



The Horizon Line

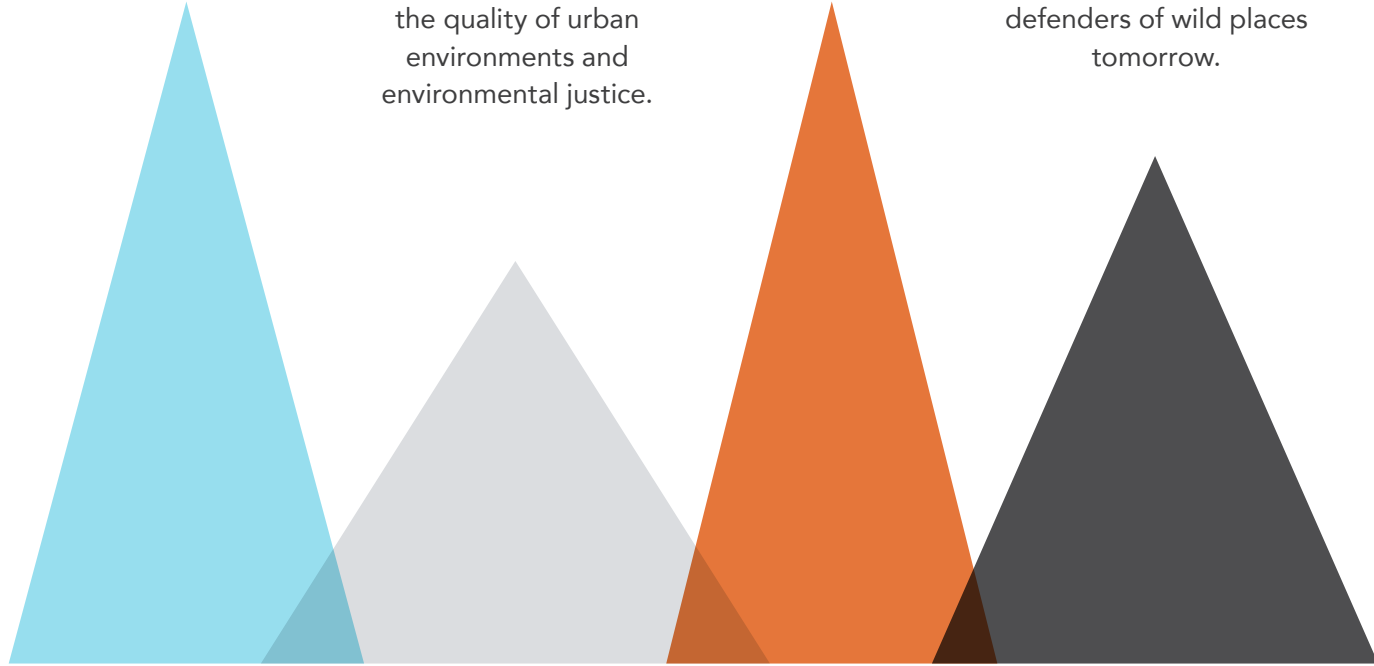
To maintain forward momentum, conservation groups must adapt to changing context. If we are to be successful, we must:

Connect more authentically with our members and supporters, rather than just ask for donations.

Embrace and make room for young people – people dedicated to new priorities and approaches, such as local food sustainability, pathways and public transit, the quality of urban environments and environmental justice.

Embrace new constituents, e.g. African Americans, Hispanics and immigrants.

Recruit new leaders who may choose to enjoy wild places on a rope, mountain bike, a pair of skis or in a kayak. The precedent exists for the adventurers of today becoming the fiercest defenders of wild places tomorrow.



HEART OF THE LAKES

JOIN US, AND SPEAK LOUDLY FOR THE PLACES YOU LOVE.

Heart of the Lakes' efforts conserve forests, farmland, coastline, and other important places for the benefit of generations to come.

At the core of our work is an understanding of people's connection to land and water – how it enriches our lives, defines our sense of place, and provides for our most vital needs.

