

Research Findings: CWC Competitive – Jan. 2020

The below detail outlines other programs like the Colorado Wildlife Council. This document covers local state programs as well as national reaching efforts

Existing State Updates:

- **Michigan:** Best-looking education campaign that is most like what CWC is trying to accomplish. Their website is very clean and organized, and straight to the point regarding the messaging/mission. Michigan also established July as “Michigan Wildlife Conservation Month” in aim to promote awareness of the nationally heralded conservation efforts and emphasize the critical role hunters and anglers play in conserving, managing and protecting Michigan’s wildlife.
 - Additionally, Michigan is doing a state-wide wildlife tour held at popular venues where participants help in creating the Michigan Wildlife Photo Mosaic Wall illustrating how people are necessary for wildlife management via 8-foot-wide by 4-foot-tall artistic images of wildlife such as an elk, falcon, wild turkey, Kirtland’s warbler and lake sturgeon.
- **Maine:** “Hunting Works for Maine” is a grassroots organization that exists to promote the strong economic partnership between the hunting and shooting communities and the local economy of the state of Maine. They help tell the story of the role hunting and shooting sports play in both the heritage and economic health of Maine (\$213 million spent annually); specifically, that hunting supports thousands of jobs (nearly 4,000 rural and urban jobs) across the state of Maine.
- **Montana:** Montana is educating about conservation, hunting and fishing, but they do not seem to have a focused campaign like CO and MI. Their website has a lot of content and they seem to publish a lot of research papers, but the content isn’t clearly laid out or easy to find. Additionally, due to a bit of negative press regarding unethical hunting/trapping behavior and hunting and fishing violations, one of the main goals for Montana is to increase awareness regarding responsible and ethical practices.
- **Oregon:** The “take a friend hunting” was a Hunter Awareness and Outreach Campaign. Their education campaign content has accomplished a great deal of awareness (31.5-million impressions and 142,000 views). They are not doing quite as much in the way of flashy modern websites or pushing as many campaigns, incentives, and projects as other states.

- **Pennsylvania:** Similar to Oregon, Pennsylvania is working to increase awareness regarding the impacts of hunting and fishing on ecology and wildlife conservation efforts but they are not as focused or advanced as some of the other states, such as CO, MI, and TN in their efforts.

Additional State Campaigns

- **Tennessee:** Tennessee is doing a really great job in their efforts to increase education and awareness regarding the state's wildlife, conservation, and natural resources. In addition to original projects and campaigns to reach non-traditional audiences, such as increasing participation for folks with disabilities, Tennessee partners and participates in numerous national campaigns such as becoming an outdoor woman (BOW).
- **Wyoming:** Wyoming has several campaigns and projects related to wildlife conservation, responsible hunting and angling, and programs that promote understanding and appreciation of natural resources and their management on lands and waters in the Refuge System. The state has a few state/non-profit programs which generate funding regarding hunting, finishing, and wildlife education, conservation, and protection. There is a great deal of negative press around the states unofficial sport of coyote crushing, as well as improper hunting and trapping issues that the Wyoming Game and Fish Department is working to correct.
- **Washington:** While Washington does provide information regarding the benefits of hunting/fishing in relation to ecology and conservation, they do not seem to have a focused campaign in the way that CWC does. Developing some type of program/campaign will be necessary for them in the future.

National Campaigns

There are a couple of national education campaigns that are working towards increasing education and participation, such as BOW (Becoming an Outdoor Woman), Backcountry Hunters & Anglers, and the 'You May Be Surprised to Know This about Hunting' Infographic Educational Campaign'. Additionally, the Landscape Conservation Cooperative Network has various education projects/campaigns related to hunting, fishing, ecology, and conservation.

- **BOW (Becoming an Outdoor Woman)**
 - Becoming an Outdoors-Woman (BOW) is an award-winning outdoors skills program that welcomes women, ages of 18 to 80+, from all backgrounds to enjoy camaraderie with other women in a supportive, non-competitive learning environment. Opportunities for women to enjoy events and the outdoors in a safe, comfortable environment that is conducive to learning and honing skills.

- **Backcountry Hunters & Anglers**

- Backcountry Hunters and Anglers was founded in 2004 in Oregon and now 14 years later, they have more 23,000 faces and is advancing positive change for the nation's hunting and fishing heritage across multiple states from Alaska to Washington DC. From its inception, BHA is now growing the Hunting for Sustainability name to incorporate more programs aimed at engaging more adult-onset hunters within our chapters and college clubs. They host a ton of events and release a lot of content (blogs, news articles, podcasts, press releases, videos, social media, and various ongoing events. Backcountry Hunters & Anglers spur new, conservation-minded hunters while also engaging with college students who already hunt and fish. In Fiscal Year 2017 their revenue was \$4,902,872 and expenses were \$4,142,596.

