

A scenic landscape photograph of a turquoise mountain lake surrounded by dense evergreen forests and steep, rocky mountains under a blue sky with scattered white clouds. A semi-transparent grey rectangle is overlaid on the left side of the image, containing the main title text.

Capitalizing on Gen Z's connection to technology and social media, inspiring generational impact to conserve parks nationwide

Bridging the disconnect with Gen Z in the NPF engagement pipeline creates a **sustainable** connection with all ages and demographics



Current Needs

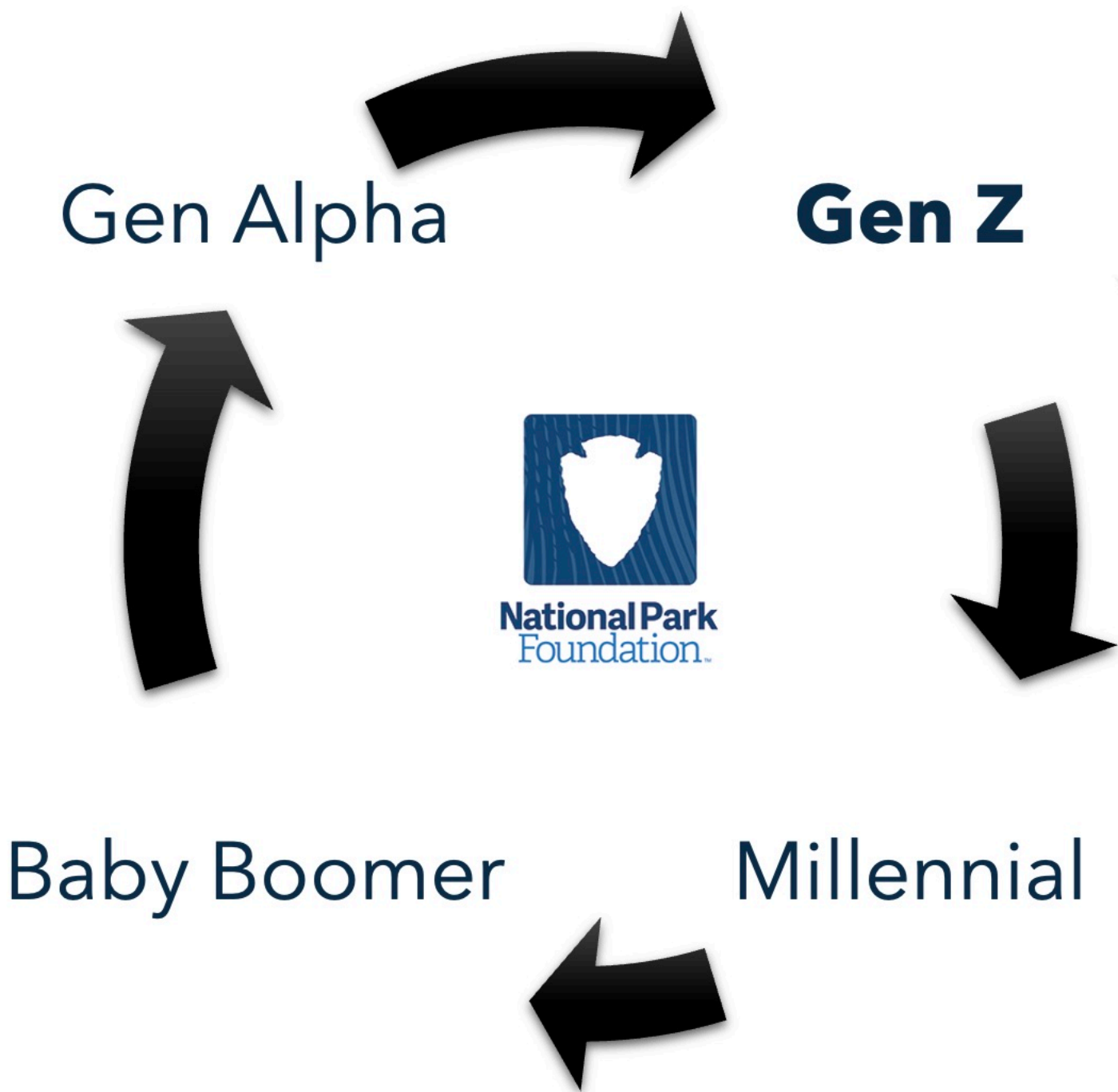
Bridge the gap in engagement between youth and adults

Utilize technology and social media to increase brand awareness

Create sustained connection and loyalty to parks



Current NPF Engagement Pipeline



Key Characteristics of Gen Z

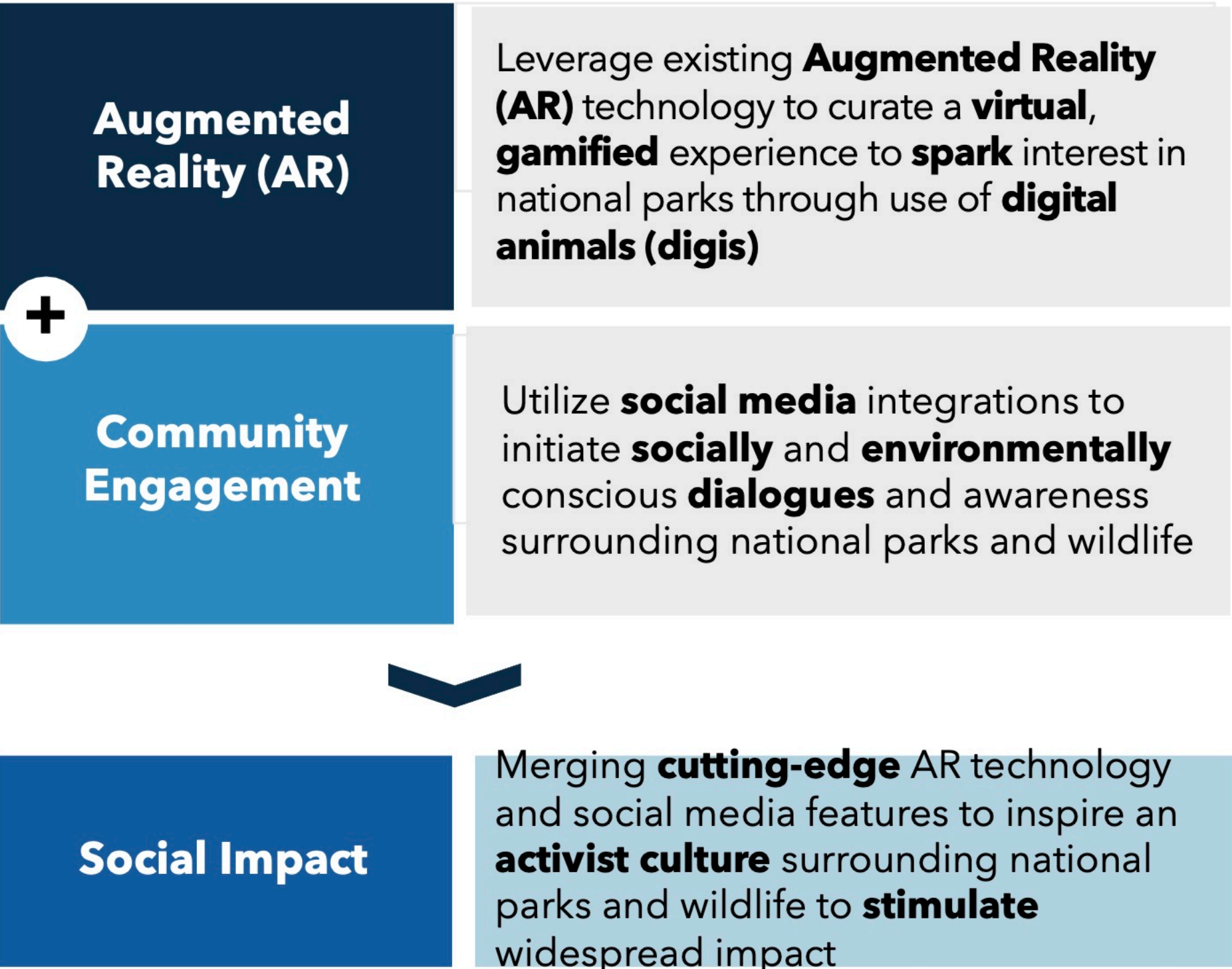
- Tech-savvy and heavy online presence¹
- Need for social connection with peers²
- **75%** of Gen Z view the present as a pivotal juncture for climate action²

Source: ¹McKinsey & Company: What is Gen Z (2023), ²Deloitte: Gen Z Millennial Survey (2022)

