- Earth Day - April 22
- Arbor Day -last Friday of April
- Screen Free Week - May 4 to 10
- Mother's Day - May 20
- Great American Campout - June 22



Speaker Ideas for Lecture Series:

- Local conservation heroes
- Nature Movement leaders
- Wildlife experts
- University professors
- Green architects
- Nature artists



Citizen Science Programs

Pick a program and get your visitors involved in science!

Earth Challenge 2020

- 50th anniversary of Earth Day
- A citizen science initiative

Great Backyard Bird Count

- Cornell Lab of Ornithology

Frog Watch USA

- Assoc. of Zoos & Aquariums

SciStarter

- Searchable database of local programs

TheCornellLab  Audubon  BIRD STUDIES CANADA  ETUDES D'OISEAUX  Powered by eBird

The Great Backyard Bird Count

Art by Charley Harper

Home | [About the GBBC](#) | [Get Started](#) | [Submit Observations](#) | [Explore Data](#) | [My eBird](#) | [Help & FAQs](#)

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The next GBBC is February 14-17, 2020

Bird watchers of all ages count birds to create a real-time snapshot of where birds are.

[Count birds anytime, anywhere, with eBird »](#)



2019 Contest Photos

[Photo Gallery »](#)



Latest News

- [2019 GBBC Summary](#)
- [Participation Certificate](#)
- [2018 Photo Contest Winners](#)
- [2019 Photo Contest Prizes](#)



[GBBC Toolkit](#)



**SIERRA
CLUB**



**BOYS & GIRLS CLUBS
OF AMERICA**



Audubon



**BOY SCOUTS
OF AMERICA®**



**National
Park Foundation™**

Outreach to Youth and Nature Groups

- YMCA
- Boy & Girls Clubs
- Boys and Girls Scouts
- Sierra Club
- Audubon Society
- National Wildlife Federation
- Children & Nature Network
- National Park Foundation
- Community garden groups
- Hiking and biking groups
- Camping retailers
- National, state and regional parks

National Forest Foundation

As a major partner on the film, exhibitors can collaborate with the National Forest Foundation.

- MFF has partnered with the National Forest Foundation, the non-profit partner of the U.S. Forest Service, which manages and protects **193 million acres** of land encompassing **154 national forest** and **20 grasslands** in **43 states**.
- **“Plant a Tree” campaign** - they are trying to plant 50 million trees by 2023
- **Call to Action Partner** - the NFF will be the call-to-action partner highlighted on the film. Details to come.



Association for Environmental Education

Get in touch with the local affiliate and plan a joint collaboration

- NAAEE's mission is to advance environmental literacy and civic engagement to create a more equitable and sustainable future
- 56 state, regional, and provincial affiliates throughout North America.
- NAAEE Conference held in October annually



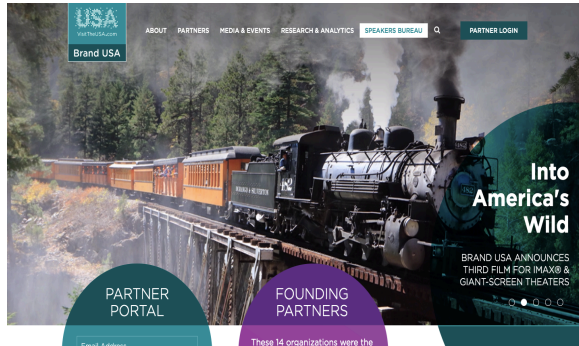
naaee

North American Association
for Environmental Education





Visit
TheUSA
com



MFF's third film partnership with Brand USA

Exhibitor Support includes:

- \$1.75 million co-op for international theatres
- Red carpet premiere events
- Wide international network of media and advertising partners
- Social media influencer campaign



MFF's third partnership with Expedia

Activation for International Theaters includes:

- \$5 million in-kind advertising on Expedia.com
- Promotion across social media platforms



Full Suite of Promotional Items

- Posters and hanging banners
- Lobby standee
- T-shirts
- Pins
- Stickers
- Nature journal
- Moose plush



Social Media Toolkit

Everything you need for digital marketing

All materials formatted for Facebook, Twitter, Instagram and YouTube.