- **The National Shooting Sports Foundation® (NSSF)**

- The NSSF generates a ton of content (website, press releases, news articles, events, projects/campaigns, social media outreach, etc.) regarding the benefits of hunting and firearms in aims of increasing awareness and participation. The 'You May be Surprised to Know this About Hunting' campaign was initiated to connect and surprise the non-hunting public with stories about improved wildlife populations and the conservation efforts of hunters. The NSSF presented this campaign in a five-part infographic series. The campaign works to explain hunting's connection to the values of today's socially and environmentally conscious culture. "You may be Surprised to know... hunters aid the environment" In order to explain that hunters and environmentalists alike fight habitat encroachment and help to conserve the health of our ecosystems, NSSF points out that hunters have contributed billions of dollars to wildlife conservation through a sustainable system of wildlife management. The infographics were clean and easy to understand, however there was little data regarding the outcome of this campaign. Additionally, NSSF also maintains a "Hunting Works for America" initiative developed in 2010 to forge an alliance between sporting organizations and businesses and workers whose livelihood depends on hunting to survive.
- Hunting Works for America state chapters now have more than 500 member partners that will monitor public-policy decisions and weigh in on hunting-related issues that impact their respective local economies, including issues impacting jobs derived from the sport. Hunting Works for America chapters will serve as a vehicle to facilitate important public-policy dialogue and to tell the story of how America's hunting heritage positively effects conservation, jobs and the economy across the United States.

Secondary Addendum:

Updates since previous secondary research dive:

1) Michigan:

Michigan has the best-looking education campaign that is most like what CWC is trying to accomplish. Their website is very clean and organized, and straight to the point regarding the messaging/mission. Michigan also established July as “Michigan Wildlife Conservation Month” in aim is to promote awareness of the nationally heralded conservation efforts and emphasize the critical role hunters and anglers play in conserving, managing and protecting Michigan’s wildlife.

Additionally, Michigan is also doing a state wide wildlife tour held at popular venues where participants are about to engage in creating the Michigan Wildlife Photo Mosaic Wall illustrating how people are necessary for wildlife management via 8-foot-wide by 4-foot-tall artistic images of wildlife such as an elk, peregrine falcon, wild turkey, Kirtland’s warbler and lake sturgeon.



“The more they know how wildlife conservation benefits activities they love – such as camping, canoeing, hiking, swimming or bird-watching – they will better appreciate that scientific management of our natural resources is essential to preserving Michigan’s great outdoors for future generations,” -- Carol Rose, former chair of the nine-member MWC

"I don't think many hunters realize that they make conservation efforts possible by their buying a hunting or fishing license, or going out and purchasing equipment. Most don't realize they are the No. 1 reason conservation takes place in Michigan." -- Ashley Autenrieth, deer program biologist with the Michigan Department of Natural Resources.

"Anyone who takes advantage of state land for activities like hiking, bird-watching or mushroom hunting, they're seeing the results of conservation efforts that are possible because of hunters. The availability of that land — that's there because of hunters." -- Matt Pedigo, chairman of the Michigan Wildlife Council.

- **Michigan's forest, waters, wildlife: funded by hunting and fishing dollars**

- 2019: \$61 million for wildlife conservation
- When people purchase a hunting or fishing license, they are actually funding wildlife conservation and management activities across the state. Hunting and fishing licenses – not state taxes – fund efforts to protect endangered species, maintain wildlife habitats and help keep Michigan's natural resources abundant so they can be used and enjoyed for generations to come.
 - Over \$11 billion generated annually for Michigan's economy*
 - 171,000 MI jobs supported by hunting and fishing annually
 - \$35 million for wildlife conservation from hunting and fishing equipment sales in 2018
 - \$61 million for wildlife conservation from hunting and fishing license sales in 2018

