



COLORADO WILDLIFE COUNCIL

Strategic Communications Toolkit



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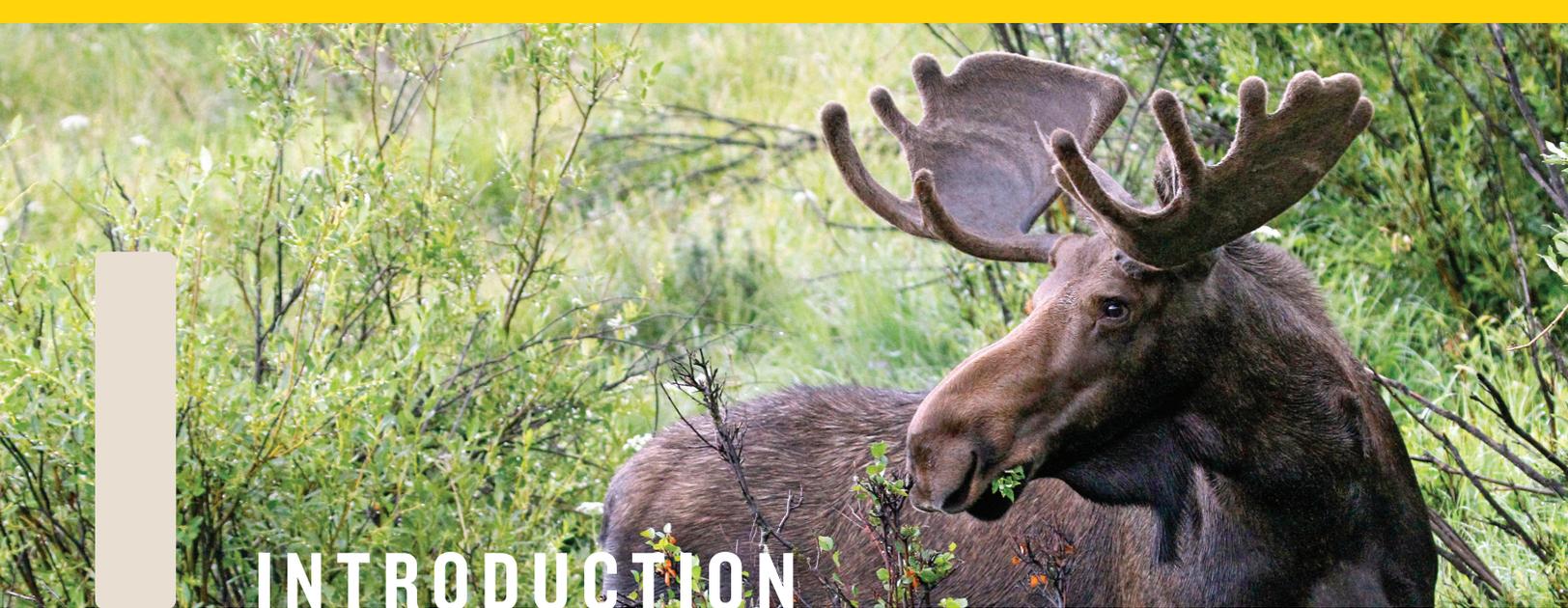
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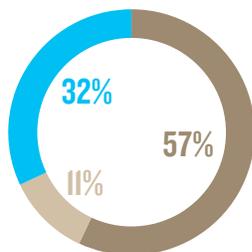
INTRODUCTION

Changing Colorado Landscape

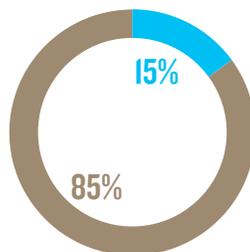
In recent years, growth from new Colorado transplants into urban areas, especially through the influx of millennials, is influencing the Colorado political and

demographic makeup. Some truths or beliefs that have long existed as part of the state are now in question due to other belief systems entering the state.

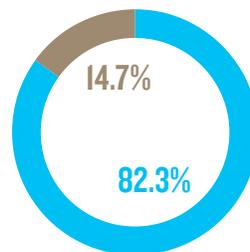
Between 2011 and 2016, Colorado saw about **235,000 – 250,000** people move into the state with the majority between 20 and 29 years old.



