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# FY26 EVENT RECAPS



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# LEAF PEEPING TRAIL TALK

**Date:** 9/20/25 7:00 AM-2:00 PM

**Takeaway:** Out of everything I have ever done in a conservation minded outreach and wildlife focus this was by far the greatest event ever, It was 100% organic and well received. I have never felt like I have moved the needle this much. I personally feel we have discovered a huge opportunity and need to do this style event a lot more. - Nate

## Numbers:

- **1,343** - People stopped by the booth
- **242** - Had an in-depth conversation lasting longer than a minute or two
- **597** - Snack and swag giveaways

## Improvements:

- We ran out of snacks early
  - Ran out of stickers.
  - We could build a handout with more information for the people who wanted information but were too shy to talk.
  - Should have bought dog treats as well.
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# LEAF PEEPING TRAIL TALK

## Meaningful Conversations:

“I had a husband and wife that stopped and talked for a bit and were not hunters nor supported hunting but they spend a lot of time hiking and biking. Very nice people and happy conversation and they just said they don't support it. roughly two hours later they stopped back by and asked if they could talk. We had roughly a 6-8 minute conversation simply on how they "Love" wildlife and they assumed that most of the money supporting Colorado Wildlife came from either donations, state, or federal support. We had a great talk, I gave them materials and as they left they thanked me and said they said from here on out "We won't hunt, but we will gladly support others that do".

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# LEAF PEEPING TRAIL TALK

## Meaningful Conversations:

“Another couple stopped by and they walk their dog daily in a wildlife area. I specifically asked about the \$1.50 fee and they were under the impression that state Lottery money funded 100% of our parks and SWA's. Same concept, they were not hunters or anglers but loved wildlife. They were very excited to learn more and said they have avoided even buying Habitat Stamps as they thought all the money went elsewhere. They were excited to purchase their adequate licenses in support. “

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# Bass Pro - Elk University

**Date:** 9/30/25 7:30 PM

**Takeaway:** This was a strong event with a lot of potential to grow much larger. The audience engagement was excellent, with consistent questions throughout. We had 23 attendees, and because of the interaction, the seminar ran longer than planned and a few people had to leave early. - Nate

**Numbers:**

- 23 attendees
- 8 posts on my personal social media pages
- 3 posts on the Tightline Outdoors page
- Shared across 9 large Facebook groups
- Promoted on 104.3 The Fan radio

**Improvements:**

- These seminars have historically had big turnouts in July, so with timing adjustments, this event could scale significantly.
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# Conifer Ranch – Trivia Night