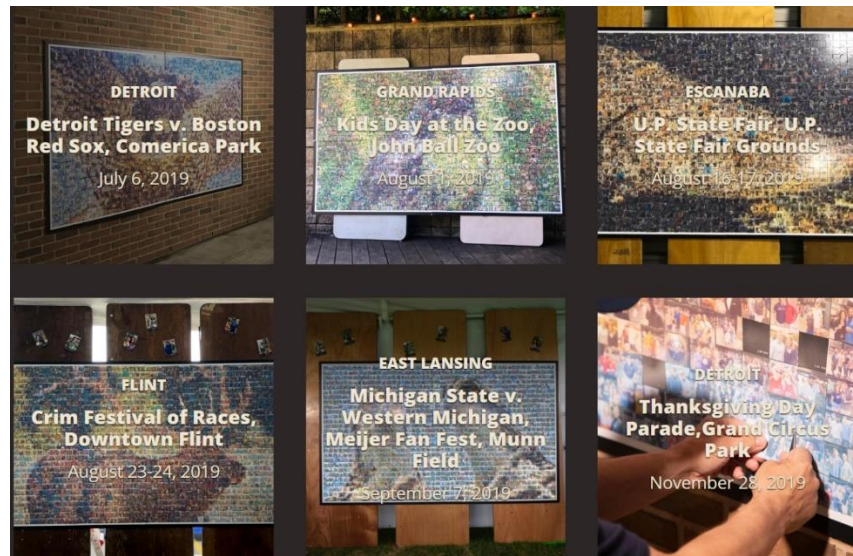
*Data provided by Michigan United Conservation Clubs 2019 report.

- **'Michigan wildlife conservation month':**

- Gov. Gretchen Whitmer and the State Legislature approved a bipartisan resolution declaring July as "Michigan Wildlife Conservation Month."
 - The aim is to promote awareness of the nationally heralded conservation efforts and emphasize the critical role hunters and anglers play in conserving, managing and protecting Michigan's wildlife. This proclamation also recognizes that July 1 marks the 81st anniversary of the effective date for the Pittman-Robertson Federal Aid in Wildlife Restoration Act, which ensured wildlife management projects nationwide would be funded by the purchase of hunting equipment.

- **Michigan wildlife tour**

- The Michigan Wildlife Photo Mosaic Wall allows thousands of Michigan residents and visitors to pose for free, real-time photos illustrating how people are necessary for wildlife management. At popular venues, participants will engage in the interactive experience by placing their photo stickers on the mosaic board, which will appear as individual, 8-foot-wide by 4-foot-tall artistic images of wildlife such as an elk, peregrine falcon, wild turkey, Kirtland's warbler and lake sturgeon. Following the statewide tour, the final versions of each image will be displayed at the Michigan History Center in Lansing.



- The Michigan Wildlife Council, a nine member council appointed by the Governor, is tasked with educating the public on the benefits of hunting. In 2015, the council selected GUD Marketing to lead a multi-year public education campaign on the importance of conservation and wildlife, which includes a website redesign, outdoor ads, TV/video, and content on social media – all with the tagline “Here For Generations”.
 - The council is a governor-appointed, nine-member public body established by Michigan Public Act No. 246 of 2013. The legislation updated the hunting and fishing license fee structure and requires the state Department of Natural Resources to use \$1 from the sale of every license to fund the Michigan Wildlife Council public education campaign. The \$1 share of each license sale generates approximately \$1.6 million annually in revenue.

[Here For MI Outdoors, [4/14/16](#); Michigan Wildlife Council, accessed [12/4/19](#)]

2) Maine:

“Hunting Works For Maine” is a grassroots organization that exists to promote the strong economic partnership between the hunting and shooting communities and the local economy of the state of Maine. They help tell the story of the role hunting and shooting sports play in both the heritage and economic health of Maine (\$213 million spent annually); specifically, that hunting supports thousands of jobs (nearly 4,000 rural and urban jobs) across the state of Maine



- \$213 million spent annually.

- 181,000 people hunt in Maine each year.
 - Of those hunters, 40,000 are from out of state.
 - Maine hunters spend \$102 million on trip-related expenditures.
 - Hunters in Maine spend over \$60 million on hunting equipment. Each hunter spends an average of \$1,100 a year in Maine.
 - Hunter spending translates to nearly \$120 million in salaries and wages.
 - Hunting in Maine supports nearly 4,000 Maine jobs.
 - Hunters generate \$28 million in state and local taxes.
 - \$363 million ripple effect.
- Similar to Colorado and Michigan, Maine proposed bill that would increase hunting license fees by \$1 in order to fund a new “species management education fund to be used to educate the public on the management of game species.” Another effort to educate the public on benefits of hunting is a coalition created in 2016 called “Hunting Works For Maine”.

[Hunting Works for Main, accessed [12/13/19](#)]

3) Montana:

Montana is educating about conservation, hunting and fishing, but they do not seem to have a focused campaign like CO and MI. Their website has a lot of content and they seem to publish a lot of research papers, but the content isn’t clearly laid out or easy to find. Additionally, due to a bit of negative press regarding unethical hunting/trapping behavior and hunting and fishing violations, one of the main goals for Montana is to increase awareness regarding responsible and ethical practices.



