



# CWC Outreach Team Final Report

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Eeland Stribling & Kaiya Tamlyn

# Introduction

Events

What we learned and future event Ideas

Booth and future both ideas

Common Topics

Room For Improvement

Ideas for future research teams

Concluding thoughts



# Introduction

The faces of the Colorado Outreach Team consists of Eeland Stribling, wildlife biologist and world touring angler, public speaker and one of the best up-and-coming comedians in the country. The better half is Kaiya Tamlyn, the brightest of minds from New York, who specializes in psychology in regard to environmental studies. Ginny Sednek gave us the tools, and Jen Anderson provided us with the knowledge, patience, and encouragement to represent the council, share the mission and make this outreach team successful. Could not do it without them.



# Events Overview

Found events via

- Last year's successful and attempted events
- Googling > Cold calling/emailing
- Suggestions and forwarded contacts

Categories of events

- Festivals & Fairs
- Marketplaces
- Breweries
- State Parks
- Fish Hatcheries
- Miscellaneous (Rodeo, Speaking engagements, etc.)



# Events



Number of Events: 24

Total Days at Events: 36

Number of Cities Visited: 12

**Number of Booth Impressions: 47,600 +**

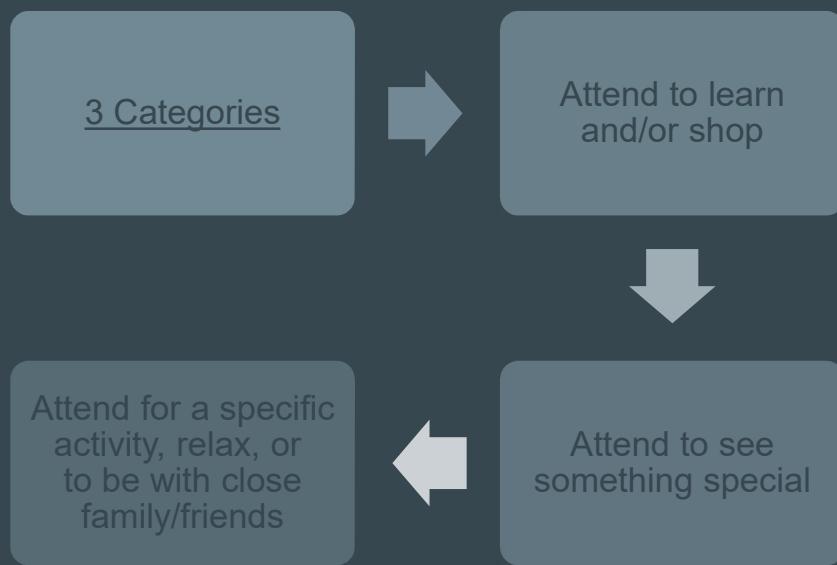
**Number of Unique Interactions: 3,500 +**

Highest Interaction Rate: CO Moose Festival

Lowest Interaction Rate: Cherry Creek State Park

Highest attended Event: Denver's Oktoberfest

# Biggest Lesson Learned



# Non-Traditional Events



Speaking Engagements – CSU, Sustainable Tourism and Outdoor Recreation Committee  
(Thank you Robin!)



Radio Shows – Terry Wickstrom Radio



Eeland & Erin Crider's Fishing events



CO Public Lands Day



# Common Topics

"Thank You" - Those that hunt/fish and wildlife appreciators alike

CPW Questions (Specifically regarding licenses, tags, seasons, Search and Rescue, etc.)

How to Interact with Wildlife

Wildlife Interaction Stories - Love of Wildlife

How to Volunteer

How to get into fishing/Where to fish

Wolves

Wildfires

## Highlights - Cornhole

**Summary of the game:  
Throw 2 bean bags and  
wherever the bean bags  
lands, you have to share  
ways conservation is  
funded and happens in  
that area**



## Highlights - Events with Scavenger Hunts

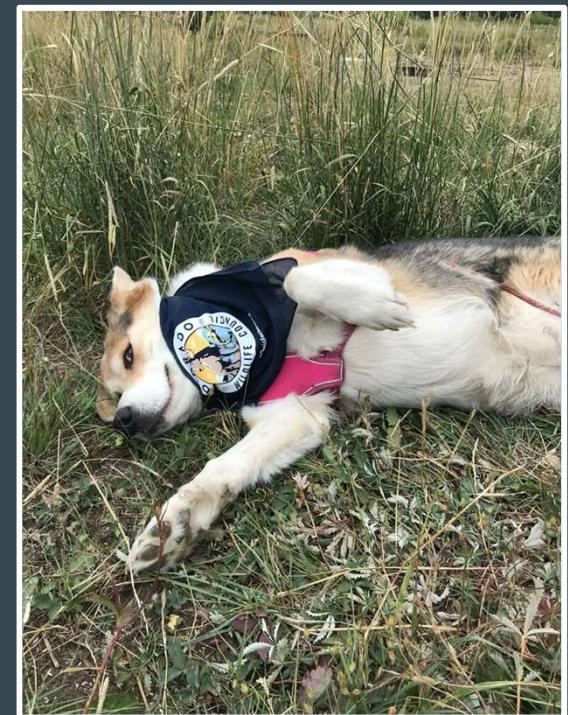


## Highlights – Elkies with Ginny

**Ginny, Jen and Erin were able to come to events and help us as we talk to the public. As they saw how we interacted with the public, and we saw how they answered specific questions we were able to come up with more intentional but personal conversations. While showing off their enthusiasm for CWC and WILDLIFE!**



## Highlights - Seeing dogs wear CWC bandanas



## Highlights – Fisheries



**Seeing Fisheries in Action.  
Being able to go on instagram  
and share about fisheries in  
Colorado and how they work.**



## Highlights - The CWC flag at the Douglas County Fair & Rodeo



## Highlights – Sunrise at the Hot Air Balloon



## Booth



We kept it similar to last year. However every event we did change they layout if the booth to be more open and accessible while trying to keep social distance.

# Future Event Ideas

- More Diverse Groups of Coloradans
  - We got invited to more Fairs and Rodeos
  - Sports teams
  - Popular Colorado Events (ie GoPro Games)
  - More emphasis on kids as a way to interact with parent's
  - Participatory Events - River cleanup or Habitat restoration
  - More College Events
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## Ideas for Future Outreach Teams

Ways to better engage with people who do not hunt or fish, but have friends or family that do

More environmentally friendly

Table top sign

“Text a friend feature”

Jen’s idea of a conservation tip a week on social media

Search and Rescue Benefits

A Campaign for new voters that just moved to CO

# Concluding Thoughts



Thank you all for a wonderful summer!



More details can be found in our written report, which we will get to you soon



None of this would have been possible without Jen & Ginny. Huge thank you!



Call to Action



Questions?