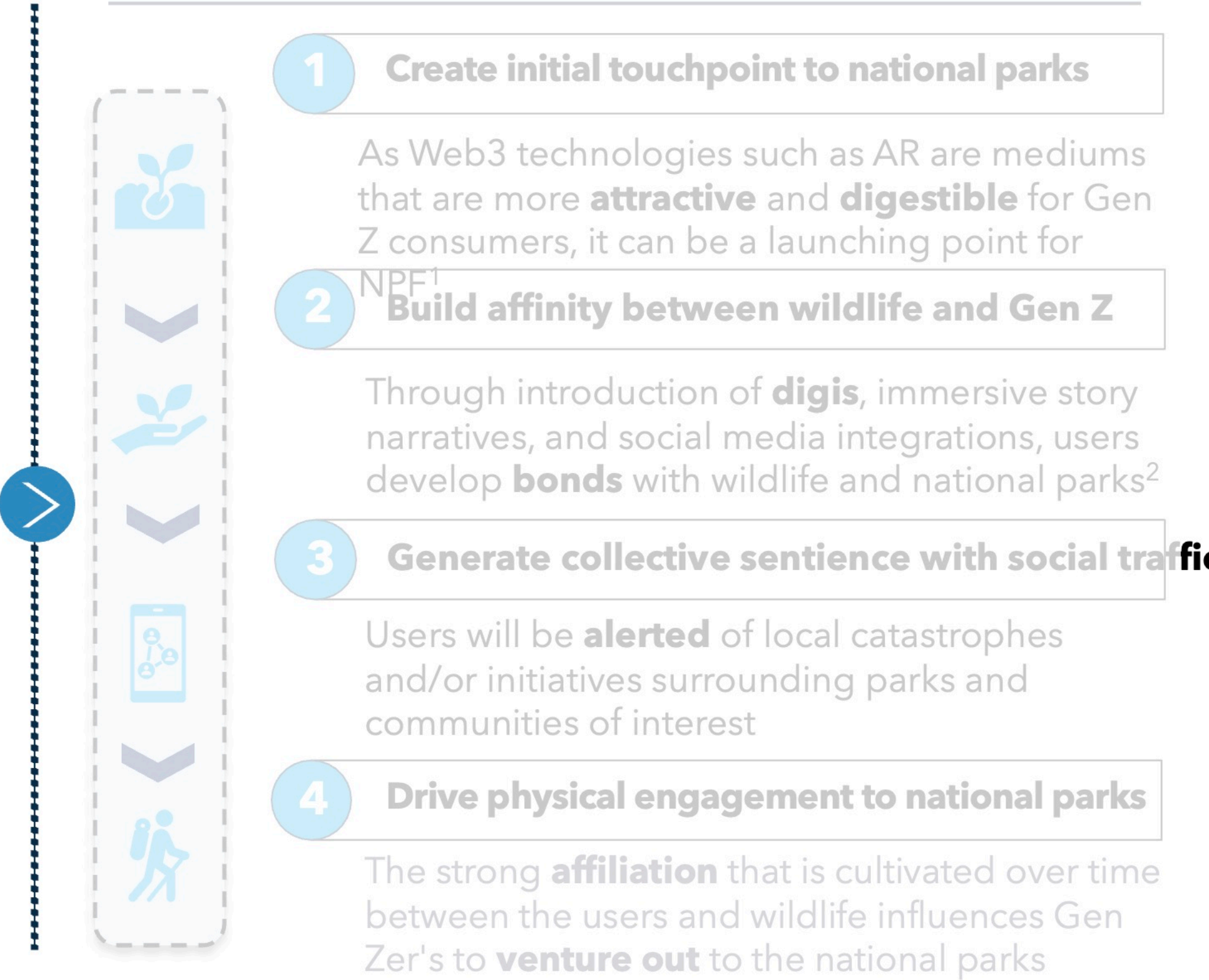
NPForward appeals to Gen Z's interest in technology and social initiatives to drive **engagement** and **awareness** to national parks



