

Colorado Wildlife Council Outreach Team (Pilot Program) Proposal

Purpose:

Given our target audience is not actively seeking our information we have to meet them where they are. The purpose of the Outreach Team is to meet our target audience, in person, where they are, outdoor events, breweries, sporting events, farmers markets, outdoor venues, downtown venues, etc.

- The current campaign has many of the media channels covered but what about in person messaging.
- With Council member's limited time, the council can hire temporary employees to attend these events and share the CWC message.

Goals & Objectives:

Attend events and engage our audience in meaningful, short conversations about the benefits of hunting and fishing.

- CWC Outreach team will attend 20-25 "events" to engage with our target audience.
- CWC Outreach team will engage at least 75% of event attendees in CWC message.
- At least 50% of those engaged will understand the message.
- At least 25% of those engaged will complete the online survey and enter for a prize.
- Of those who complete the online survey, 100% will recall the message.

Metrics:

- Track number of events.
- Track number of attendees and interactions.
- Engage through short (2-3 question trivia/survey).
- Collect email addresses. Send follow-up trivia/survey. Enter for a prize.

Basic Plan:

- Identify "events" where our target audience will be.
- Share "This is the Wild Life" and CWC messages.
- Provide them "next step" opportunities and takeaway information.

Proposed Budget:

Approximately \$125,000 see details on page 3.

Position Descriptions:

Supervised by CWC Staff Liaison (Jen)

CWC Lead Temp:

Research and gain an understanding of the CWC purpose, mission and goals.

Research and gain an understanding of the target audience.

Research and gain an understanding of the current campaign.

Research and gain understanding of CPW.

Create training & materials for two additional temporary staff.

Research events/activities/locations statewide where our target audience has the potential to be.

Create calendar/schedule of events (April(ish)-October(ish))

Book lodging if needed.

Rent vehicle.

Learn to drive truck and trailer.

Prep and assist in the design of event materials (stickers, handouts, swag)

Assist in review and editing of content produced by R&R and website content (consistent message).

CWC Event Temp(s):

Complete training regarding CPW, CWC, target audience, current campaign.

Attend events/activities and provide education regarding CWC, CPW and campaign messages.

