

Hunter & Angler Subcommittee Goals & Objectives 2026



Introduction:

The subcommittee was established in 2024 post data collection assigned to R&R during their annual tracking survey in 2023 showed that hunter/anglers (referred to as advocates or constituents) had very little awareness of the Wildlife Council and more so, little awareness of how the \$1.50 education fee was utilized on hunting/fishing licenses. This data prompted the council to come up with ways to reach this audience and to educate them on the importance of this fee to wildlife management. \$120,000 budget was allocated from the Council's operational budget. The FY24/25 goal was to amplify the "Science in the Wild" messaging by placing Colorado Wildlife Council messages in front of hunters/anglers in strategic ways to create avenues to advocacy for hunter/angler audiences. The subcommittee established primary tactics to meet this goal:

- Secure sponsorship packages from events/classes geared toward hunters/anglers and create 1-2 brewery events
- Promotional items designed, produced, and distributed.
- Coordination and execution of the annual awards program

The subcommittee secured the hiring of an outside contractor who manages grassroots marketing efforts for the subcommittee.

Strategy:

The Hunter/Angler Advocacy Subcommittee will amplify CWC's "science in the wild" messaging by placing our messages in front of hunters/anglers in strategic ways to create avenues to advocacy for hunter/angler audiences.

2026 Goal:

Communicate to hunters/anglers about the intent and goals of the Council and how they can contribute by amplifying the "Supporting Science in the Wild" messaging.

Tactics:

1. **Secure sponsorships from events/classes/banquets geared towards hunters/anglers** A majority of the time these events should be geared towards hunters/anglers and the rest of the time, events should be geared towards CWC target audience
2. **Create community events** a majority of the time these sponsorships should be geared towards hunters/anglers and the rest of the time, sponsorships should

be geared towards CWC target audience. Goal with FY26 events: To increase the footprint of engaged users and expand the number of users educating the public on the benefits of hunting/angling on wildlife and wildlife management.

3. Promotional items designed, produced, and distributed.

- Water bottles for trailhead events
- Stickers
 - QR code in the design
 - New design
- Tote Bags

4. Print materials:

- Rack Cards and other items

5. Coordination and execution of the annual awards program

- Evaluate last year's program

Budget:

Description	Amount
Awards	\$6,000
Project Manager Vendor	\$20,000
Event Host & Promotional Vendor	\$15,000
Sponsorship Fund/Events/ Promotional Items	\$129,000
	Total = \$170,000