Framework

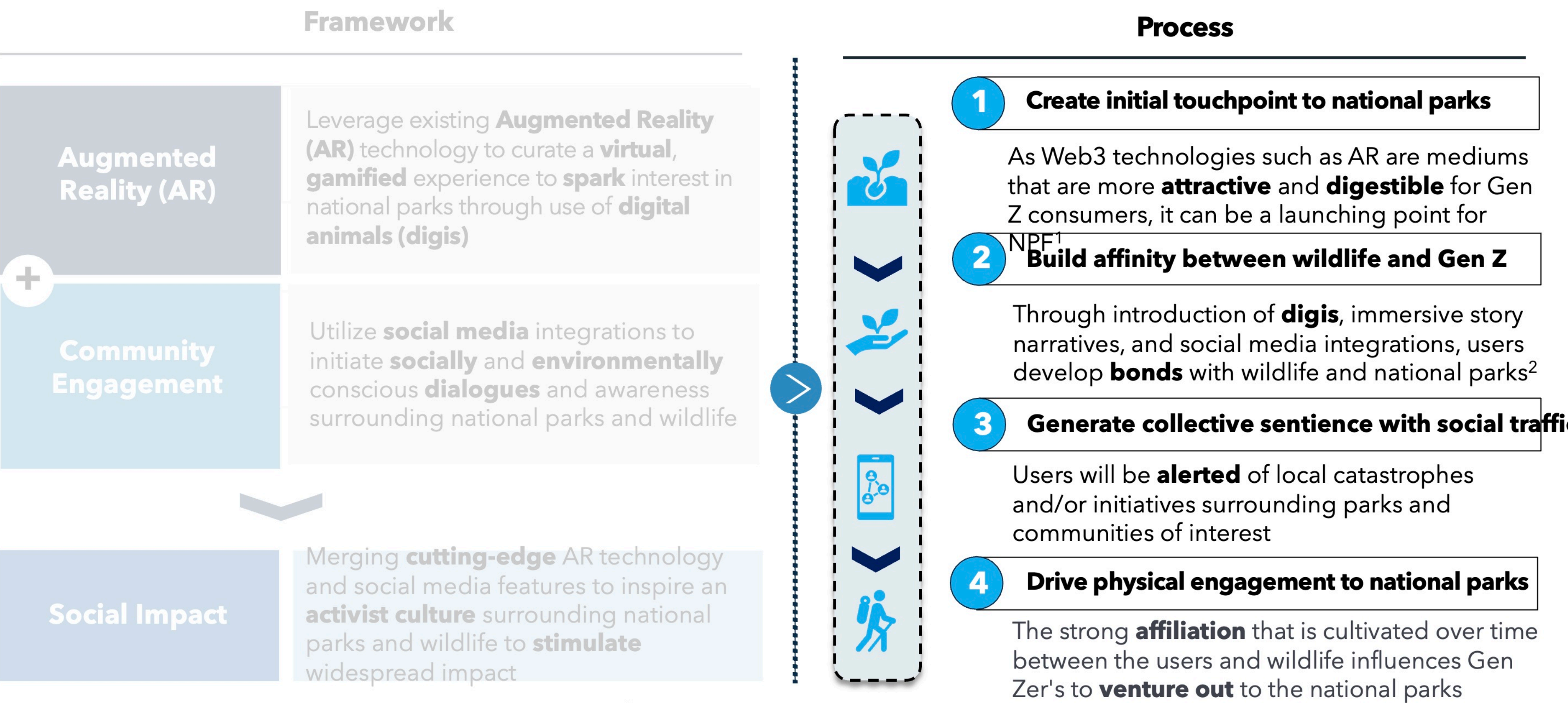


Process

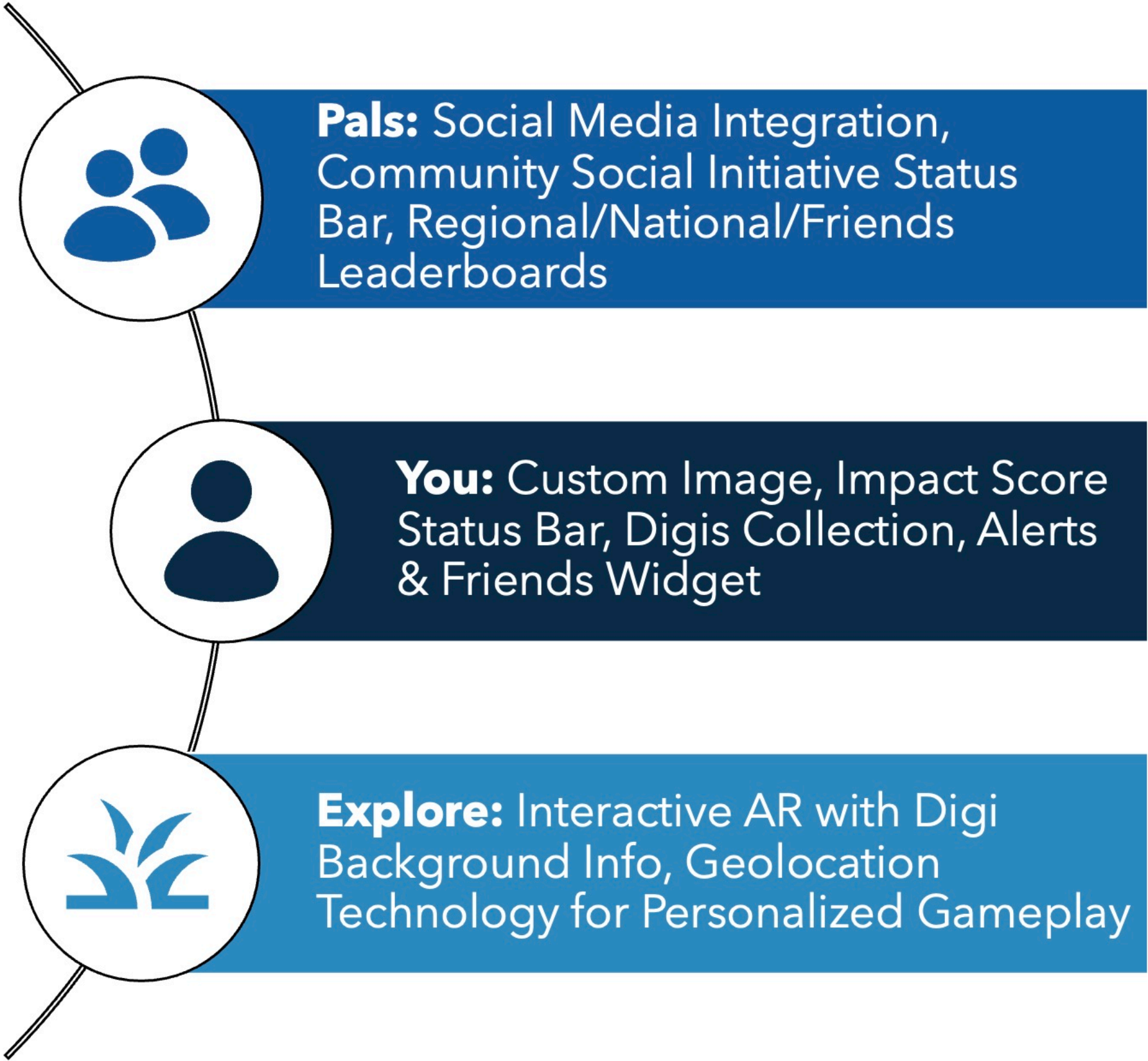
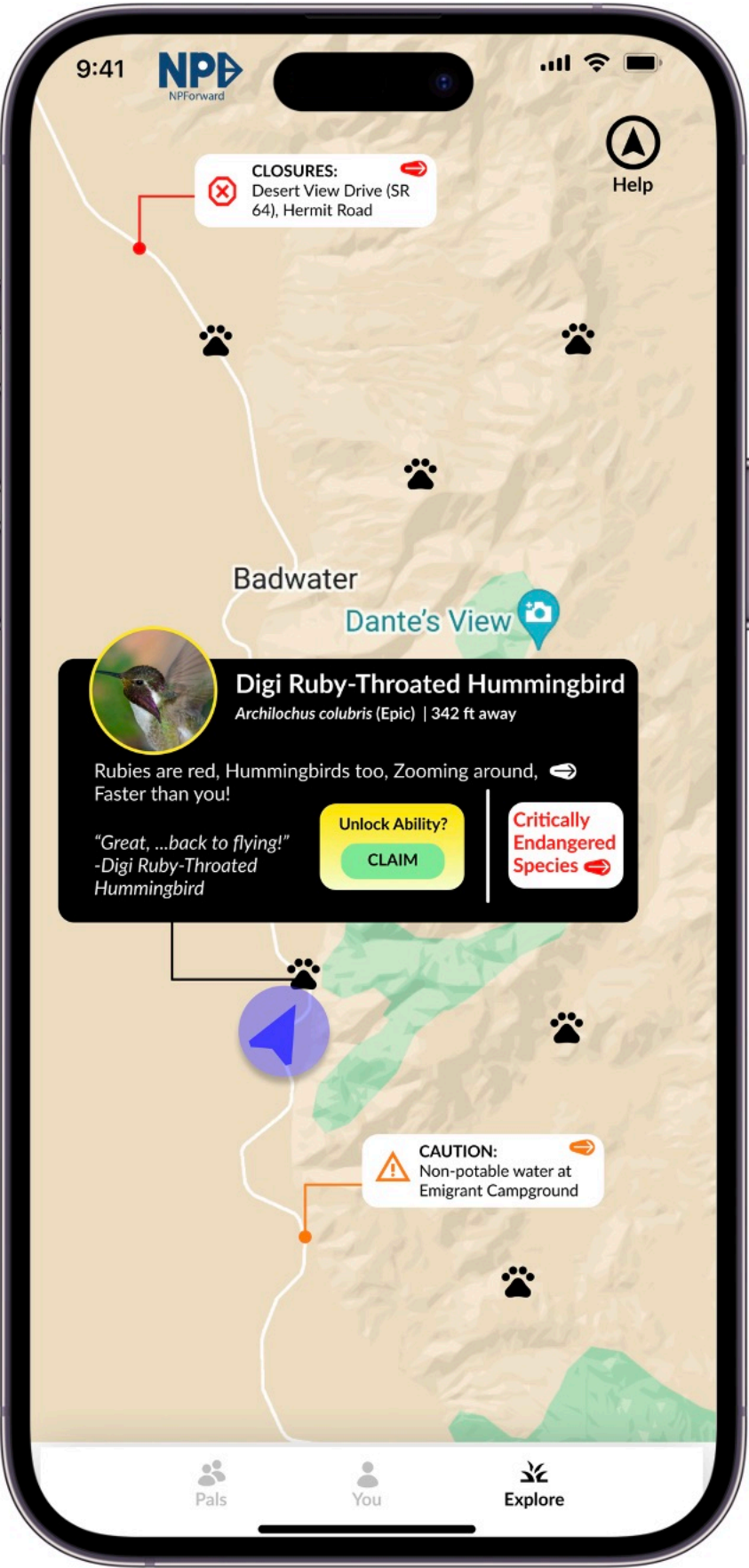
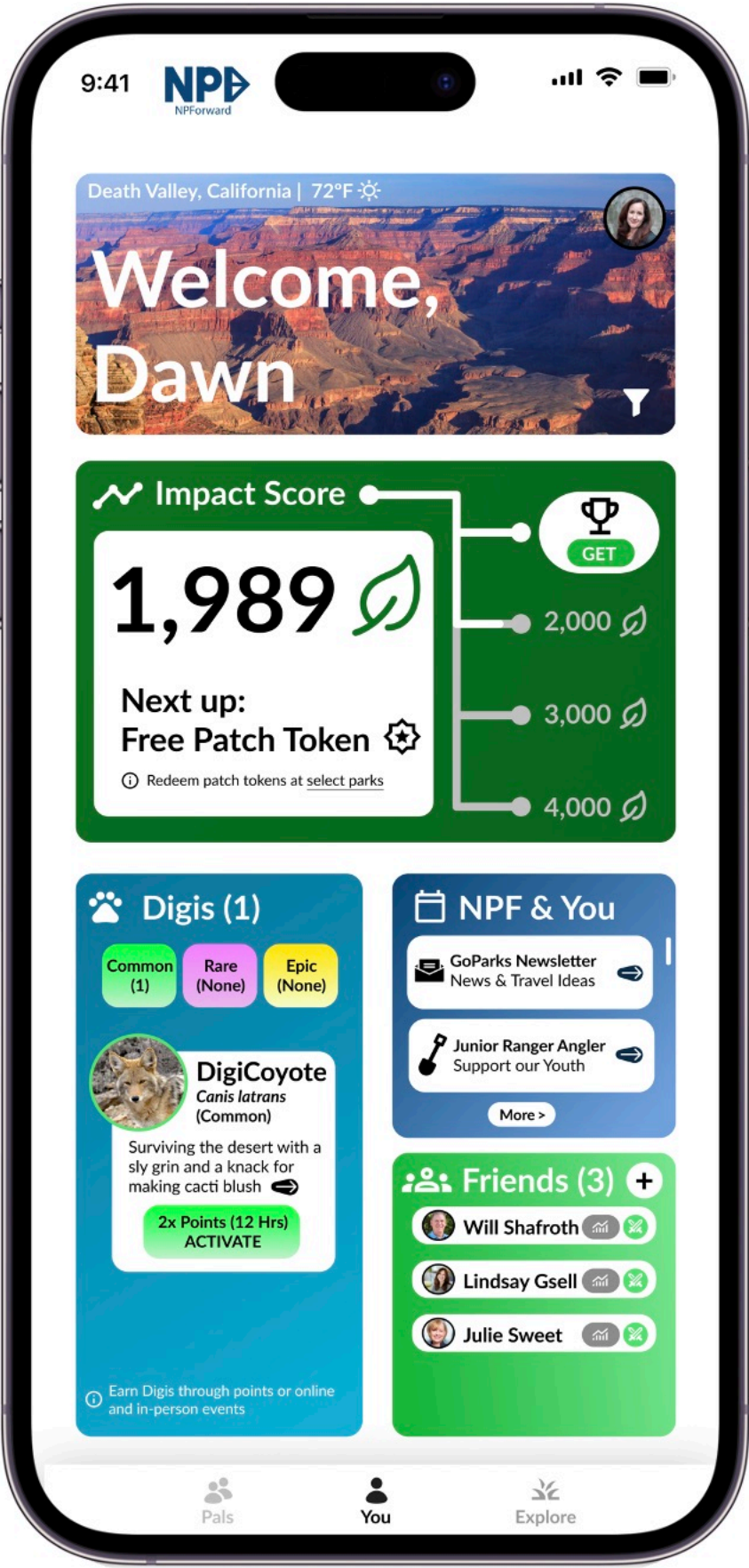