PLACES CREATE STORIES
heartofthelakes.org



The Economy of Outdoor Recreation

Outdoor Recreation is an economic powerhouse in the United States



GENERATED EACH YEAR NATIONWIDE

nearly half of all Americans participated in at least one outdoor activity in 2014

48.4% =

141.4 MILLION

participants, who went on a collective 11.8 billion outdoor outings

\$26.6 BILLION in consumer spending

232,000 direct Michigan jobs

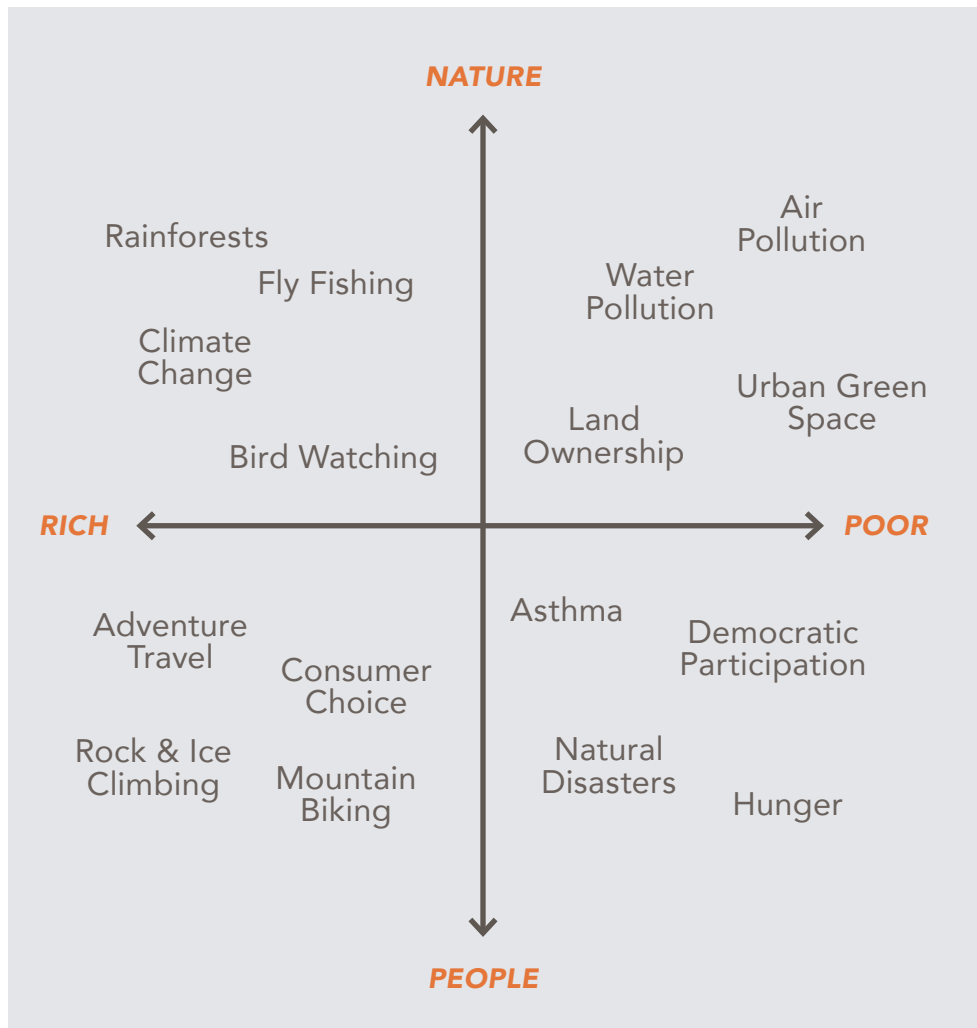
\$7.5 BILLION in wages and salaries

\$2.1 BILLION in state and local tax revenue

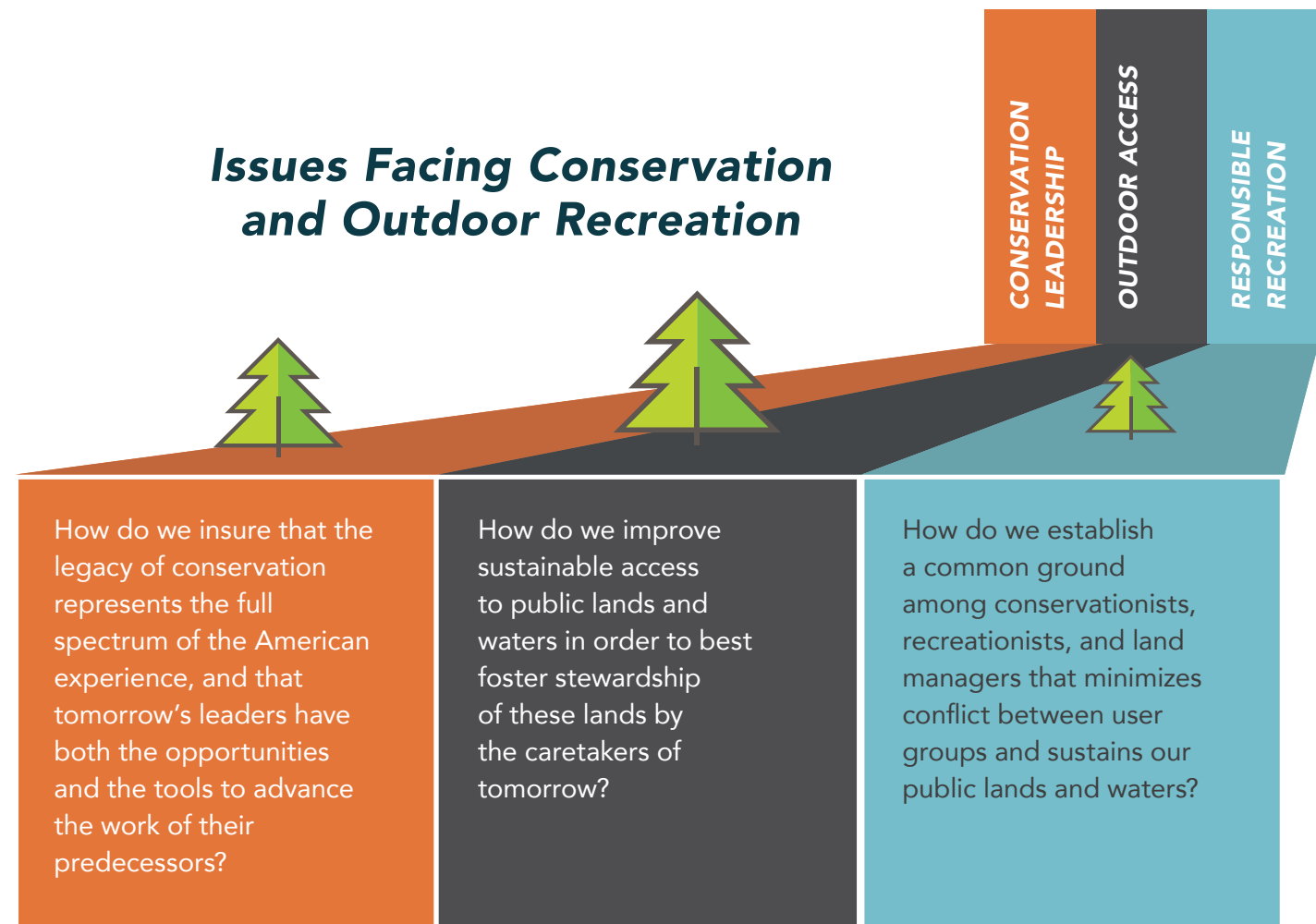
GENERATED EACH YEAR IN MICHIGAN

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HEART OF THE LAKES



For **MILLENNIALS**, happiness isn't focused on possessions or career status. Living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span the spectrum of life's opportunities.



The Experience Economy

The Millennial Generation is bigger and more diverse than the Baby Boomers

When it comes to money, 'experiences' trump 'things.' Americans are dedicating more income to experiences across the generational spectrum.

FOMO drives millennials' experiential appetite, and they crave more experiences. (1.3 trillion in annual consumer spending)

Experiences help shape identity & create life-long memories. "We help the earth, but DON'T call us an environmentalists."