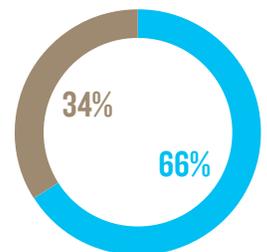
57% of Coloradans were born out of state. **11%** of Coloradans were born in another country.



85% of Coloradans live in the Pueblo-to-Fort Collins urban corridor formed by Interstate 25, contrary to popular belief that Colorado is a largely rural state.



From 2010–2015, Colorado Springs saw a **14.7%** growth rate in millennials, a higher rate than any other U.S. city at the time.



34% of registered Colorado voters are more neutral toward hunting in the state.

However, some of these different beliefs can be tied to a lack of knowledge in how things are done in Colorado, which can be said about hunting and angling practices in the state. Perceptions of hunting and angling can be greatly different between someone who was raised in

rural Colorado versus an individual who lived their whole life in urban Chicago. For the latter, it means needing a greater understanding of how hunting and angling impacts them, specifically, and their new found love of Colorado’s outdoors.



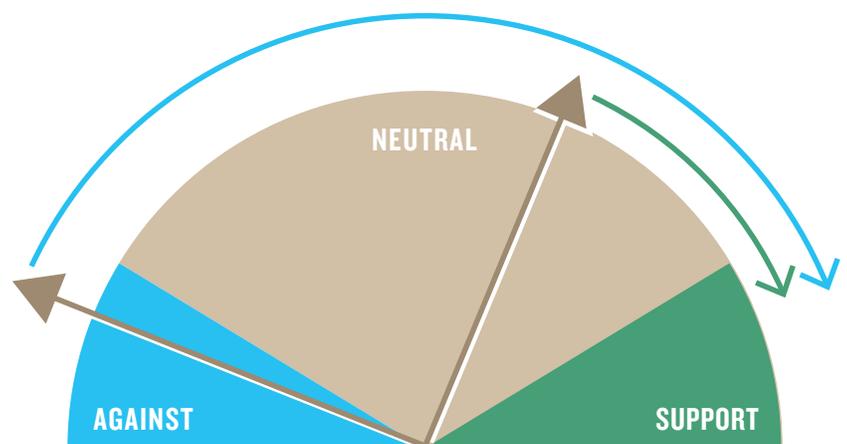
TARGET AUDIENCE PROFILE

“It’s hard to say whether or not I think it’s good or bad for Colorado for either of these hobbies [hunting/fishing] because I’m not engaged enough in the community to know the impact it has on our community.”

– Female, Native CO

While some trends might point to these young urban dwellers being against hunting and angling, we actually find a larger number that are more neutral or undecided. Claiming that a lack of education and exposure to it are reasons for not supporting nor being against it — it just takes a legitimate source to give them information.

This leads us to an opportunity to speak to this neutral group, who are more in number than those completely against, and can be swayed either way. This means being proactive and speaking in terms they understand and relate to.



Energy spent trying to convince those completely against hunting to then support hunting is wasted, when those in the middle are an easier pull through education.

In the Wind

When we look into those who are more neutral to hunting and angling, they tend to be younger Coloradans in urban areas, like Denver. Many of which are contributing to the growth of Colorado and are less aware of hunting and angling practices in the state.

While they might be new to the state, many of them move to Colorado for the same reason established residents live in the state: the spirit of freedom and the ability to enjoy the outdoors. Though, how they enjoy the outdoors might be different from true outdoorsmen.



Target Audience

- Millennials and Gen Z (18-35)
- Registered Colorado voter
- Not highly engaged politically outside of major social issues
- Neither strongly support or oppose hunting/fishing
- Colorado transplants
- Living in urban areas

“Maybe [hunting and fishing] were part of the Colorado lifestyle a long time ago, but nowadays, I think of hiking, mountain biking, skiing, snowboarding, camping, and breweries as the Colorado lifestyle.”