- Recovering America’s Wildlife Act
 - The federal Recovering America’s Wildlife Act would dedicate more than \$25 million annually to fully implement Montana’s State Wildlife Action plan, increase opportunities for wildlife associated recreation and advance wildlife conservation education programs. Passage of this bill would benefit all Montanans and provide opportunities for future generations to see amazing wildlife, live surrounded by healthy wildlife habitat and enjoy the outdoors.

- As proposed the bill would dedicate up to \$1.3 billion annually to the Wildlife Conservation Restoration Program. These funds would provide state fish and wildlife agencies with the resources needed to fully implement State Wildlife Action Plans, which are designed to conserve over 12,000 species of greatest conservation need.
- Under the current proposal, Montana's portion of the funding would amount to \$25 million annually, with a required non-federal match of 25%. Funds could be used for fish and wildlife conservation, wildlife conservation education programs, and wildlife associated recreation projects. Working with landowners, partner agencies and non-government organizations would be critical to identify high priority, cooperative projects and to explore sources of non-federal match. Passage of the Recovering America's Wildlife Act would not impact Montana's current allocation of Pittman-Robertson or Dingell Johnson funds.
- Negative press
 - Montana wolf payout bill called unethical --- incentivizing trapping to increase deer and elk population
 - Southwest Montana Has Most Hunting, Fishing Violations
 - The southwest was particularly prone to wildlife, aka hunting, violations during the 2010-2018 span, with 2,578 violations. Fishing was the next most common violation with 1,522.
- Montana Right to Hunt and Fish Amendment (2018)
 - The measure would have repealed and replaced Section 7 of Article IX of the Montana Constitution, which provides for the constitutional "opportunity to harvest wild fish and wild game animals." The measure would have replaced the constitutional opportunity with the constitutional right to "hunt, fish, trap, and harvest wild fish and wildlife." The measure would have declared that "hunting, fishing, and trapping by citizens is the preferred manner of managing wild fish and wildlife," and that "the right to harvest wild fish and wildlife is a heritage that shall forever be preserved to the individual citizens of the state." Furthermore, the measure would have stated that hunting, fishing, and trapping are subject to proper management and conservation by the state, and that the amendment does not create a right to trespass on private property.[1]
- Regarding public campaigns, none similar to CO were found; however, in 2015, Montana Fish & Wildlife ran an ad campaign focused on promoting hunter ethics, after one hunting season saw a great deal of conflict and unethical hunting activity.

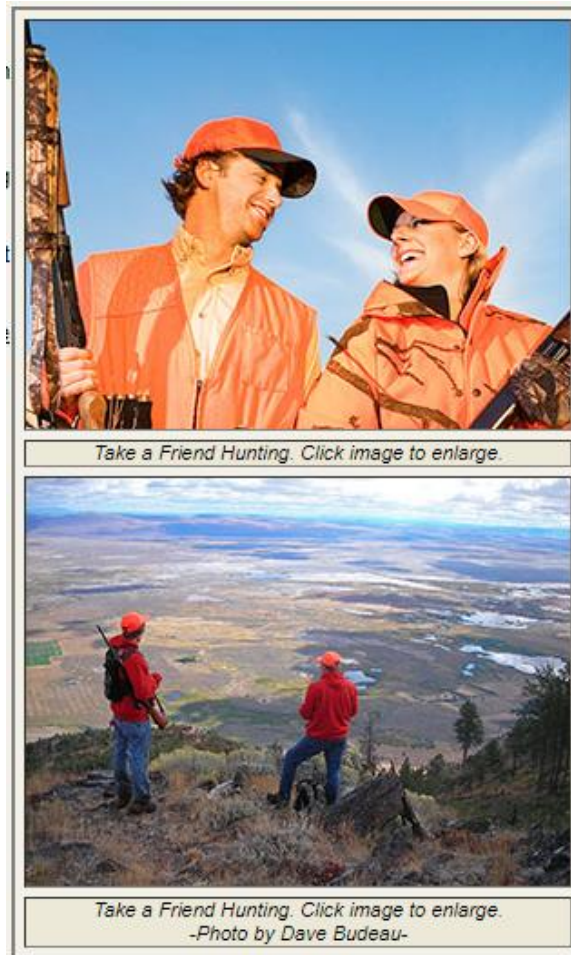
[Pew, [10/4/18](#); Ballot Pedia, [11/6/18](#); Montana official State Website, accessed [12/13/19](#); The spokesman review, [2/11/19](#); US News, [3/9/18](#);

4) Oregon:

The “take a friend hunting” was just a Hunter Awareness and Outreach Campaign. So they were perhaps not as lucrative as the other states. However, their education campaign content has accomplished a great deal of awareness (31.5-million impressions and 142,000 views). They are not doing quite as much in the way of flashy modern websites or pushing as many campaigns, incentives, and projects as other states.

