

2024 "Conservationist of the Year" Award Marketing Plan

I. Strategy and Key Messages

Award Mission

To honor individuals, groups, or organizations who have demonstrated significant, quantifiable contributions to environmental conservation in the state of Colorado, focusing on natural resource preservation, promoting sustainability, and educating the public about the benefits of hunting and fishing.

Core Target Audiences

1. **Potential Nominators:** Partner organizations, outdoor groups (Trout Unlimited, etc.), conservation non-profits, local community leaders.
2. **Partners & Influencers:** Nate Zelinsky, Aaron Snyder, Dan Gates, major retailers (Scheels, Bass Pro, Cabela's), media outlets.
3. **General Public:** Colorado residents interested in local environmental efforts, hunting/fishing communities, and sustainability.

Key Message Pillars

- **Colorado Focus:** This award celebrates local Colorado heroes making a difference right here in our state.
- **Diverse Conservation:** Recognition spans habitat restoration, sustainability innovation, and vital education on hunting and fishing's role in conservation funding.
- **Call to Action:** Help us celebrate the measurable impact of dedicated conservationists. Nominate today!

II. Campaign Channels and Deliverables

Channel	Deliverables	Objective
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Partner Network	Media Packet (see below), Posters, Direct Email.	Maximize reach to core conservation groups and local communities.
Owned Digital	Dedicated Webpage with nomination form and criteria; Social Media posts (organic + paid ads).	Primary source of information and submission platform.
Print & Out-of-Home	Posters printed and distributed to partners (e.g., retailers like Scheels, community centers) as availability allows .	Target in-store customers and physical gathering spots for hunters/anglers.
Paid Media	Targeted paid social media ad campaign on channels like Facebook/Instagram to reach relevant outdoor, hunting, and fishing audiences in Colorado.	Drive high-quality traffic directly to the nomination page.
Earned Media	Press Release announcing the award launch and criteria, distributed to statewide and local news outlets.	Establish credibility and statewide awareness.

III. Partner Media Packet Contents

A crucial element of this campaign is empowering our partners to amplify the message. We will create a comprehensive Media Packet for partners (including Trout Unlimited, ISE, Easter Seals, Scheels, Bass Pro, Cabela's, and others).

- **Award Details:** Full nomination criteria, FAQs, and a link to the dedicated webpage.
- **Social Media Post Suggestions:** Pre-written copy (like the drafts below) that partners can easily copy/paste.
- **Graphics for Posters and Social:** Branded imagery sized for various platforms and print-ready files for posters (which partners can print/display as availability allows).

IV. Campaign Timeline & Copy

A. Email Campaign (3 Drafts)

1. Email 1: Opening Announcement (Sent Week 1)

Subject: 🏆 Nominate a Colorado Conservation Hero for "Conservationist of the Year"

Dear Partner,

We are thrilled to officially announce the opening of nominations for the annual **Colorado Conservationist of the Year Award!**

We are searching for the individuals, groups, or organizations who have made a lasting, measurable impact on our state, from preserving natural resources and driving sustainability, to educating the public on the vital role of hunting and fishing.

Your expertise and network are crucial. Please help us identify and celebrate those dedicated to protecting Colorado's wild places.

Nominate a Conservation Hero Today: [\[Link to Nomination Page\]](#)

Thank you for helping us honor the best of Colorado conservation.

2. Email 2: Mid-Campaign Reminder (Sent Week 3)

Subject: Don't Miss Out: Nomination Window is Halfway Closed!

Hello,

We've received some fantastic nominations already, but we know there are many more conservation leaders in your network who deserve recognition. The nomination window for the Conservationist of the Year Award is halfway through!

This is a reminder to submit nominations for those making a tangible difference in Colorado through habitat restoration, sustainability efforts, or public education (including hunting/fishing benefits).

The deadline is [Date]. We can't wait to review the measurable impact your nominees have had on our state.

Submit Your Nomination Now: [\[Link to Nomination Page\]](#)

If you have already nominated someone, thank you! Please consider sharing our social media posts with your community.

3. Email 3: Final Week Announcement (Sent Final Week)

Subject: FINAL WEEK! Nominate Your Colorado Conservationist Before [Date]

Hello,

This is your final chance! The deadline to submit nominations for the Conservationist of the Year Award is next **Friday, [Date]**.

Don't let a deserving Colorado conservationist miss out on this recognition. We are looking for those who show innovation, sustained dedication, and a clear, positive impact on our environment.

We strongly encourage nominations highlighting education and outreach, especially those connecting communities to the importance of hunting and fishing.

Final Deadline: [Date]. Submit now before the window closes! [Link to Nomination Page]

B. Social Media Campaign (3 Drafts)

1. Post 1: Opening Announcement (Focus: Mission & Criteria)

 **NOMINATIONS OPEN!** 

Do you know a Colorado individual or group making a significant, measurable impact on our state's environment?

We're searching for the Conservationist of the Year! Nominees must demonstrate excellence in:

 Natural Resource Preservation ✨ Promoting Sustainability  Educating the public on hunting/fishing benefits

Help us celebrate Colorado's conservation heroes!

 Nominate Today: [Link] #ColoradoConservation #Sustainability #COOOutdoors #HuntingAndFishing

2. Post 2: Mid-Campaign Reminder (Focus: Impact & Quantifiable Results)

What does real conservation impact look like? It's measurable! 

The nomination window is moving fast. Submit your application for the Conservationist of the Year Award and highlight the quantifiable results of their work—whether it's acres restored, people educated, or policies influenced.

Show the judges the difference they made in Colorado.

Deadline: [Date] [🔗](#) Submit Now: [Link] #Colorado #ConservationImpact #EnvironmentalEducation #COEvents

3. Post 3: Final Week Alert (Focus: Urgency)

 **FINAL COUNTDOWN!**  Only one week left to submit a nomination for Colorado's Conservationist of the Year!

Don't wait—we need to recognize those passionate leaders who are dedicated to protecting Colorado.

Nominate the colleagues and organizations whose impact you see every day!

Deadline is [Date]! [🔗](#) Nominate Here: [Link]

V. Post-Campaign & Recognition Plan

Once the winner is selected, we will execute a robust recognition strategy to maximize the prestige of the award and engage partners:

1. **Press Release & Media Outreach:** Issue a second press release announcing the winner and highlighting their specific achievements in Colorado.
2. **Collaborative Content:** Engage influencers like Nate Zelinsky, Aaron Snyder, and Dan Gates to create collaborative content (videos, posts) promoting the winner and their work, leveraging their authentic connection with the target audience.
3. **Awards Recap Newsletter:** Dedicate a full newsletter section to summarizing the awards process, announcing the winner, and thanking all nominators and partners.
4. **Social Media and Website Features:** Consistent featuring of the winner across all owned digital channels, ensuring their story remains prominent.
5. **Post-Participation Email & Survey:** Send a final email to all nominators and participants with the winner announcement, followed by a short survey to gather feedback on the nomination process for continuous improvement.