– Male 3-10 years in CO

Shared Values

When talking to this audience about hunting, fishing and wildlife, it's important that we speak to them through what they value about Colorado and wildlife. These

values are often the same for both sportsmen, but are manifested differently between the two groups.

SPORTSMEN

IN THE WIND

ENVIRONMENTAL STEWARDSHIP

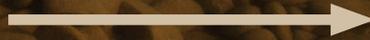
Tracking and monitoring wildlife populations and patterns



Recycling, picking up litter and reducing emissions

ECONOMIC IMPACT

State taxes don't go to wildlife conservation



Small business owners can thrive

SUSTAINABLE FOOD SOURCE

Providing food for my family



Natural, healthy and organic food options



CHANNEL STRATEGY



TELEVISION

Specific television shows reach the ITW audience where they are still unable to cut the cord. Mass reach within sports and high-profile entertainment can be achieved with a broadcast television campaign.



CONNECTED TELEVISION

Connected television provides the opportunity to reach cord cutters on a big screen similar to traditional television. Just like TV, ads are non-skippable and ideal for full :30s video.



OUT OF HOME

Out of home (billboards) can be used for mass reach among the heavy commuting Denver market. Digital boards can host animations/video and reach users while they commute.



DIGITAL RADIO

Utilize Spotify to reach users with audio/visual within a platform they heavily use throughout the day.



FACEBOOK

Facebook is widely used by ITW as a platform to garner news and updates. Distribute video and image + messaging here for mass reach.



INSTAGRAM

Instagram can be used to reach a large portion of ITW while they are browsing for inspirational content on the highly aesthetic platform. Consider influencers and content partnerships.



WEB/IN-APP

Digital media across web/in-app can be used to distribute native ads and video to the ITW audience wherever they consume digital content.