Source: ¹McKinsey & Company: The Promise and Peril of the Metaverse (2022), ²Ernst & Young: How contradictions define Generation Z (2022)

NPForward appeals to Gen Z's interest in technology and social initiatives to drive **engagement** and **awareness** to national parks



NPForward utilizes a mobile application powered by AR technology to provide Gen Z a user-friendly, groundbreaking, user experience



Overview

Solution

Features

Feasibility

Impact

NPForward utilizes a mobile application powered by AR technology to provide Gen Z a user-friendly, groundbreaking, user experience

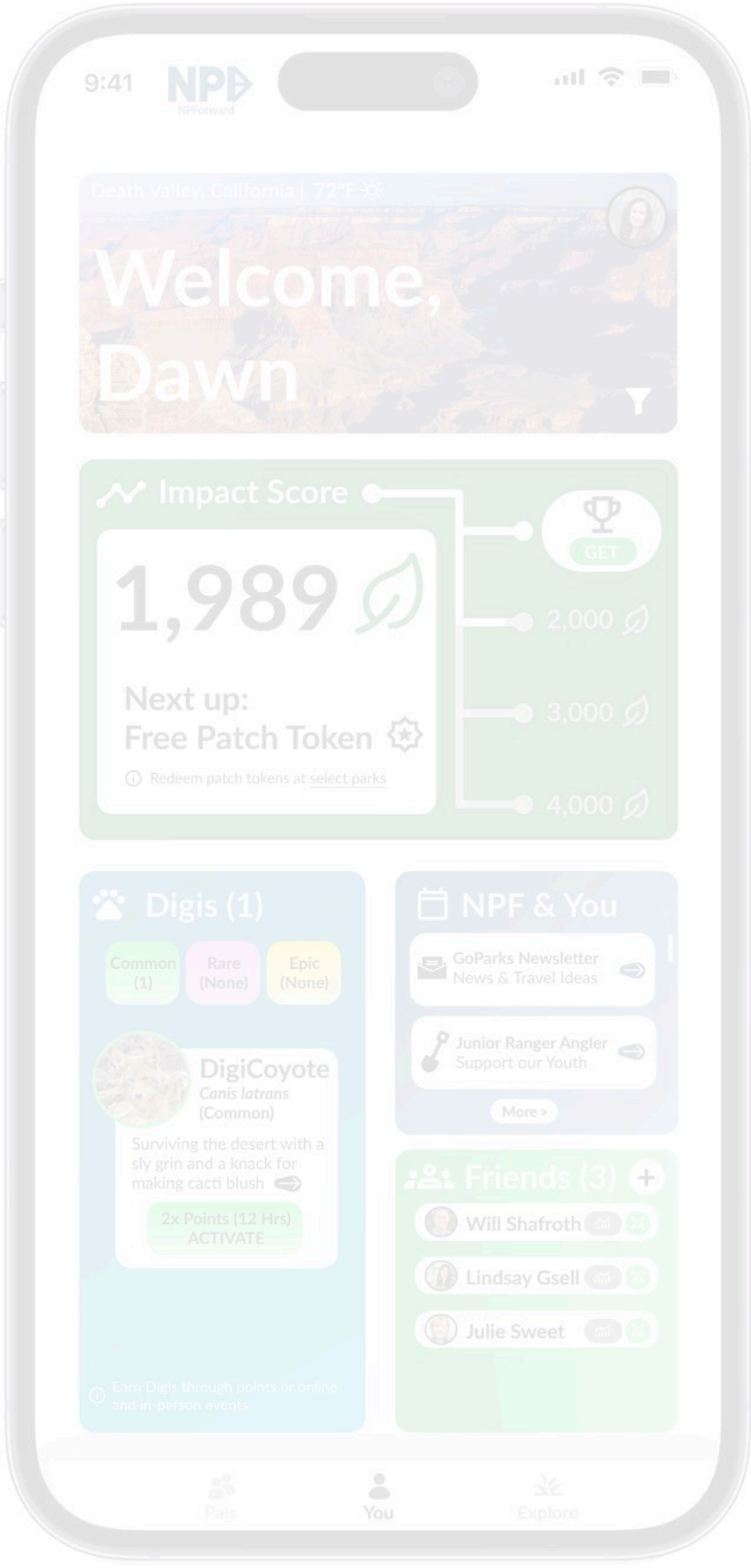


NPForward utilizes a mobile application powered by... provide Gen Z a user-friendly, groundbreaking, us

