

# 2023 CWC Outreach Team Planning

Brianna Fett

# A bit about me

- Native Coloradan
- Hunter and angler
- Worked for multiple seasons at CPW
- Have also worked for a nonprofit nature camp and USFW



# Background research

Colorado Wildlife Council Outreach Team Final Report  
11/22/2021



Eeland Stribling and Kaiya Tamlyn

I reviewed material from:

- R&R Partners
- Colorado Wildlife Council
- Past outreach teams

**Colorado Wildlife Council**  
October Meeting  
2022



COLO  
WIL  
COU

Date issued:  
Oct. 2022

# Key points

	ITWs	Adventurous Environmentalists (17% ITW)	Hunter Adjacent (12% ITW)
<b>Gender</b>	Mix of Males and Females	More Female	More Male
<b>Political Ideology</b>	Majority independents	Lean democratic and liberal	Majority independents
<b>Income</b>	Lowest income bracket	Higher income bracket	Lower income bracket
<b>Education</b>	Majority non-college educated	Highly college educated	Mix of college educated and non-college educated
<b>Hobbies</b>	Shopping and browsing online, social media, podcasts, travel	Camping, hiking, fishing, winter sports, cycling, time with friends	Rock climbing, golfing, fishing, running
<b>Hunting Support</b>	Indifferent	Indifferent, with some not supporting	Indifferent, but leaning support
<b>View on Guns/ Hunting for Sport</b>	More neutral towards gun culture and hunting for sport than other two segments	Moral issues with hunting for sport and guns	Guns don't make them uncomfortable, less likely to think hunting for sport is wrong
<b>Personal Impact</b>	Most say hunting would not personally impact, but some recognition it could	Banning hunting would not personally impact	Some personal impact if hunting were banned
<b>Time Living in CO</b>	25% of ITWs have lived in CO <5 years	20% of Adventurous Environmentalists have lived in CO <5 years	12% of Hunter Adjacent have live in Co <5 years

rpartners.com

Figure 1. Our target audience (R&R Partners, 2022)

- ✓ Value honesty and integrity
- ✓ Necessity-driven
- ✓ Appreciate the outdoors
  
- ✓ Lack knowledge of hunting and fishing fees' contribution to Colorado's ecosystem

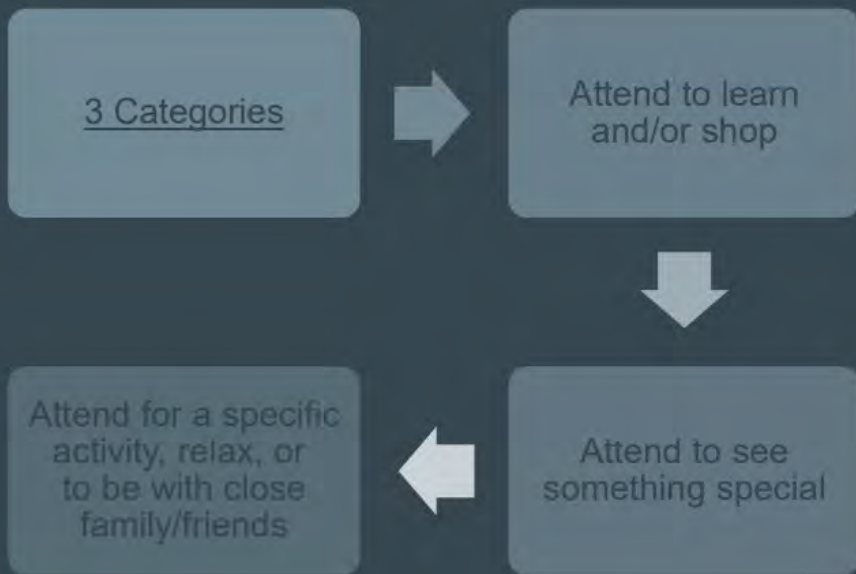
Figure 2. Shared Values (R&R Partners, 2022).

