



Westcave Outdoor Discovery Center is creatively and collaboratively knitting together dozens of unexpected partners to reconnect children and families to the natural world. Their visionary leadership with the Children in Nature Collaborative of Austin (CiNCA) serves as a model and has far-reaching impact.

The Roadrunner: Transportation for Environmental Education Programs

"It was my favorite field trip I ever took!! Thank you for showing us the humming-bird's nest and letting us see the stalagmites. And showing us the dripstone. "

– Emily, 10 years old

One of the greatest barriers schools and other organizations face for taking kids on environmental education field trips is reasonably priced transportation. Many field trip destinations including Westcave Outdoor Discovery Center offer Title 1 schools reduced admission prices but there are few options available for lowering transportation costs. Westcave Outdoor Discovery Center is developing the Roadrunner Outdoor Adventure Bus to eliminate transportation as a roadblock to children experiencing the outdoors in Central Texas.

Westcave will repurpose a used school bus to be used for school field trips and after school programs associated with the outdoors. The bus will be used not only to bring students to Westcave but will also be available for rental at a significantly reduced price, or free if we can secure full underwriting, for schools and other organizations to bring their youth to any number of nature locations in the greater Austin area. Examples of future uses of the Roadrunner Outdoor Adventure Bus include the following:

- Transporting students at a Title 1 school for a field trip to Westcave
- Partnering with area organizations (i.e. Big Brothers/Big Sisters) to get kids outside
- Allowing CiNCA partners, such as Camp Fire, to take 15 families on a camping trip to Enchanted Rock
- Taking a group of teenagers out to Westcave for a Saturday night Star Party
- Pulling up at events like the Earth Day Celebration, the Zilker Kite Festival or Blues on the Green to share the importance of getting kids out in nature
- Serving as the lead bus when an area school sends out a large group on a nature field trip.

How you can get involved:

Our crowdfunding campaign on IndieGoGo will kick off on **Tuesday January 27, 2015**. As leaders of Westcave Outdoor Discovery Center we have identified three primary ways that you can support.

- Make gifts to the campaign early - The first ten days of the campaign will be a soft launch our goal is to reach 30% of our \$20,000 goal in the first 3 weeks of the campaign. Studies have shown that campaigns who reach this benchmark are 90% more likely to succeed and even surpass their goal.
- Identify potential donors - Look for two or three immediate friends or family that would be interested in supporting the project. Utilize the donor support packet which will be sent out before our campaign launch to explain the purpose of the project and why you support it. During this process be sure to make a direct ask of the person to whom you have brought the project.
- Spread the word to your network – Utilize the Facebook banner and campaign images on your own social media platforms that outline the project. These digital resources will be a part of our donor support packet. By spreading the word on your own social media platforms you widen our campaign's audience and extend its reach. This part will be critical to the success of our campaign.

This type of fundraising is fundamentally different than many of the other more traditional methods we have used at Westcave in the past. Only through the active engagement of our "Westcave Family" and their immediate constituents will we be able to raise the money for our new program. I want to thank you in advance for your continued support of Westcave Outdoor Discovery Center and our latest project the Roadrunner Outdoor Adventure Bus.



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Children in Nature Collaborative of Austin – Manager
Westcave Outdoor Discovery Center