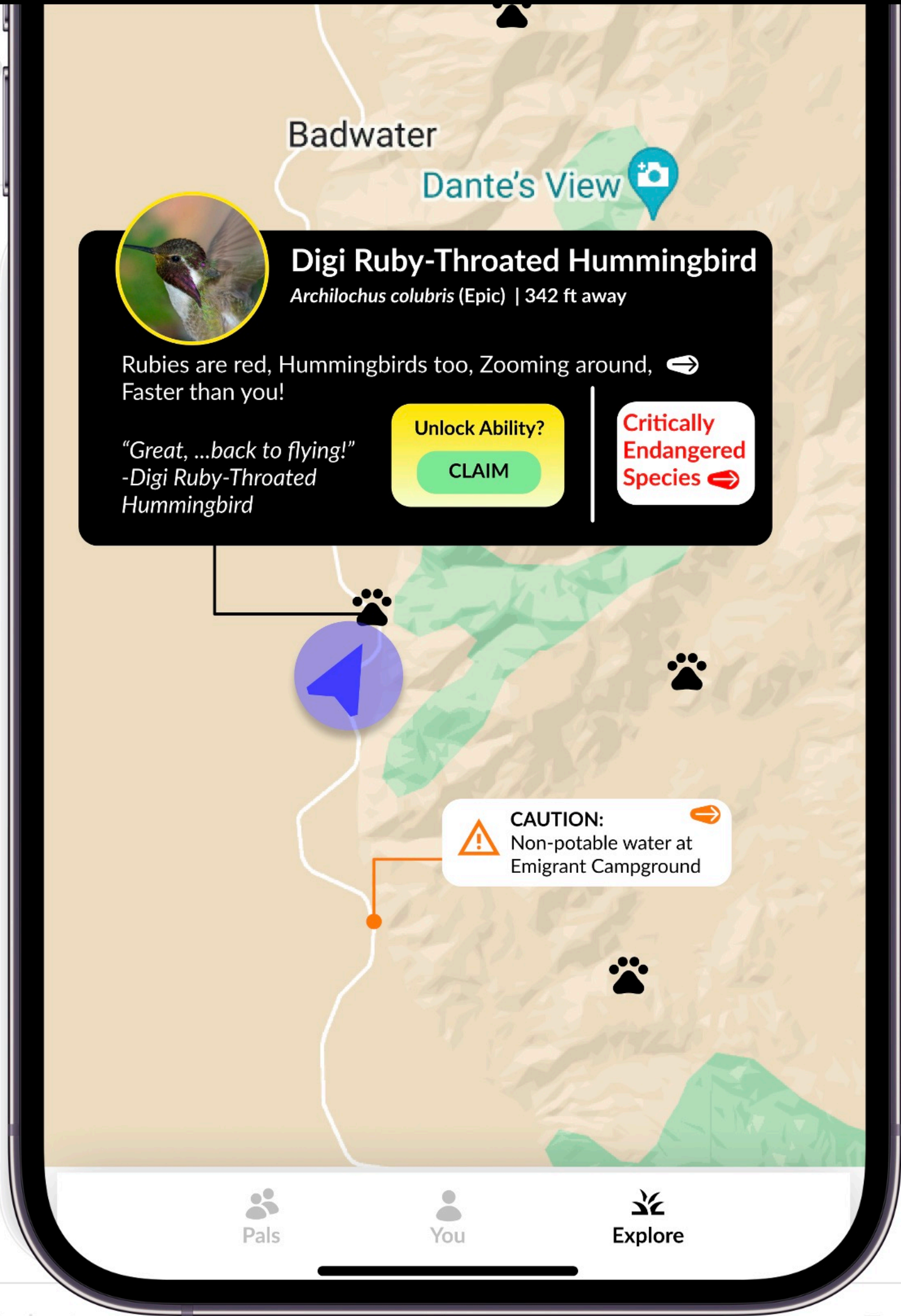


Background info, Geolocation Technology for Personalized Gameplay


NPForward utilizes a mobile app to provide Gen Z a user-friendly



Overview



Features



Technology to

Goals: Social Media Integration, Community Social Initiative Status Bar, Regional/National/Friends Leaderboards

You: Custom Image, Impact Score Status Bar, Digis Collection, Alerts & Friends Widget

Explore: Interactive AR with Digi Background Info, Geolocation Technology for Personalized Gameplay

Feasibility

Impact

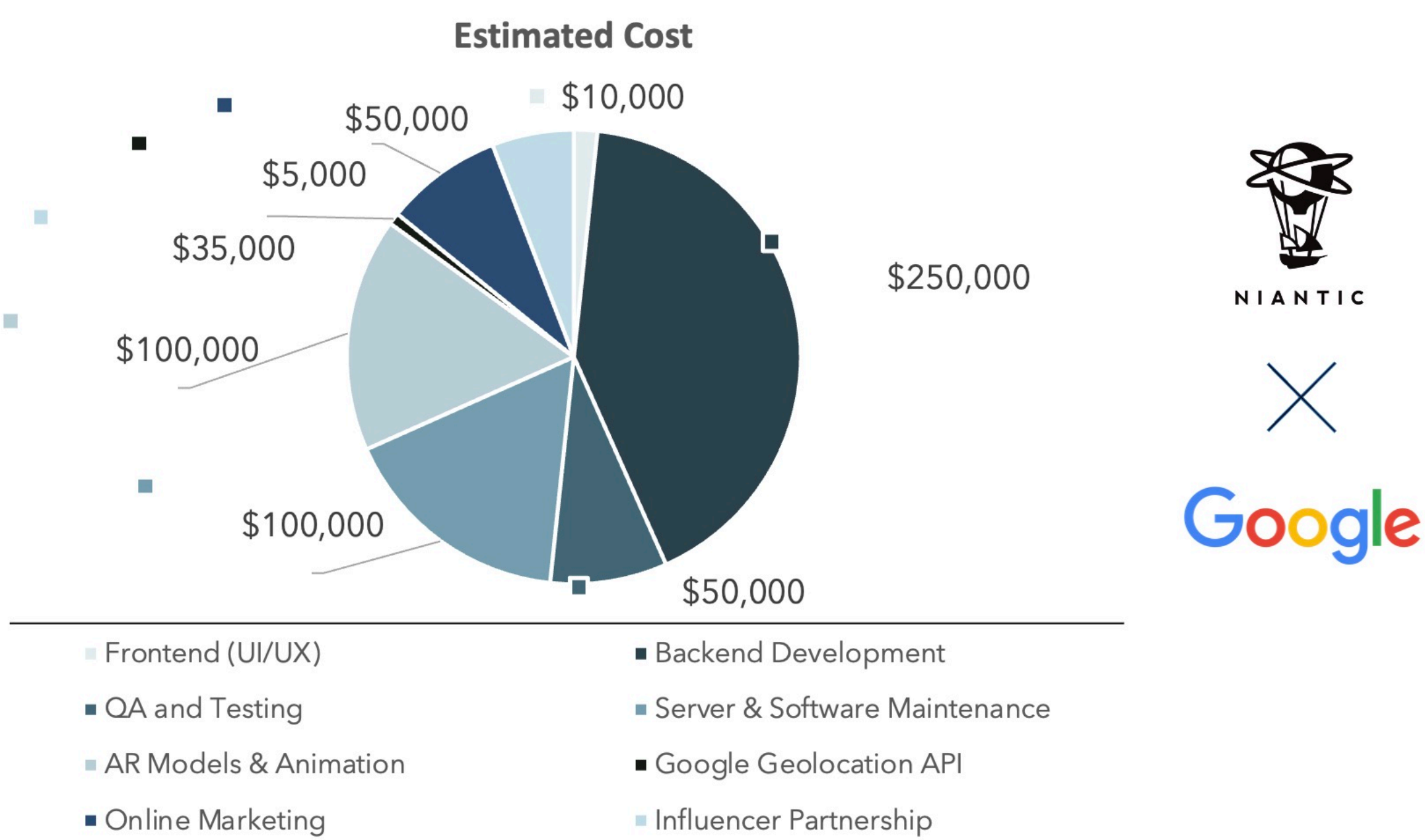
NPForward utilizes a mobile application powered by **AR technology** to provide **Gen Z** a user-friendly, groundbreaking, user experience



Strategic partnerships, community impact, and a rollout strategy will enable NPF to **scale** development at multiple parks sustainably



Cost of Implementation



Scaling

- 1 Corporate Partnerships
Integrate **Niantic** application framework, **Google Geolocation API**, and **Corporate Rewards Sponsoring** instead of pure value extraction to protect operating structure.
- 2 Score Driven Park Initiatives
Community Impact Score on app accumulates towards redeeming an initiative for local parks (e.g. building a **visitor center kiosk**), powered by external sponsorships.
- 3 Pilot Rollout Strategy
Launch the application at one popular park (e.g. Grand Canyon National Park) to **pilot effectiveness** and **identify pain points**.

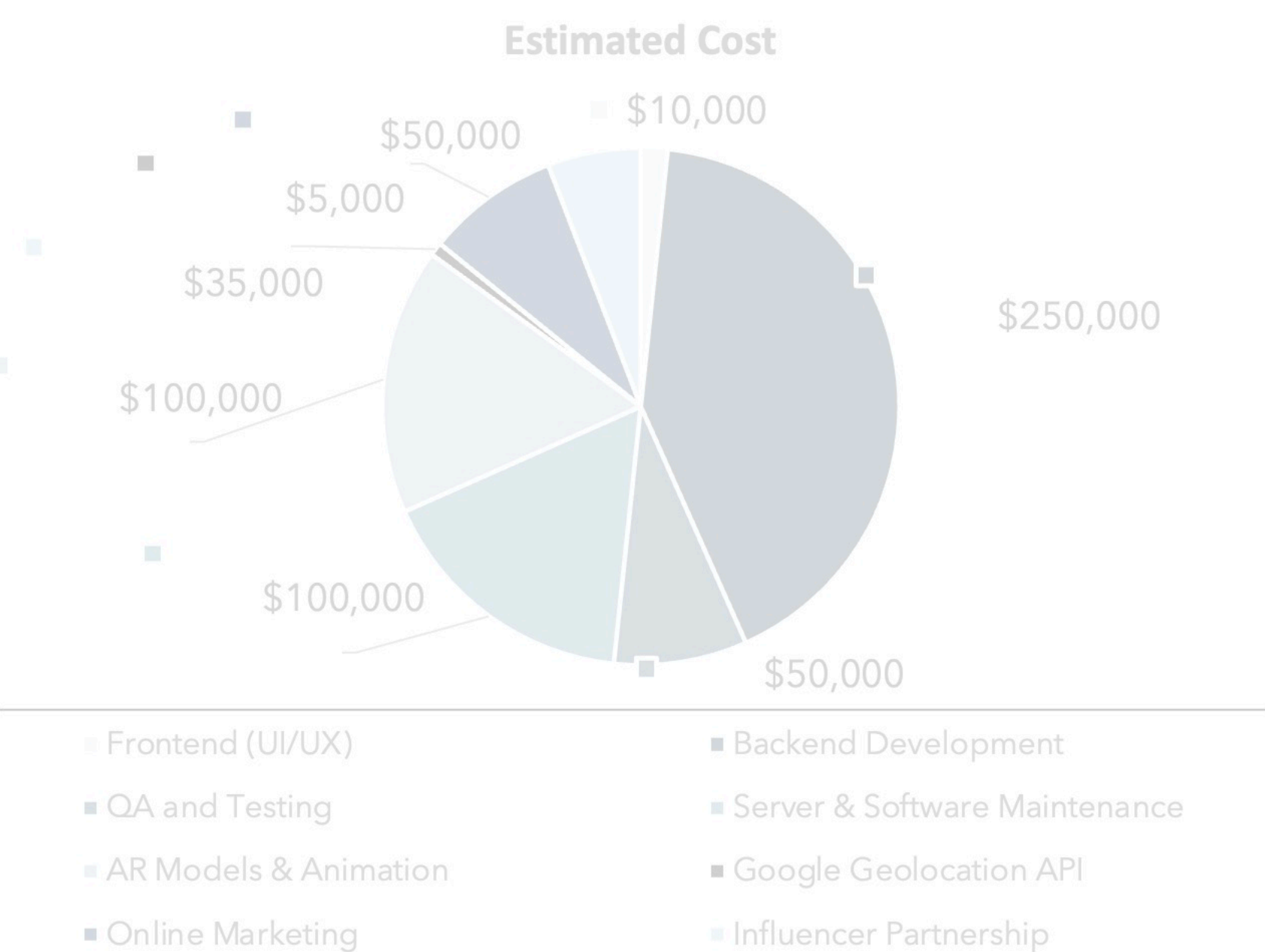
A partnership with **Niantic** will significantly **reduce** and **simplify** implementation.

