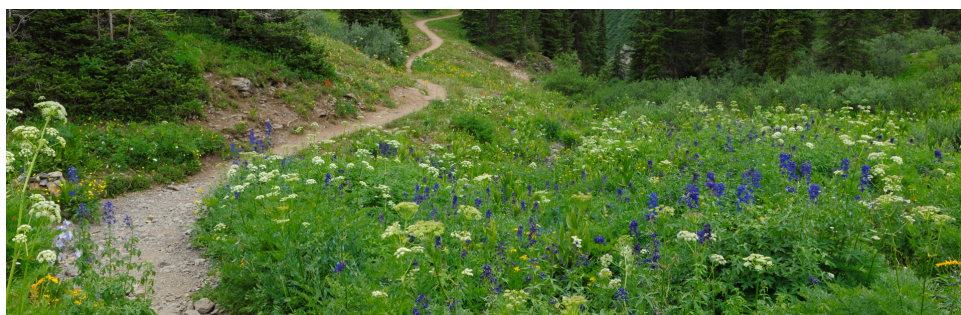




# Why Supporting Public Parks is a Smart Cause Marketing Focus



Now that we've discussed [how to pick a cause for cause marketing](#), let's explore the benefits of working with public parks as your cause partner.

First, public parks systems provide the opportunity to connect with a wide range of relevant causes that are here to stay, increasing the longevity of your cause marketing program and the potential for impact. A few key cause messages that parks provide are:

- Health – Promoting health and wellness causes through advocacy for park visitation is a good option because parks provide a free to low cost, accessible option to large populations looking to exercise for health reasons.
- Active Lifestyle – Parks are a great way to connect with athletes, hikers, campers, and all manner adventurous outdoor hobbyists. Parks are the perfect places for biking, hiking, swimming, fishing, rock climbing, running, walking, surfing, and other forms of active exploration, and what's better than meeting your audience where they like to play?
- Environmental Causes – Allow us to state the obvious- natural spaces and outdoor parks are closely related to environmental causes. From replanting native species and trees to recycling and conscious traveling programs, the cause marketing program options are endless.
- Historical Sites – The parks system is full of historical and architectural sites and monuments that can reach audiences who appreciate history, and preserving tradition and culture.
- Wildlife Conservancy – Wildlife and nature conservancy causes identify with animal supporters and want to preserve the integrity of biodiversity in public parks across America.

According to the 2013 Cone Communications/Echo Global [CSR Study](#), 70% of Americans find companies' communication about their social responsibility efforts confusing. It is important to communicate your cause efforts effectively and simply, and being able to reach them in a location that ties closely to the cause, such as through the parks systems can enhance your program communication.

Another advantage? With thousands of park options, it's easy to localize your cause efforts. Research among consumers done by [Good Solutions Group](#) shows that 70% of consumers prefer to support causes that have a <http://goodsolutionsgroup.com/supporting-public-parks-smart-marketing-focus/>

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local impact. With thousands of park locations around the country, you can customize your program around the communities and causes that matter to you and your audience, while still having a national umbrella.

In collaborating with [national, state, or local parks systems](#), your campaigns can impact generations to come. Encouraging relationships between younger generations and their surrounding natural spaces is about promoting enjoyment of the outdoors alongside advocacy for its preservation, which will foster a closer relationship between people, the outdoors, and possibly your brand.

Good Solutions Group is the [largest park-focused marketing agency](#) in the U.S. because we're truly [committed to active lifestyles](#) and outdoor exploration, but also, because it just makes sense from a business and marketing standpoint. From an unsaturated market with an opportunity to build authentic relationships with audiences engaged in active lifestyles, to an authentic need to support this cause across America's communities, [partnerships with public parks systems](#) is something that works and that we believe in.

Our experienced team has a successful track record executing [cause marketing campaigns](#) like these, for leading brands with programs that include sampling, product placement, signage and more. Find successful campaign examples like [Odwalla Plant a Tree](#), [The North Face](#), and [Coca Cola](#) on our [website](#).

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