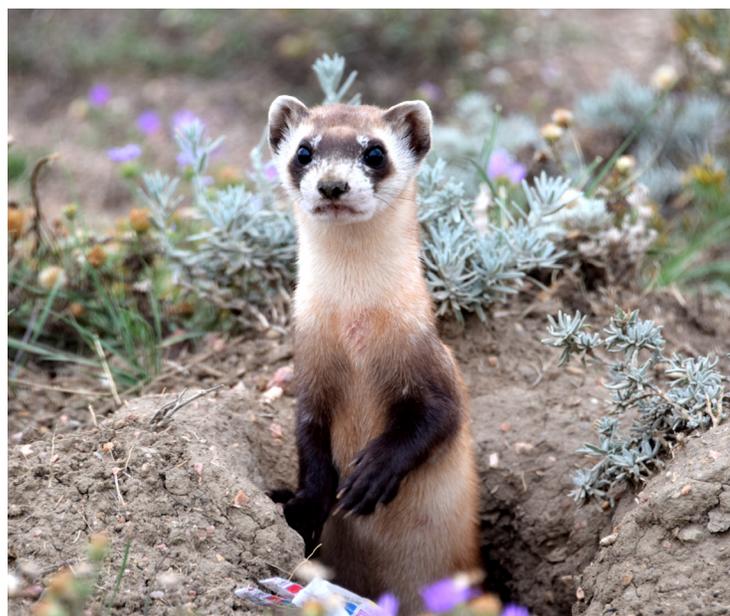
MESSAGING GUIDANCE

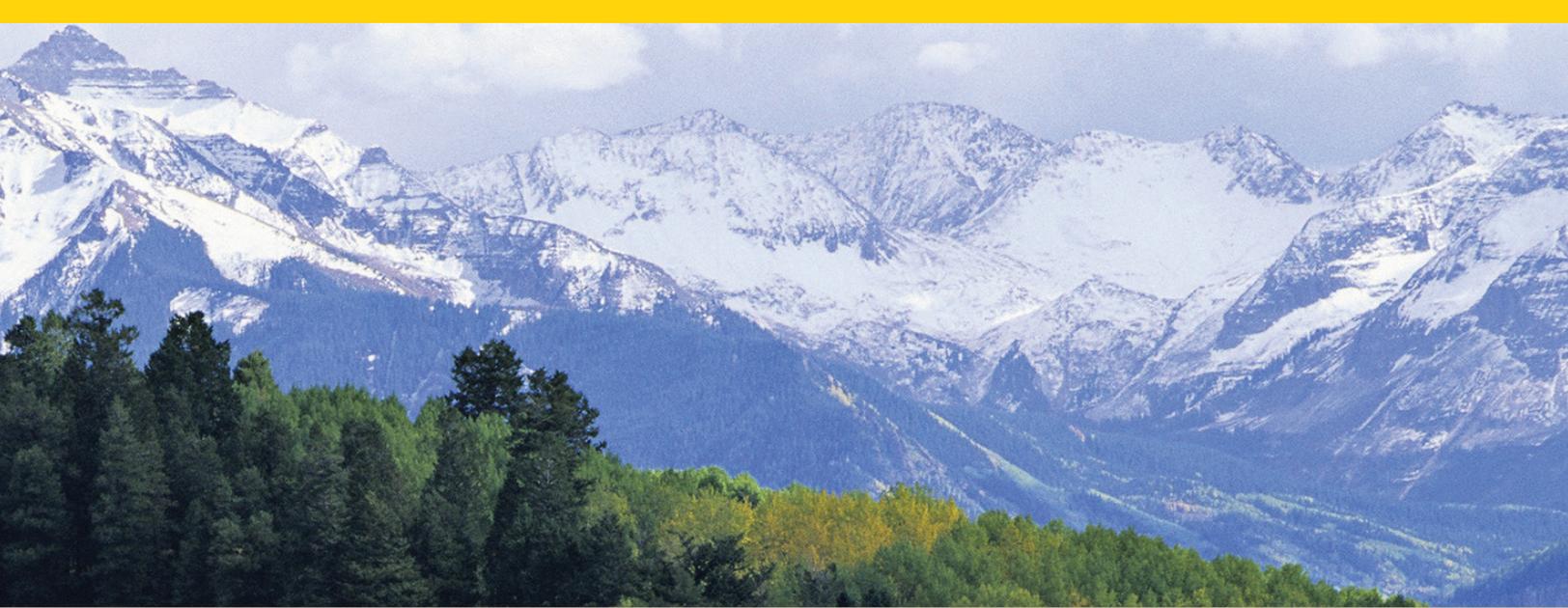
Messaging to the Middle

As urban populations of Colorado continue to grow with people from out of state, it is important to speak to how hunting and angling are essential to keeping Colorado the way it is. By speaking to the key benefits of hunting and angling through shared values, we can bridge the divide and grow an appreciation for hunting and angling in the state.

MESSAGES THAT SHOULD BE USED:

- Showcase how hunting and angling helps the Colorado economy including small towns and local businesses.
- Inform how license fees from hunting and angling help protect and provide access to public land that Coloradans use for hiking and other outdoor recreational activities.
- Explain that in Colorado, we're responsible hunters.
- One of the things that makes Colorado great is that people of all different walks of life can live together. Not everyone hunts, but we respect the rights of our fellow Coloradans.

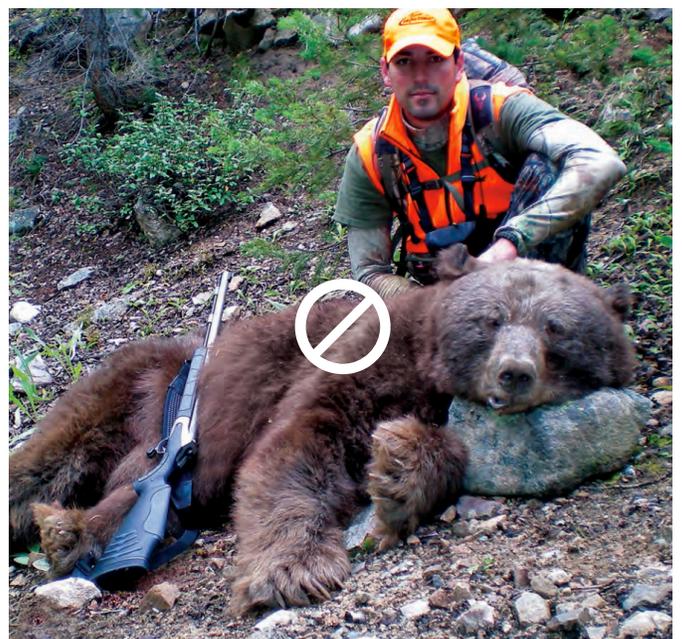




- Humanize hunters to make them more relatable.
- Talk about the importance of wildlife and how it's the livelihood of Colorado and part of Coloradans' identity.
- Hunting is just another way of connecting with the outdoors.
- Use common language (e.g., fishing vs. angling).