Source: Niantic: ParkVentures Initiative (2022), NPF Funding Partnership with Niantic (2019), Niantic Ingress NPF Donation (2017), Google National Monument Pledge (2017)

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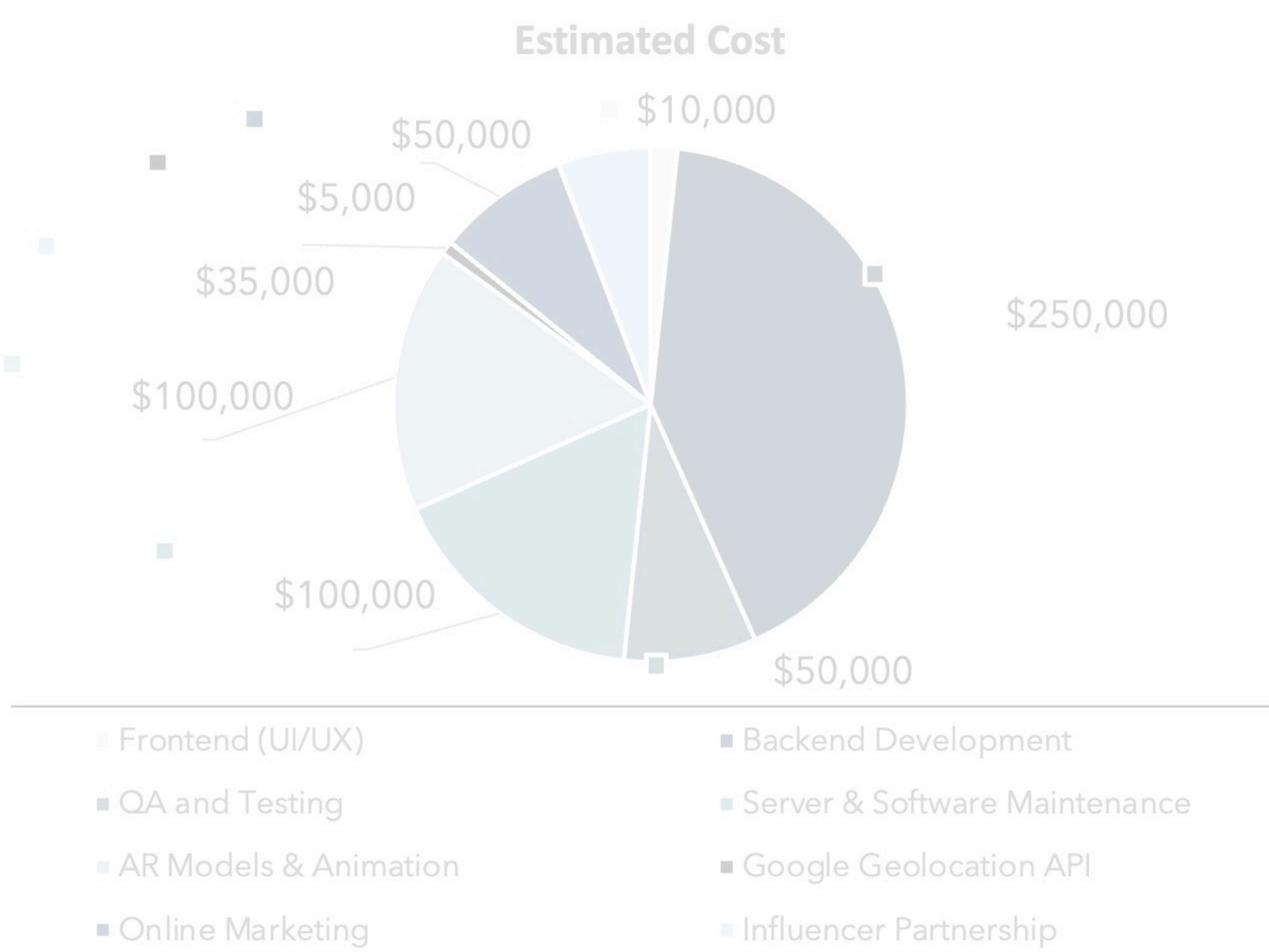
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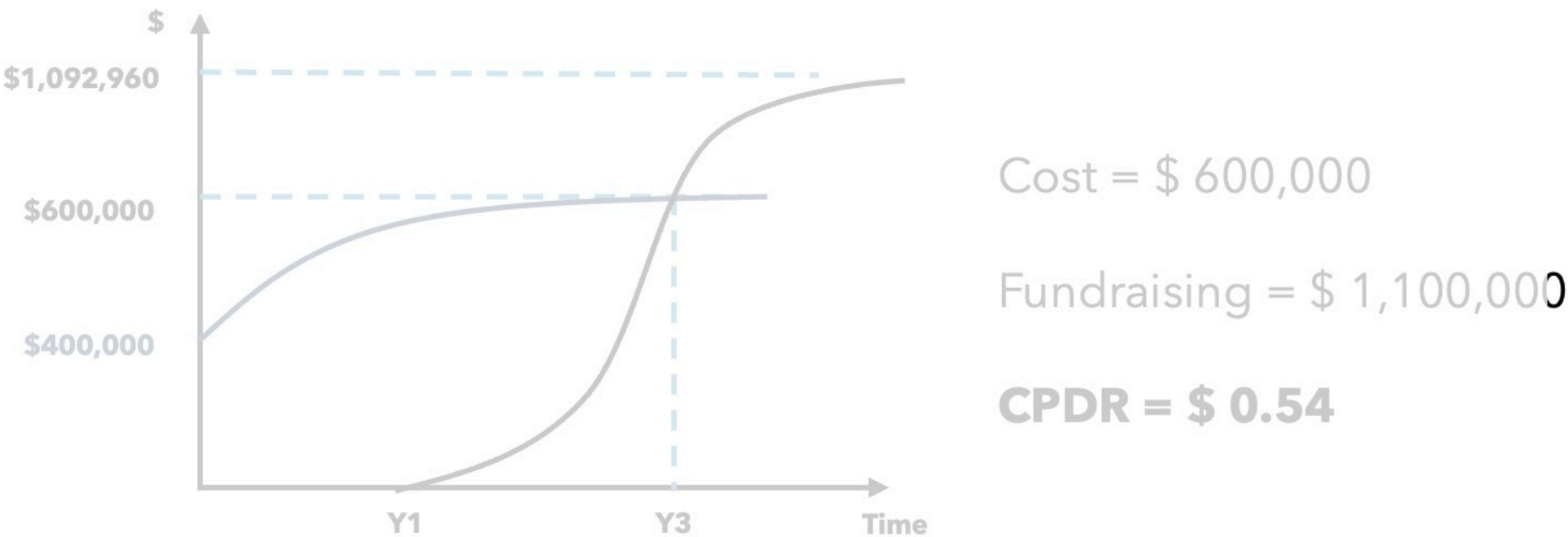
NPForward enhances Gen Z's engagement and deepens their **affinity** towards NPF demonstrated by measurable impact



Key Metrics

+	App Downloads	Track the quantity of downloads across digital distribution platforms
+	Visibility	Aggregate the number of mentions across social networks for visibility analysis
+	Cost Per Dollar Raised	Divide the total cost of a fundraising campaign by the total amount of funds raised

Break-even Analysis



Impact on Stakeholders



1 Gen Z - Exploration



Revitalize Gen Z's interest in national parks and **redefine** the relationship between **mankind** and **wildlife**, bridging the disconnect and **restoring** the **generational cycle** with NPF



2 NPF - Engagement



Cultivate **engagement** and empowerment from Gen Z to forge stronger **connections** and pathways to **existing NPF initiatives** (such as internships, service corps, etc.)



