

Why are we here?

Participating in a Hike or Class through SFC provides the opportunity to become a supporter of SFC and our conservation efforts. Just by taking the time to participate, each participant has given precious time to SFC when so many other activities are available.

Our goal is to get these participants engaged... curious... and excited about SFC. We want them to feel welcomed and let them know this is a special place and that SFC is doing important, cool work which has an impact. To allow them see how beautiful this particular preserve is and use that experience to have a conversation about what happens if we couldn't protect these spaces.

What do I say?

- What does SFC mean to me?
- What does Conservation mean to me?
- Why do I stay involved?
- Let me tell you about my favorite spot on the trail!

We should all be able to tell anyone why we are involved with SFC within 30 seconds. Think about the above questions, and use those answers to engage each participant you encounter. Get them thinking not just about the outdoors and this particular Preserve but about the importance of SFC's work in general.

Sample Pitch from past Docent Trainings:

(Past) "In 1996, a small group of committed community members decided that Table Mountain was an important local resource, which led to the acceptance of the McKenzie Preserve from the Nature Conservancy and the creation of Sierra Foothill Conservancy."

(Present) "Today, Sierra Foothill Conservancy has conserved over 28,000 acres and honors our natural and cultural heritage by protecting central Sierra grasslands, foothills, and forests for present and future generations to enjoy. Membership to SFC helps conserve local lands - *forever*. The idea that these open lands will still be there into the future for everyone to enjoy is important to me."

(Future) "Sierra Foothill Conservancy is doing important work in the region and there are many ways to get involved. We need support for our conservation efforts and would love your support today – you can be part of something really big and being a Member gives you even more opportunities to enjoy these natural places - would you consider becoming a Member?"