MESSAGES TO AVOID:

- Talk about or show trophy hunting.
- Talk about the impact hunting and fishing have on reducing state taxes for wildlife management/funding.
- Glorify the hunters and their role in wildlife management.
- Show gun imagery.





i. Best Practices to influencing targeted and/or persuadable demographics in Colorado

a. Build a broad-based coalition that is diverse from a standpoint of:

i. Geography

1. Denver, South Metro Denver, North Suburbs, Golden, Boulder, Loveland, Ft. Collins, Greeley, Ft. Morgan, Sterling, Colorado Springs, Pueblo, Lamar, Burlington, Trinidad, Alamosa, Salida, Durango, Montrose, Delta, Grand Junction, Glenwood Springs, Craig, Aspen, Steamboat Springs, Eagle/Vail, Silverthorne.

ii. Interest Groups

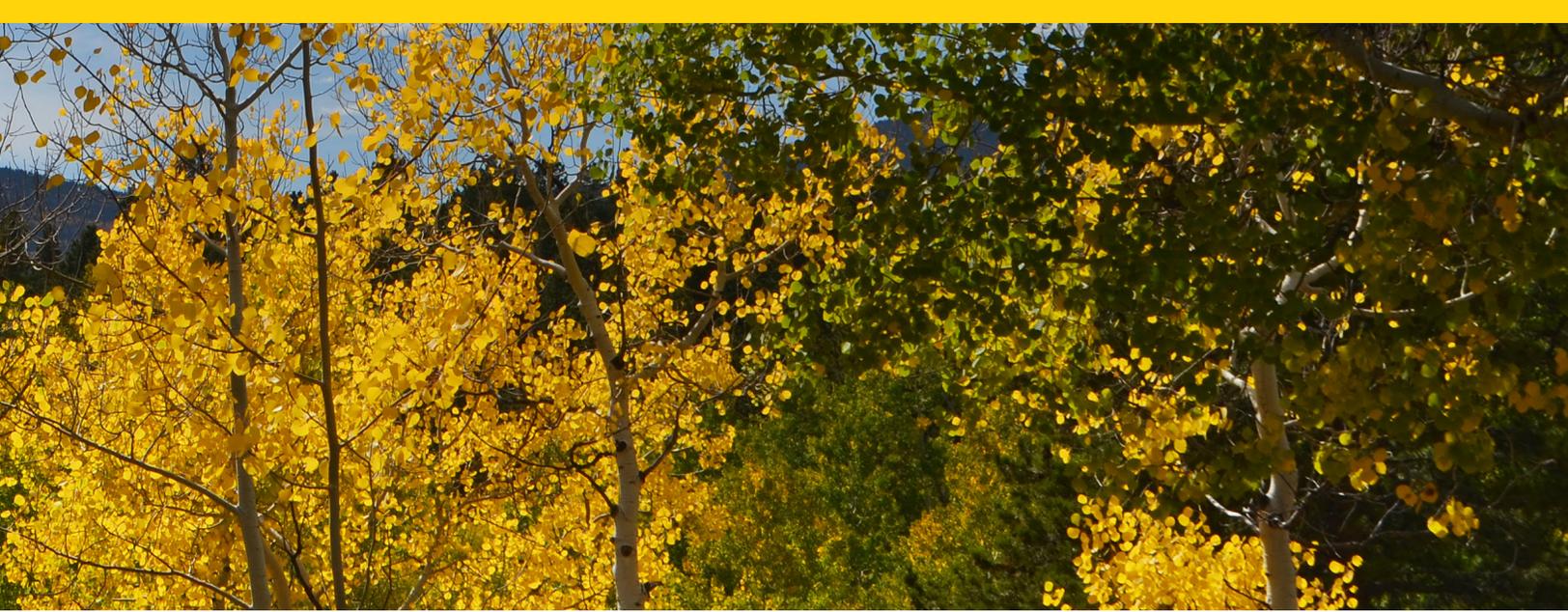
1. Outdoor sports (mountain biking, kayaking, rafting, hiking, and skiing/snowboarding, etc.)
2. Lifestyle – brew pubs, dispensaries, recreation leagues (e.g., softball, kickball, volleyball), MOPPS, veterans organizations