3 Sponsor - Awareness

Reinforce the brand **values** and **missions** of our sponsors for social impact through initiatives that directly furthers nature **preservation** and **sustainability**

Source: NonProfitSource, Vanguard Charitable "New Survey: 3 in 5 Millennial and Gen Z donors plan to give more to charity in the next 12 months", Epsilon "Gen Z are the next big nonprofit donors.", Backlingo, Oberlo

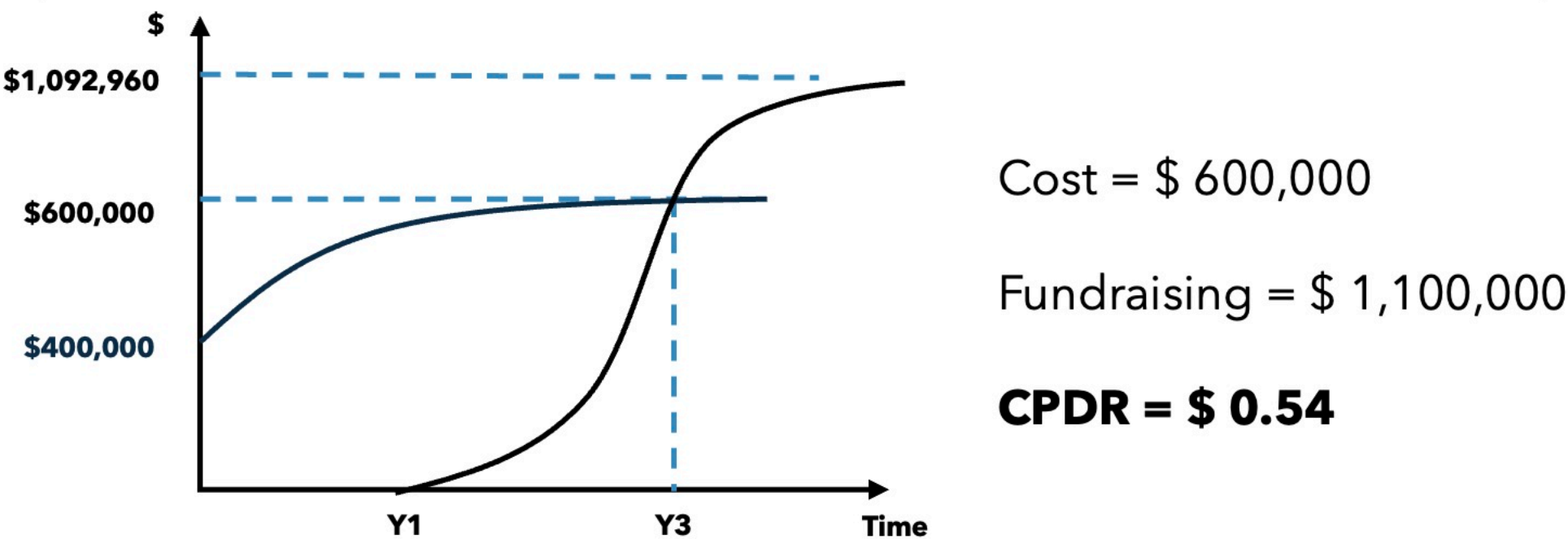
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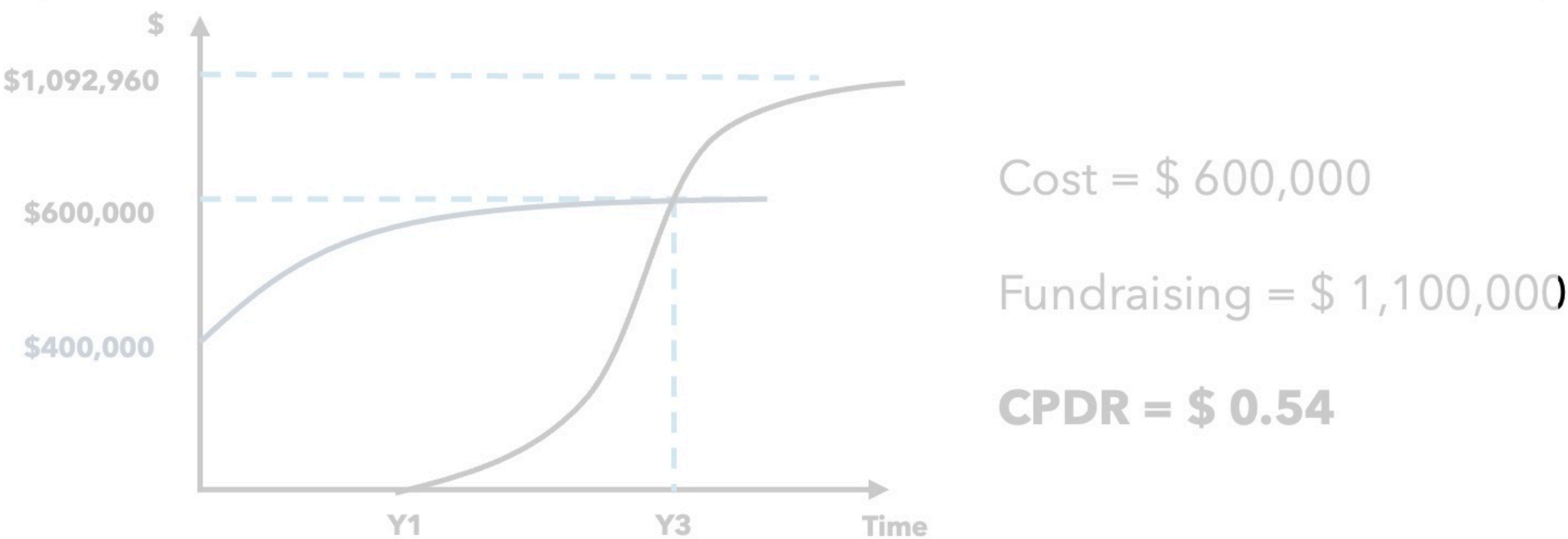
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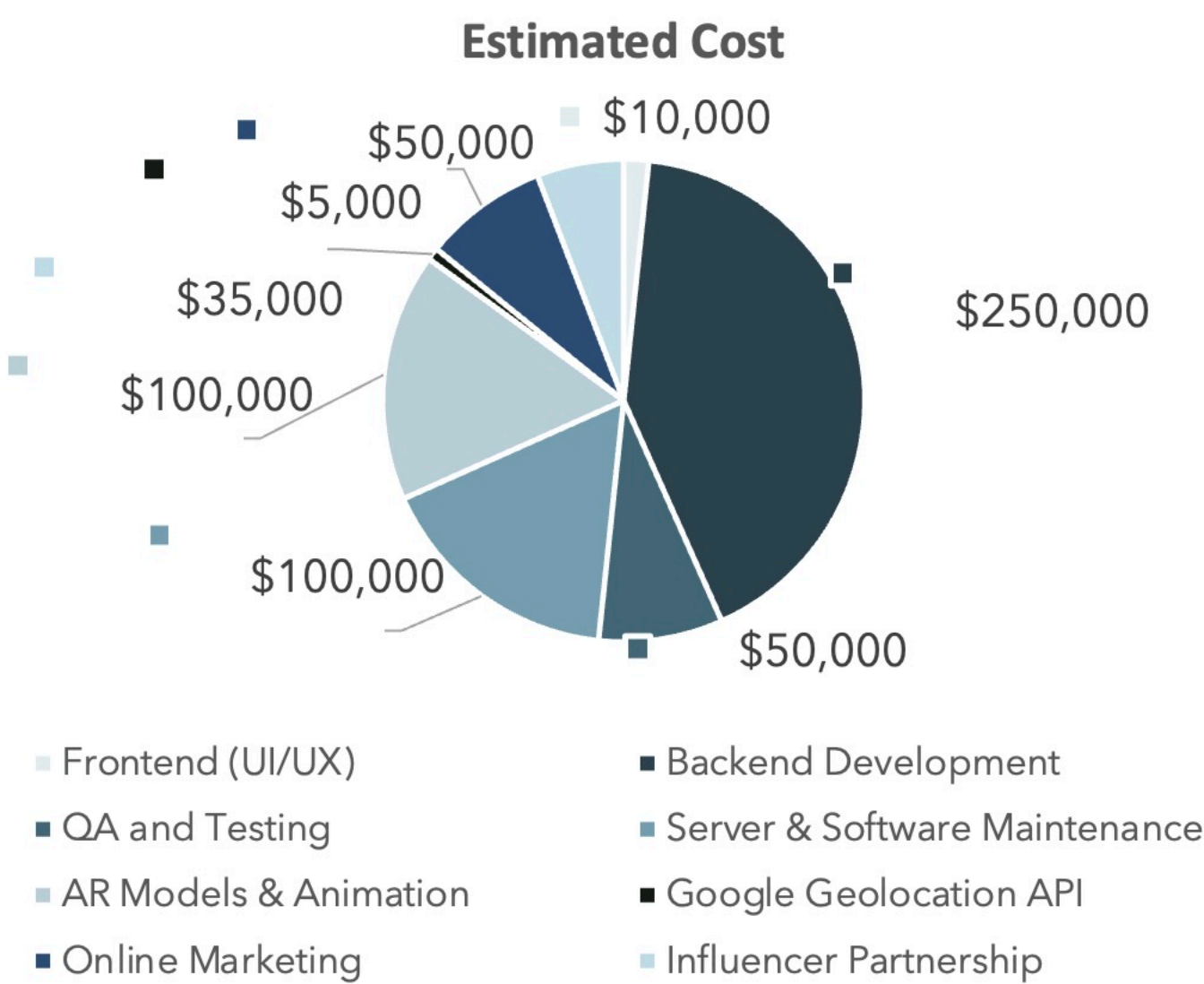
Source: NonProfitSource, Vanguard Charitable "New Survey: 3 in 5 Millennial and Gen Z donors plan to give more to charity in the next 12 months", Epsilon "Gen Z are the next big nonprofit donors.", Backlingo, Oberlo

