



BRAND NARRATIVE

Brands are strong and memorable when they have a distinctive, consistent, and relevant brand voice.

RARE

Rare drives **social change**¹ for people and the planet. We have inspired and empowered millions of people to shift their behaviors and practices to protect the nature that sustains us all.

1 Social Change” emphasizes our focus on shifting social norms through people-centered, behavioral approaches.

THE CHALLENGE

Today, the natural resources we depend on are in danger. Climate change. Overfishing. Unsustainable land use. The extinction crisis. These problems **endanger life on land and in the water, jeopardize the health and well-being of communities, drive inequities for already marginalized people, and threaten the future of the planet**²—and human behavior is behind them.

2 These threats speak to our relevance to global priorities: biodiversity, food security, gender inequity, and climate change.

THE OPPORTUNITY

But if people are part of the problem, they must also be part of the solution.

At Rare, we believe the **cumulative power of individual action**³ is a vital pathway to safeguarding and restoring our shared waters, lands, and climate.

3 “Cumulative power of individual action” is a guiding principle and an answer to “can one person make a difference?”

By understanding what motivates people to change, and the barriers that stand in the way, **we can jumpstart change and help it spread**⁴.

4 Positions our unique value-add as a key component realizing the opportunity before us.

THE SOLUTION

Rare inspires change so people and nature thrive⁵.

Our people-centered approach, rooted in behavioral science and design thinking, inspires shifts in behaviors and practices that measurably benefit people and nature.

5 Rare’s mission statement

We facilitate and empower community-driven solutions that help people manage their futures⁶. And we have nearly 50 years of experience on the frontlines of conservation. Through strong global partnerships and expertise in translating research into action, **we build the social, ecological, and political networks**⁷ needed to sustain local change and scale our impact across the world.

6 An active description of a key ingredient to our approach, the direct benefits to people.

7 Stresses the role of partnerships and networks in our work, and in our path to scale.

CALL TO ACTION

Change is what we do. That’s what makes us Rare.

Our shared environmental challenges are big but solvable⁸. We are looking for the next generation of leaders, donors, partners, and change agents to **join our movement**⁹ to scale people-centered, community-driven solutions, and pave the way for sustainable, lasting change.

8 Urgency and possibility

9 Message must be forward-looking, placing the reader in the narrative.