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# CWC Messaging Activity



**COLORADO  
WILDLIFE COUNCIL**

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# TODAYS GOAL:

To harness the Council's collective intuition and align on a foundational 'Heartbeat Message' that will fuel and inform the upcoming agency transition.

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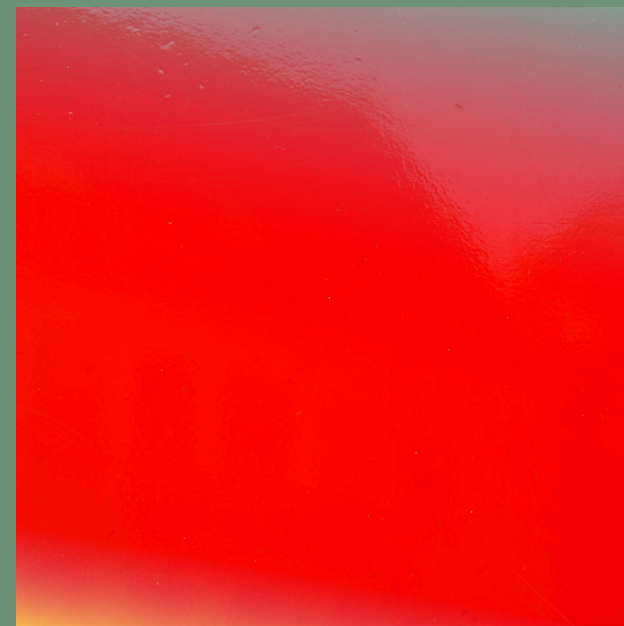
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# STOP. START. KEEP

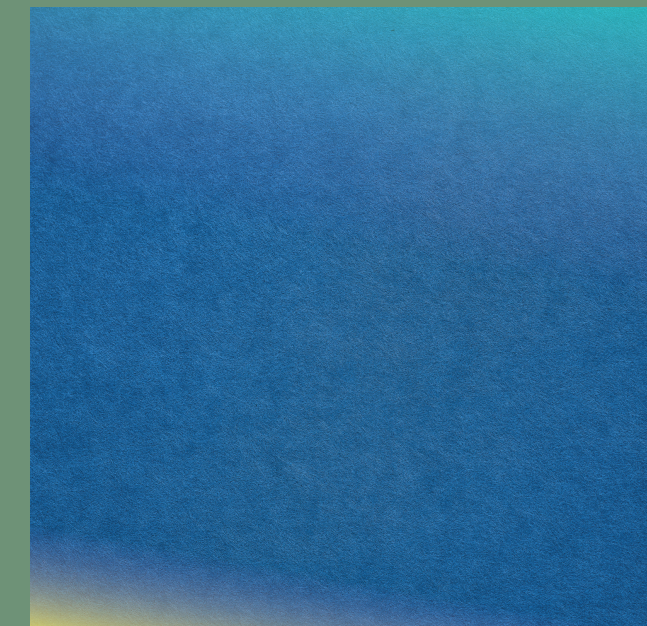
Instruction: Take 3 minutes of silence. Write one idea per note. I want at least two of each color from everyone. Don't think about 'polite', think about 'effective'.