**Date:** 10/1/25 5:00 PM

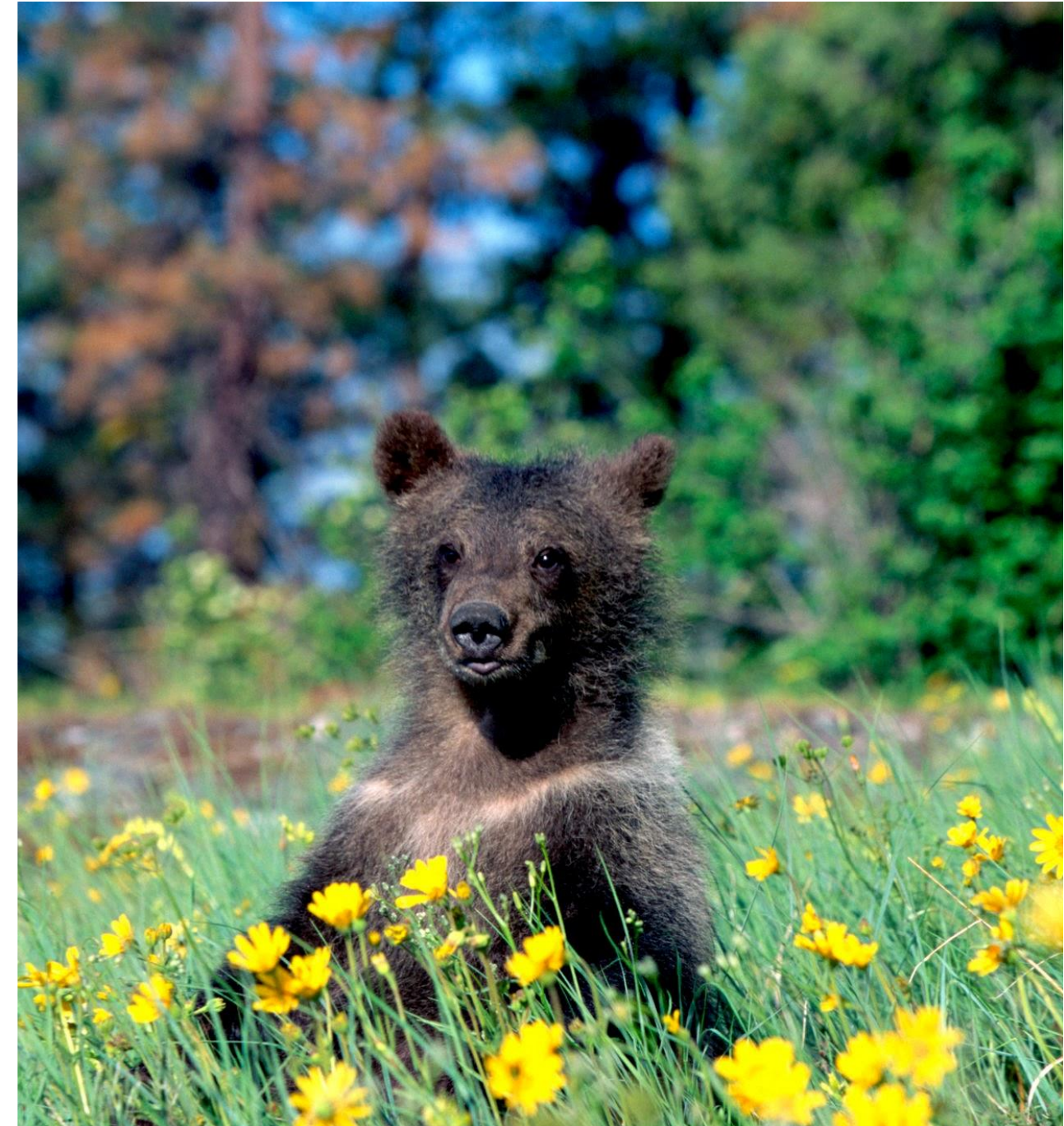
**Takeaway:** This event also has strong potential to grow into something very big. The turnout was good, but with the scheduled time of 5–7 PM, the community treated it more like an open house—people came and went. Engagement was high, but it made the trivia portion a little awkward since the crowd shifted throughout the evening. I'd estimate total turnout around 30 people. - Nate

## **Numbers:**

- Marketing approach: Goal was to draw new community members, not just existing followers.
- 30 attendees
- 3 posts on my personal social media pages
- Daily posts for 5 days on local community pages
- Additional promotion in 4H groups and via community leaders

## **Improvements:**

- For future success, this event needs a summer date or, if held in the fall, should be on a weekend. The timing was the biggest obstacle, not interest.
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# Conifer Ranch – Trivia Night - Community Feedback

## Community Feedback:

- Strong local response and excitement
- Excellent interaction and conversations
- ~30 people reached out saying they wanted to attend but couldn't due to after-school activities and youth sports conflicts



# Marketing Tactics

**Tightline Outdoors**  
Sep 24 · 🌐

Calling all ELK HUNTERS! 🎯🦌... See more

**26** 9 shares

**Tightline Outdoors**  
Sep 29 · 🌐

🦌🐾 Think you know your Colorado wildlife? Come put your knowledge to the test! 🎉 Join u... See more

**12** 1 comment 11 shares

**Tightline Outdoors**  
Sep 30 · 🌐

🦌🔥 **TONIGHT!** Don't miss Elk Hunting with Nate Zelinsky at Denver Bass Pro Shops starting at 6:30pm!

👉 Learn rut/estrus tips, rifle season tactics, calling strategies, gear talk & more.

🍽️ Dinner INCLUDED (thanks to [The Colorado Wildlife Council](#))

If elk hunting is your passion, this is the place to be tonight!

**Tightline Outdoors**  
Sep 16 · 🌐

🦌🎁 WIN A YETI COOLER! 🎁... See more

**61** 23 comments 1 share 3.2K views

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**THANK YOU!**

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