Appendix A: Cost Breakdown and Feasibility

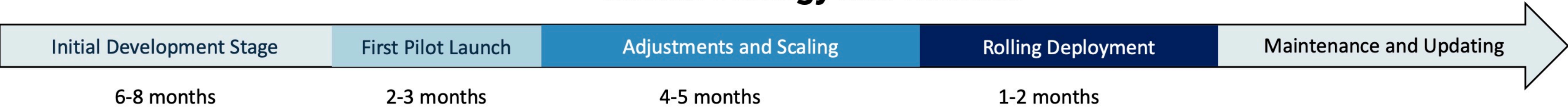
Project Breakdown	Estimated Cost
Frontend (UI/UX) ¹	\$10,000
Backend Development ²	\$250,000
AR Models & Animation ³	\$100,000
Online Marketing ⁵	\$50,000
QA and Testing ⁴	\$50,000
Server & Software Maintenance ¹	\$100,000
Google Geolocation API ³	\$5,000

Influencer Partnerships ⁵	\$35,000
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Cost of Implementation



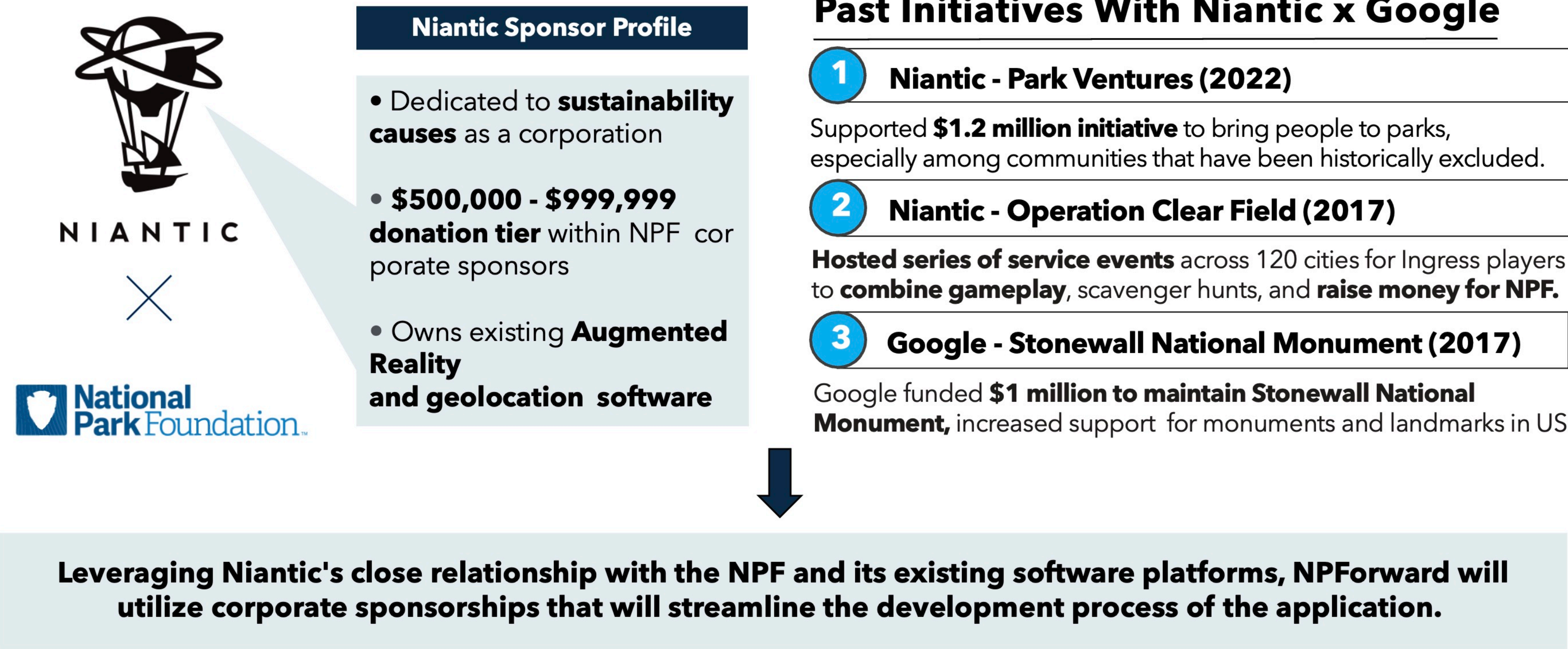
Rollout Strategy and Timeline



Source: ¹Business of Apps, "App Development Cost", ^{2,4}STFalcon " Software Development Cost and How to Calculate the Average Estimation in 2023", ²TekRevol: A Guide on AR Game Development Cost (2022), ³Google Geolocation API Usage and Billing, ⁵ Business of Apps, "Marketing Cost"

Solution	Example
<div><div>Offline Step Conversion</div><div>+</div><div>Offline Map Download</div></div> <p>With internal biometric data such as the Apple Health Step Counter, users will be able to convert steps to impact score even when exploring parks offline.</p> <p>Users can also download offline maps that are synched to specific parks and have key features like Explore tab and Digis popping up while users walk around.</p>	<div><div>Activity Metrics</div><div><div>Flights Climbed</div><div>27 floors</div><div>Yesterday ></div></div><div><div>Steps</div><div>21,988 steps</div><div>Yesterday ></div></div><div><div>Workouts</div><div>8.7 mi</div><div>Yesterday ></div></div><div><div>Others...</div><div>Yesterday ></div></div></div> <div><div>Impact Score</div><div>+200</div></div> <ul style="list-style-type: none">• User approved health data converted to impact score through a smaller ratio analysis• Capped at +1,000 weekly• Users must be physically near a NP
<div>Enhanced Outdoor Experience</div> <p>By rewarding offline exploration of the parks, NPForward will enhance the natural experiences of park visitors and create a stronger connection with Gen Z.</p>	

Source: Apple "Health App Step Length" <https://discussions.apple.com/thread/6860574?sortBy=best>



Source: Niantic: ParkVentures Initiative (2022), Niantic Labs Tech (2024), NPF Funding Partnership with Niantic (2018), Google National Monument Pledge (2017)

Projections of donations raised through NPForward demonstrate that

Projections	Factors	Sources
6,000,000		Followers on current social media outlets (NPS and NPF combined)
	0.40	% Active Users
	0.33	% Gen Z
	0.15	% Anticipated download rate from social media
	0.2	% Adoption Rate
	0.4	% Donation rate among Gen Z
	0.5	% Financially Independent among Gen Z
	\$230	Average donation to 1 organization in a year by Gen Z Donors
\$1,092,960		Projected Gen Z Donations Raised 3 Years Post Launch

Source: NonProfitSource, Vanguard Charitable "New Survey: 3 in 5 Millennial and Gen Z donors plan to give more to charity in the next 12 months", Epsilon "Gen Z are the next big nonprofit donors. What can organizations do to stay relevant?", Backlingo, Oberlo "WHAT SOCIAL MEDIA DOES GEN Z USE?"