“Learning to hunt can be challenging for adults who didn’t grow up hunting. Mentoring by a friend or relative is a great way for those interested in hunting to get started. This year step up and take a friend hunting. Or, if you’ve never hunted and would like to learn how, ask a friend who hunts to take you along. Either way, take advantage of Oregon’s tremendous hunting opportunities and the chance to enjoy the outdoors with friends.” --- Chris Willard, ODFW recruitment and retention coordinator. “

- The campaign goals were to educate Oregonians of the benefits of hunting and encourage individuals who might be inclined to hunt to participate or mentor a new hunter.
 - The digital campaign generated 31.5-million impressions.
 - An impression is when content is displayed on a web page.
 - The content was clicked on and viewed 142,000 times.
 - the click-through rate is about eight times the industry average for digital campaigns
 - The audience for the campaign was slightly younger than the average license buyer, with 60-percent 18- 44 years old.
 - The campaign generated considerable interest in other hunting related content, including hunting maps, how to hunt deer and elk, hunter education, regulations and venison recipes.
 - The Global Marketing Director for Leupold & Stevens said the Friend campaign “nailed it” and is the “future” of targeted campaigns to encourage hunting.
- The Oregon Legislature created a task force in 2015 whose job will be to recommend legislation to strengthen the state’s ability to conserve natural resources and improve public education about the benefits of hunting and fishing. Included in the bill is a directive to improve public education about the benefits of hunting and fishing, which could lead to the possibility of a public awareness campaign being recommended. Oregon does engage in other efforts to encourage new hunters and anglers to get involved. In 2017, the Oregon Department of Fish and Wildlife hosted their new “take a friend hunting” contest to promote mentorship in the sport.



[Oregon Fish and Wildlife Commission 2018 ODFW Field Reports, accessed [12/9/19](#); Oregon Department of Fish and Wildlife, [8/1/18](#); ODFW Field Reports, [1/19/18](#)]

5) Pennsylvania:

Similar to Oregon, Pennsylvania is working to increase awareness regarding the impacts of hunting and fishing on ecology and wildlife conservation efforts but they are not as focused or advanced as some of the other states, such as CO, MI, and TN in their efforts.

"Wildlife needs help now more than ever. With 664 Species of Greatest Conservation Need across the state, 109 of which are birds and mammals, everyone can do something to support these species. We are excited to deliver this Wildlife Action Plan information in a user-friendly way." --- Game Commission Executive Director Bryan Burhans.



- Pennsylvania Wildlife Action Plan – Conservation Opportunity Area Tool
 - free, innovative and interactive web-based map puts features of the 2015–2025 Pennsylvania Wildlife Action Plan at your fingertips.
 - The Conservation Opportunity Area Tool will be helpful for a variety of users wanting to know more about what to do for Species of Greatest Conservation Need on their property, or those just curious about what is in an area.

- Developed to:
 - To support conservation planning, such as identifying habitat management needs to maintain or attract Species of Greatest Conservation Need (i.e., species in the Wildlife Action Plan) to a property.
 - To guide conservation actions (e.g., activities such as planting trees along a stream, removing invasive species or hundreds of other potential actions) at statewide and local scales.
 - To support the goals, objectives, strategies and conservation actions in the Pennsylvania Wildlife Action Plan.
 - the Wildlife Action Plan is the state’s blueprint for conserving declining & imperiled vertebrates and invertebrates. Together, we can accomplish more for Pennsylvania’s fish and wildlife!

- The Pennsylvania Game Commission, in its 2015–2020 strategic plan specifically notes it is in the process of developing a communication and engagement plan for the non-hunting public. Additionally, the Commission is aiming to increase sales of hunting license by targeting casual hunters – those who buy a license some years, but not every year. GoHuntPA.com is Pennsylvania’s landing page for hunting and is a wealth of information and engaging content like videos of recipes and testimonials.

[Pennsylvania Wildlife Action Plan, accessed [12/9/19](#); Pennsylvania Pressroom, [8/20/19](#); PA Environment Digest Blog, [8/20/19](#)]

Additional State Campaigns:

6) Tennessee Wildlife Resources Agency (TWRA)

Tennessee is doing a really great job in their efforts to increase education and awareness regarding the state's wildlife, conservation, and natural resources. In addition to original projects and campaigns to reach non-traditional audiences, such as increasing participation for folks with disabilities, Tennessee partners and participates in numerous national campaigns such as becoming an outdoor woman (BOW).