- Sample copy for posts
- Ideas for contests and promotions
- Behind the scenes, character and fun fact videos

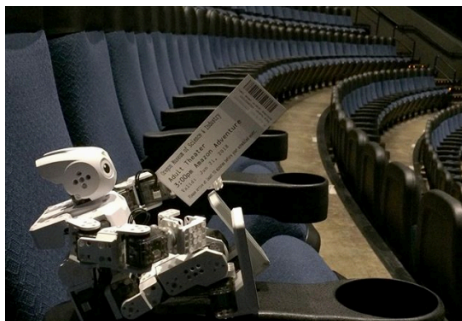
- Find all videos on the MFF Youtube Channel:

<https://www.youtube.com/playlist?list=PLKK8aLzqhSIU2QVBvjPWXHs9VwJU0XMpZ>

- Branded images
- Countdown images
- Fun fact and Q&A images
- Inspirational quote images
- Holiday images
- Fun .gifs and memes
- Social banners
- Sample ads

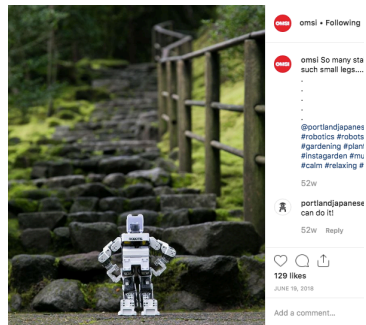
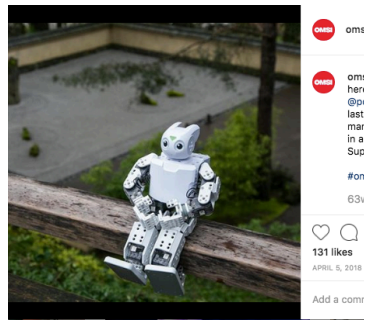


Social Media Promotions



Where is your Wild?

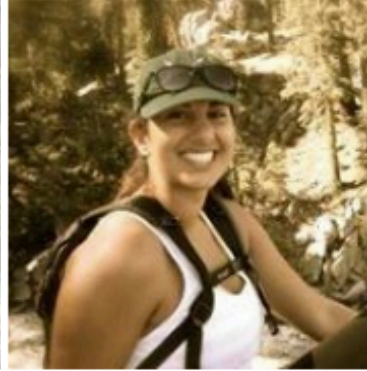
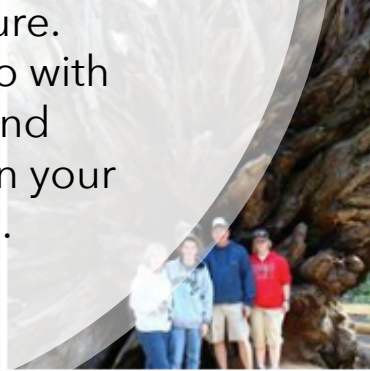
- Take your museum or film mascot on a tour of natural spaces in your theatre, museum or community.
- See if your followers can guess their location.
- Partner with sponsors and local orgs for photo ops.



Social Media Promotions

Share Your Nature Moment

- Ask your followers to share their photos of themselves in nature.
- Cut a special video with all of the photos and share online and in your museum monitors.





Marketing Resources

Explore these links for more ideas

Resources from the Nature Conservancy:

<https://www.natureworkseverywhere.org/>

Nature Play at Home National Wildlife Federation:

https://www.nwf.org/-/media/PDFs/Be-Out-There/NPatHome_Guidelines20120823.ashx?la=en&hash=29825E325AD8DEF90093F629D5FA51EF44D5098

Cornell Lab of Ornithology:

<https://www.allaboutbirds.org/>
http://cams.allaboutbirds.org/#_ga=2.75897362.647472825.1557174178-600152841.1556595848

Great Outdoor Bird Count:

<http://www.birds.cornell.edu/page.aspx?pid=943>

Getting Families Outdoors:

<https://www.outdoorsempowered.org/>

Use Google Maps to find local, state and national parks in your area.



Marketing Resources

Explore these links for more ideas

Children & Nature Network directory of local family nature resources:

<https://www.childrenandnature.org/>

National Wildlife Great American Campout:

<https://www.nwf.org/Great-American-Campout/About>

David Suzuki and Kids in Nature:

<https://davidsuzuki.org/take-action/act-locally/connecting-youth-with-nature/>

Gardening activities for kids:

<https://kidsgardening.org/garden-activities/>

Ideas for the “Screen Free Week” :

<https://www.screenfree.org/about/>

Eagle Cam: In association with the US Fish and Wildlife Service and the National Conservation Training Center:

<http://www.outdoorchannel.com/live/eaglecam/326707/0>

Urban bird cams:

<https://celebrateurbanbirds.org>

Companion Book

A high-end coffee table book is a companion to the film. Use them for special giveaways, VIP gifts, or sell them in your gift store.