iii. Ethnicity/Gender/Age

iv. Influencers

1. They can be an influencer to five or 5,000

b. Develop the collation online with social media using Facebook and Instagram. Funnel active members into an organizational software system. There are many good and inexpensive ones on the market. Regularly produce content and events for people to meet virtually and in person. Give them a regular “call to action” where they are asked to share, like, attend, write, or call in support of the effort.



- c. Develop the coalition through word of mouth and events
- d. Earned media events that allow for greater awareness of the effort and usable content to push out to all four corners of the state.
- e. Spatial awareness of other efforts either in concert, conflict, or just active and how to best execute your efforts plan.
- f. Obtain the Colorado Secretary of State voter file, bounce coalition members against the voter file. If they are not registered, follow up with registration information.

ii. Timeline for 2019-2020 Communications Effort

- a. Q-3 2019 – Formation of issue entity for communications
 - i. Register entity with SOS
 - ii. Develop detailed budget and KPI's for the effort
 - iii. Create organization structure
 - 1. Identify and recruit coalition members (see above)
 - iv. Review existing research on target groups for communications
 - v. Develop message points
 - 1. Test message points



- vi. Reserve domain/social handles
- vii. Hire key staff identify potential consultant needs
- viii. Develop content calendar
- ix. Launch coalition management tool
- b. Q-4 2019
 - i. Begin external communications and events aimed at educating and recruiting members to the effort
 - ii. Build out organizational structure
 - iii. Refine message points
 - iv. Build coalition
 - v. Develop digital creative assets
 - vi. Launch website and social media channels
- c. Q-1 2020
 - i. External communications and events aimed at educating and recruiting members to the effort
 - ii. Build out organizational structure and meeting frequency
 - iii. Refine message points and review digital analytics



- iv. Build coalition
 - v. Review staffing/consultant needs
 - vi. Begin calls to action with coalition members e.g., meet ups, sharable information etc.
 - vii. Communicate coalition effort to traditional media for earned media amplification
 - viii. Begin paid communications effort (digital social)
- d. Q-2 2020
- i. External communications and events aimed at educating and recruiting members to the effort
 - ii. Build out organizational structure and meeting frequency
 - iii. Refine message points and review digital analytics
 - iv. Build coalition
 - v. Calls action with coalition members, e.g., meet ups, sharable information etc...
 - vi. Communicate coalition effort to traditional media for earned media amplification
 - vii. Paid communications effort (digital/social)