**What is working? What makes you proud?**



**What are we saying that feels outdated, defensive, or gets ignored?**

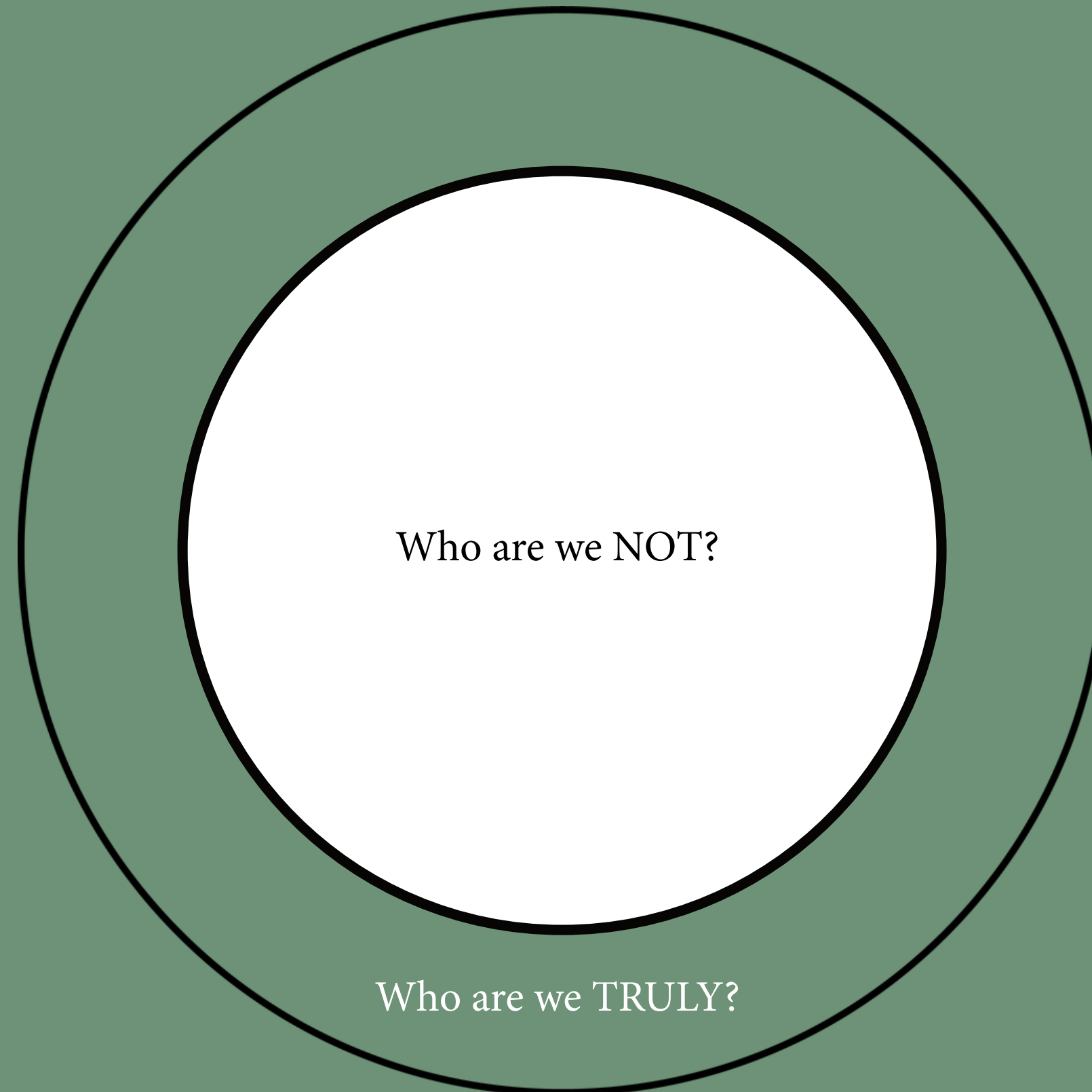


**What do you tell your friends about the outdoors/hunting & fishing that isn't in our ads?**

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# THE "NO FLY" ZONE

Instruction: If CWC were a person, what "vibe" would we be embarrassed to have? (e.g., Bureaucratic, Elite, Outdated).





Who are we NOT?

Who are we TRULY?

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# THE AUDIENCE "BRIDGE"

Instruction: What is the "Universal Value" that makes both groups nod their heads? Draft one sentence that speaks to the hiker without losing the hunter/angler.



**General Public: Adventurous Environmentalist**

Values: Stewardship, Beauty, Balance

**Sportsperson**

Values: Tradition, Access, Skill

Example: "We aren't just protecting fish; we are protecting the water everyone drinks."

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# I-25 BILLBOARD CHALLENGE

Instruction: You have 6 words and 3 seconds of a driver's attention. Write one headline for a 'on-the-fence' outdoorsy person in LoDo, and one for a 4th-generation hunter. If they both saw the same billboard, would they both feel like it was for them?

The Constraints:

- 6 words max
- 3 seconds of attention
- High emotion!



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# NEXT STEPS

1. Everything we captured today, the "No-Fly" zones, the Bridge sentences, and the Start ideas will be documented.
2. This work will be handed over to the agency as the foundation for their Brand Accelerator workshop.
3. This session ensures that your vision and your expertise are at the center of the messaging from day one.