# Key points continued

## Campaign

- Increase opportunities
- Keep key

## Biggest Lesson Learned



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Figure 3. Object

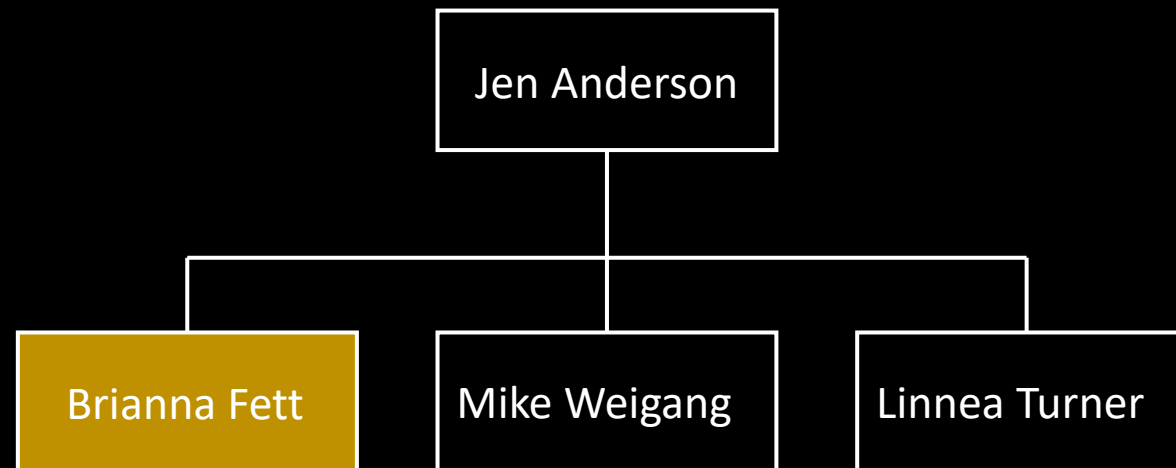
Figure 4. Three categories of events (Eeland and Kaiya's final presentation, 2021).

# What's different about this year?

## Governor Polis Ends COVID-19 Health Emergency Order

THURSDAY, JULY 8, 2021

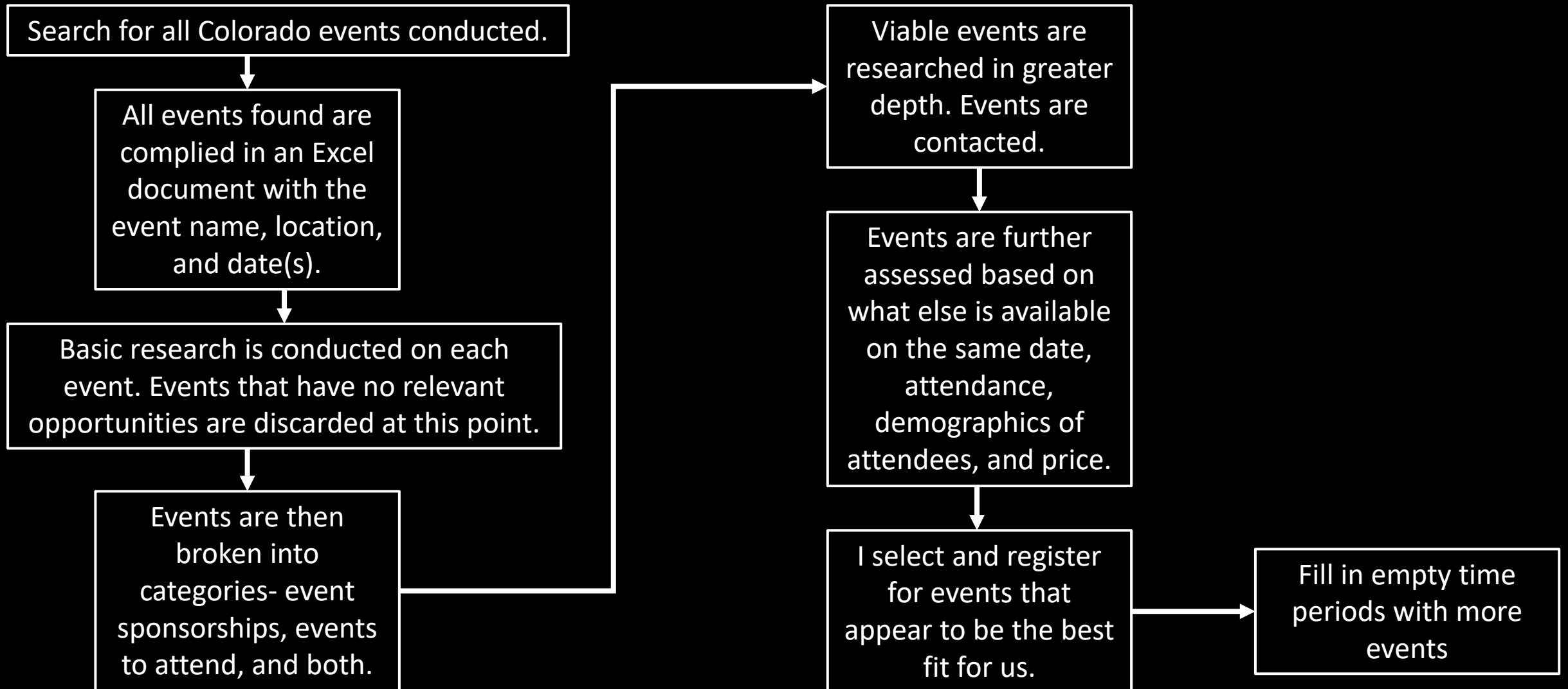
Since there wasn't an outreach team in 2022 this means that effectively this is our first 'normal' year for the outreach team.