- The TWRA is engaged in hunter education and training through the Tennessee Hunter Education Program and provides support to the "Archery in the Schools Program" and financial support to safety and competitive shooting programs through the Tennessee Wildlife Federation's Tennessee Scholastic Clay Target Program.
 - Since 1985, Tennessee has required completion of the Tennessee Hunter Education Program (THEP) as a prerequisite to obtaining a hunting permit in the state for all persons born on or after January 1, 1969. All hunters over the age of 10 are required to be in possession of a Hunter Education certificate while in the field, and those under 10 must be accompanied by an adult of at least 21 years of age who has completed the course and who must remain in a position to take immediate control of the hunting device. The course is offered free of charge and consists of a minimum of 10 hours of classroom participation, although most courses generally last 12–16 hours. Students are then required to successfully pass a written examination and a live firing exercise.
 - The course contains instruction on ethics, marksmanship, history of hunting and firearms, wildlife management and identification, laws, knowledge of firearms and ammunition, wilderness survival, emergency first aid, etc. The THEP was established as a formal hunter education program in 1975. According to the TWRA, since its institution hunting and firearm related accidents in Tennessee have declined dramatically. Hunter safety certification via the THEP is recognized by all states, Canada and Mexico
- The TWRA takes an active role in wildlife and fisheries conservation and the reintroduction of wildlife that were driven from an area due to human intervention. Recent conservation activities included the successful reintroduction of wild turkeys to West and Middle Tennessee, as well as a successful elk reintroduction program in East Tennessee. The TWRA manages over 215,000 acres (870 km²) of forested land for public hunting and wildlife research. The TWRA maintains a modern forensics laboratory at the University of Tennessee, Martin that includes state of the art DNA analysis equipment.
- **Tennessee Elk Hunt Raffle**

"The Tennessee Fish and Wildlife Commission's decision to offer an additional conservation tag is an innovative way to raise additional funding for habitat management and restoration. We are proud to support the TWRA in this effort, and we have partnered with leaders in the outdoors industry to help us grow this initiative."

"The results from last year's raffle generated \$224,840 in revenue and there was only one lucky winner. Although there's still only one elk tag up for grabs, participants will have five chances to win valuable prizes this year and that should generate even more ticket sales to support conservation."

--- Joey Woodard, TWRP executive director.

- A single ticket is \$20, three tickets are available for \$50, and 10 can be purchased for \$100 and are on sale now until August 2. There is no limit to the number of raffle tickets that can be purchased.
 - Grand Prize - The 2019 Tennessee Conservation Elk Tag.
 - Plus...The Best of the West Mountain Scout Rifle in 6.5 PRC topped with a Huskemaw scope.
 - Plus... Your Tennessee elk hunt will be filmed for an episode of The Best of the West outdoor television series.
 - 2nd Prize 2019 Polaris Ranger 570 in Pursuit Camo
 - 3rd Prize \$2,500.00 Bass Pro Shops/Cabela's Gift Card
 - 4th Prize Knight Rifles .50 Caliber Mountaineer Muzzleloader
 - 5th Prize Hunters Gear Package
 - Proceeds from the 2019 Tennessee Elk Raffle benefit wildlife habitat management and restoration efforts in Tennessee.
- **Kroger Community Awards**
 - Tennessee Wildlife Resources Foundation can earn a portion of your dollars spent at Kroger through Kroger Community Rewards®.
 - Kroger is committed to helping our communities grow and prosper. By shopping at Kroger and enrolling in their Community Rewards program, local organizations can earn their share of nearly \$49 million that the Kroger Family of Stores donates each year.
- **Moment of Freedom Project**
 - Providing a Moment of Freedom in the outdoors for our wheelchair bound men, women and children.
 - TFWC's "Moment of Freedom" concept to facilitate positive hunting, fishing and outdoor experiences for physically disabled men, women and children, as well as wounded members of the United States Military.

- raised a greater awareness of the role that the TWRA plays in managing all of the state's fish and wildlife to the general public by engaging many who could not participate previously because of physical disabilities



- **Becoming an Outdoors Woman (BOW)**

- Opportunities for women to enjoy events and the outdoors in a safe, comfortable environment that is conducive to learning and honing skills
 - Becoming an Outdoors-Woman (BOW) is an award-winning outdoors skills program that welcomes women from all backgrounds to enjoy camaraderie with other women in a supportive, non-competitive learning environment.
 - Participants span the ages of 18 to 80+.
 - The weekend-long workshops offer over 20 different activities balanced between hunting and shooting, fishing, and non-harvest sports like canoeing and camping.
 - In addition to learning new activities, BOW participants are also treated to a variety of evening entertainment including outdoor clothing fashion shows, live music and educational seminars.