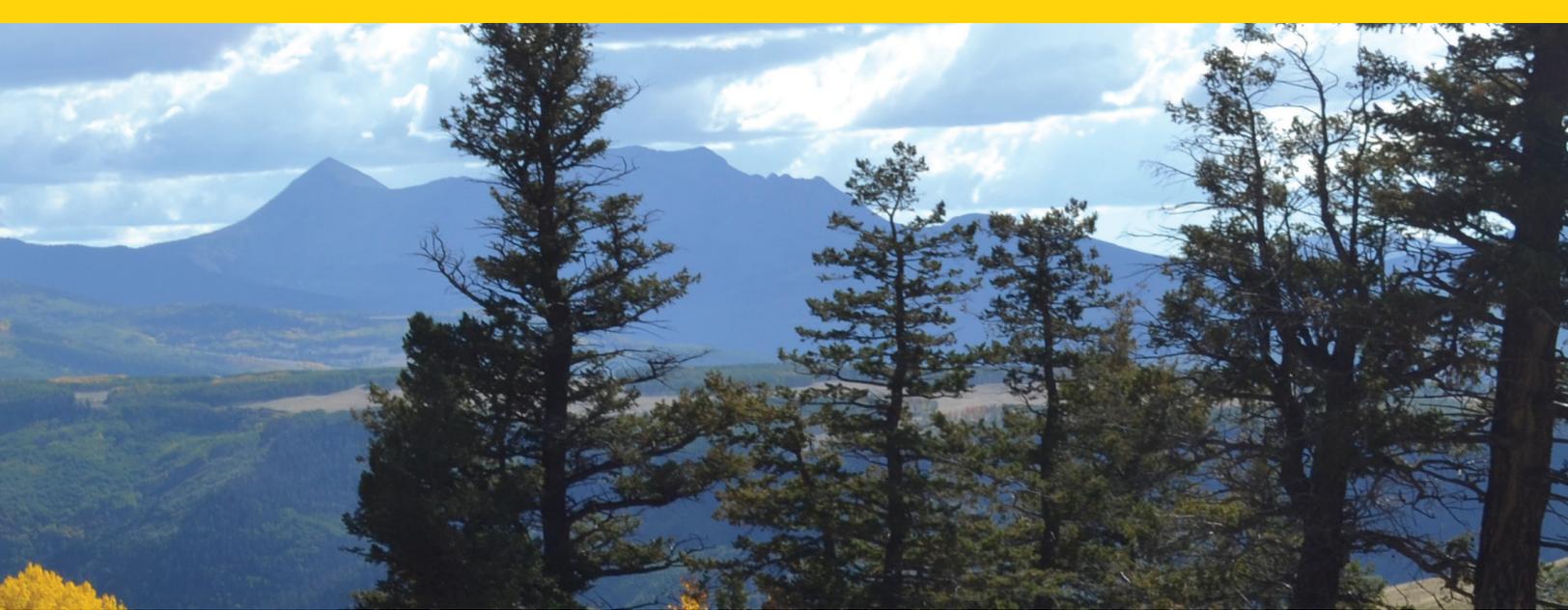


e. Q-3 2020

- i. External communications and events aimed at educating and recruiting members to the effort
- ii. Build out organizational structure and meeting frequency
- iii. Refine message points
- iv. Build coalition
- v. Calls action with coalition members, e.g., meet ups, sharable information etc.
- vi. Communicate coalition effort to traditional media for earned media amplification
- vii. Develop traditional media creative assets and deploy
- viii. Paid communications effort (digital/social/traditional)

f. Q-4 2020

- i. External communications and events aimed at educating and recruiting members to the effort
- ii. Build out organizational structure and meeting frequency
- iii. Refine message points
- iv. Deploy traditional media assets
- v. Build coalition
- vi. Calls action with coalition members, e.g., meet ups, sharable information etc.



- vii. Communicate coalition effort to traditional media for earned media amplification
- viii. Paid communications effort (digital/social)
- ix. Review of communications effort effectiveness

iii. Pitfalls to avoid and what a robust communications effort would cost.

- a. Start early!!! The greatest value in any communications effort is time and money. Money can be overcome but time cannot. It is critical to start an effort as early as possible.
- b. Message Drift – When building a statewide broad-based coalition there will be pressure to change or modify the focus of the core message points of the communications plan.
- c. Make information sent to general public and coalition members relevant, timely and sharable.
- d. Focus the majority of resources both time and money on a movable audience in terms of beliefs and perceptions regarding the issue. Spending time outside this area either does not grow the coalition or worse case, falls on deaf ears.
- e. A robust communication effort that builds a strong broad-based coalition for 2019-2020 will be \$3 million to \$4 million to influence a group on an issue.
- i. In 2020 there will be a number of candidate and ballot issues on the ballot likely spending over \$150 million. The U.S. Senate race alone will be the costliest in Colorado history topping \$70 million. It is critical for any effort wanting to communicate to voters in Colorado be started early so as to be able to make an impact before the onslaught of political that advertising starts in July of 2020.



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