# Spending Plan

FY23 (ends June 30, 2023)			
Salaries	\$30,000	Sponsorships	\$20,000
Signs/Banners	\$1,000		
Uniforms	\$1,000		
Giveaways	\$10,000		
Vehicle Rental	\$11,700		
Travel	\$16,000		
Event Registration	\$20,000		
TOTAL	\$89,700		

# Process for deciding which events and sponsorships to pursue





# Vision for the 2023 Outreach Team

Start to narrow down what types of events are the best fit for the Outreach Team by attending a wide variety of events.

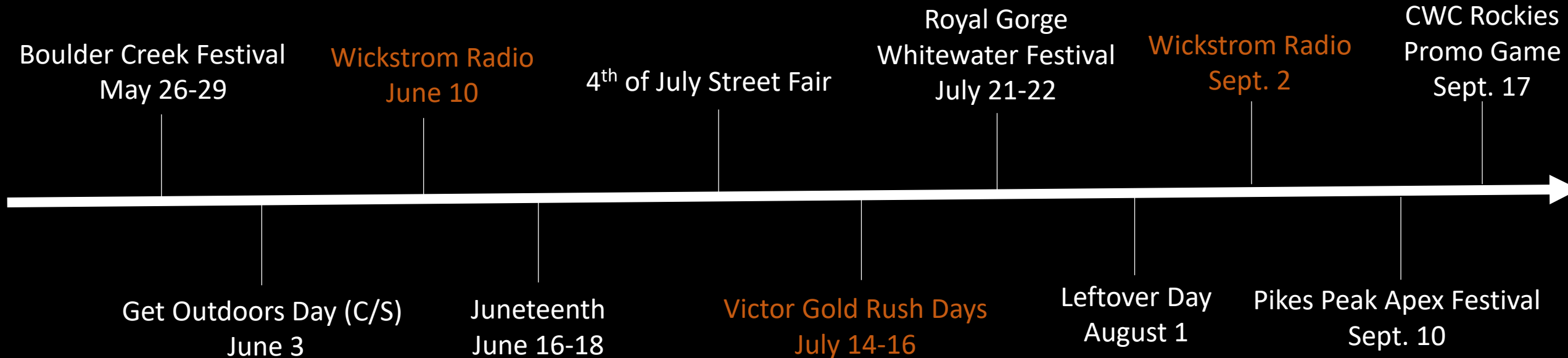
Begin to establish more of a 'roadmap' for future teams.

Engage the public and spread the Council's message in a fun and effective way.

Evaluate the usefulness of some of the tools we are using.

# Event timeline for the summer and fall

More events will be added.



● Uncertain

# Sponsorship timeline for the summer and fall

More events will be added.



● Uncertain

Council members are welcome to attend any event!

Feel free to send me any event or sponsorship ideas you may have:  
[brianna.fett@state.co.us](mailto:brianna.fett@state.co.us)

The outreach team will attend the monthly meetings moving forward and update you on events attended and what progress we are making.

Are there any requests?