- **The Heritage Club**

If you value your Tennessee hunting and fishing heritage and are interested in supporting the conservation and stewardship of our wildlife and natural resources, we invite you to become a TWRF Heritage Club member. -- The

Heritage Club

Where tradition is honored and preserved

- TWRF's programs are designed from the bottom-up to remove barriers that could prevent individuals from hunting and fishing. Your tax- deductible contribution will be used to purchase gear, equipment, clothing, and supplies necessary to recruit, reactivate and retain Tennessee hunters and anglers.
- Membership certainly has its privileges. Heritage Club members may attend exclusive TWRF events like The Tennessee Governor's One Shot Turkey Hunt and banquet, the Heritage Club Regional Dove Hunts, the Heritage Club Long-Range Shoot-Out, and the Heritage Club Wild Game Dinner.
 - HERITAGE MEMBERSHIP - \$2,500 annual contribution
 - GOLD MEMBERSHIP - \$5,000 annual contribution
 - DIAMOND MEMBERSHIP - \$10,000 annual contribution
- **Tennessee Wildlife Resources Foundation** Preserving Tennessee's Hunting and Fishing Heritage.

"There are some who can live without wild things and some who cannot." — Aldo Leopold

- The Tennessee Wildlife Resources Foundation, Inc. (TWRF) was established as a 501(c)(3) nonprofit organization in 1999 to support the Tennessee Wildlife Resources Agency (TWRA) and to promote habitat conservation, responsible land stewardship, and the preservation of Tennessee's hunting and fishing heritage. TWRF assists TWRA with youth education programs as well as strategic land acquisitions to provide opportunities for habitat conservation/restoration and public hunting. Through our fundraising efforts and support, we provide a synergy to help the TWRA realize its goals.
- they pledge:
 - To preserve and perpetuate Tennessee's hunting, fishing and shooting sports heritage through innovative, mentor-based educational programs.
 - To educate and engage with students interested in wildlife management careers through our Tennessee Outdoors Youth Summit Camp, providing hands-on learning that teaches the importance of natural resources management.
 - To continue to host and support numerous free youth hunting and fishing events across Tennessee.

- To help high school students develop shooting skills, discipline and sportsmanship through our Tennessee Scholastic Action Shooting Program.
- To continue to serve as a conduit for vital wildlife disease and endangered species research.
- To provide special needs children with the opportunity to take part in Tennessee's youth deer hunting season through our Young Guns Program.
- To offer scholarships to students interested in the field of wildlife management, ornithology and wildlife art.
- To provide quality hunting, fishing, and outdoor experiences for physically disabled men, women, and children, as well as wounded members of the armed forces by producing wheelchair accessible facilities in TWRA wildlife management areas throughout Tennessee.

[Tennessee Wildlife Resources Foundation, accessed [12/4/19](#); Tennessee Code Unannotated, accessed [12/4/19](#); Tennessee Wildlife Resources Agency, accessed [12/4/19](#), Tennessee Wildlife Resources Agency: Tennessee Elk Hunt Raffle, accessed [12/12/19](#); 2019 Tennessee Elk Tag Raffle, accessed [12/12/19](#); TWRF Kroger Community Awards, accessed [12/12/19](#); TWRF Moment of Freedom Project, accessed [12/12/19](#); TWRF Becoming an Outdoors Woman (BOW), accessed [12/12/19](#); TWRF The Heritage Club, accessed [12/12/19](#)]

7) Wyoming

Wyoming has several campaigns and projects related to wildlife conservation, responsible hunting and angling, and programs that promote understanding and appreciation of natural resources and their management on lands and waters in the Refuge System. The state has a few state/non-profit programs which generate funding regarding hunting, finishing, and wildlife education, conservation, and protection. There is a great deal of negative press around the states unofficial sport of coyote crushing, as well as improper hunting and trapping issues that the Wyoming Game and Fish Department is working to correct.



- The Wyoming Game and Fish Department is launching a public process to help revise the current CWD management plan. This process will utilize public meetings to solicit public input and work with the Ruckelshaus Institute to convene a Statewide CWD Working Group. The Working Group will review available scientific, management, social, and policy information to generate recommendations to the Department for incorporation into a revised CWD management plan. There are multiple ways for you to get involved!

