

Audiences & Behavioral Goals

- How do you define your primary and secondary audiences? Do you have personas we can review or evolve?
 - Primary = Adventurous Environmentalist Secondary = Hunter Adjacent
- How will success be defined for each audience segment?
- What common misperceptions or barriers have you heard from the public regarding hunting and fishing in Colorado?
- Are there cultural, linguistic, or community sensitivities we should consider?

Messaging & Brand

- What are the priority messages or themes the CWC wants consistently reinforced?
 - Conservation in Colorado is funded by hunting & fishing license fees
- What are the top objectives for CWC's brand in Colorado over the next 12 to 18 months?
- What tone or voice best reflects your vision for a new campaign?
- What key proof points or benefits should our messaging emphasize?
- What is the internal sentiment around the current "Science in the Wild" campaign?

Partners & Collaboration

- Which, if any, local influencers, or stakeholders might be important for outreach or collaboration?
- Who are the internal and external stakeholders we should interview during discovery?

Research & KPIs

- What KPIs or outcomes matter most to your team?
- How do you want to visualize the dashboard?