- Wyoming Wildlife Federation has been the voice for sportsmen and women of Wyoming – advocating on their behalf for the healthy, intact, and fully functioning ecosystems – providing outdoor opportunities and finding common ground through our initiatives and campaigns. Driven by our love and passion for all things Wyoming, we work to cultivate a culture of conservation stewards that are actively engaged in protecting our wild heritage through policy, advocacy, and local engagement.
 - We Fight For Wildlife, Habitat, and Hunting & Angling Opportunities
 - We are the hunting and angling voice for conservation in Wyoming. Our staff and members are passionate about issues affecting wildlife, habitat, and our outdoor heritage. We advocate on behalf of our members and encourage a community of conservation stewards to fight for our cherished resources. Through policy, advocacy, and local engagement, the Wyoming Wildlife Federation is a service to Wyoming’s outdoor legacy.
- Hunting is an important wildlife management tool that we recognize as a healthy, traditional outdoor pastime, deeply rooted in America’s heritage. Hunting can instill a unique understanding and appreciate of wildlife, their behavior, and their habitat needs.
 - License Sales 830,000 issued annually
 - Over-the-counter, specialized, and commercial license sales
 - Boating Registration and AIS decals
 - License selling agent administration
 - Financial/statistical reporting license revenue
 - Commissioner and Governor license issuance
 - When practiced responsibly, hunting, trapping and fishing do not pose a threat to wildlife populations, and usually are necessary for sound wildlife management. For example, because their natural predators are gone, beaver, deer or moose populations will often grow too large for the refuge habitat to support.

Val Geist told Mountain Journal says the phenomenon of hunters seeking public attention is degrading the face of hunting. *"The brutal killing of wildlife for entertainment or self-aggrandizing," he said, "is pathetic, as is virtually every attempt of self-aggrandizing."*

"Most people are outraged when they learn about all the different ways we abuse wildlife. Anti-cruelty laws in many states don't extend to coyotes. People can do practically anything they want to coyotes. Even in the most remote regions of the West, many ethical hunters I know are shocked this stuff still goes on." —Michael Sutton, former president of the California Fish and Wildlife Commission

"I'm a hunter and a trapper n [sic] don't agree with running them over with your sled. That's not a humane dispatch. It's clear you didn't grow up with a Dad teaching you about hunter ethics. Sorry man."

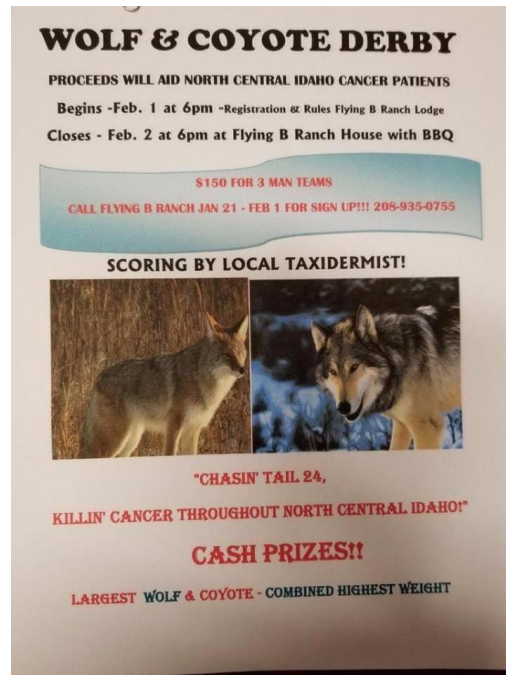
"We have a generation of kids who think it's perfectly normal to run down animals recreationally simply because they are there. What bothers me? The utter inhumanity of it all." —John Fandek, Wyoming hunter and former longtime ranch manager



- Inspire a Kid- Its for life
- WILD TIMES – KIDS MAGAZINE
 - Wild Times is a quarterly publication that Wyoming Game and Fish began printing and sending to Wyoming 4th grade classrooms in 2003. Although it had gone out of print in 2012, we brought back a new digital version in PDF format beginning with our Winter 2017 issue.
 - Wild Times aims to:
 - increase student awareness of the importance of preserving and restoring habitat
 - recruit new wildlife enthusiasts with strong conservation ethics for the land and wildlife
 - assist students in developing awareness, knowledge, skills, and commitment to result in lifelong informed decisions, responsible behavior, and constructive actions concerning wildlife and the environment
 - foster an understanding and appreciation of wildlife management and the interconnectedness of wildlife/fish, habitat, and humans.
- Project Coyote

"The optics of running down wolves and coyotes with snowmobiles or posing with a dead baboon family are just not good. Predator-killing contests aren't doing us any favors either," Balfourd of Boone & Crockett says. "It doesn't take a rocket scientist to figure out hunting is in the spotlight more than ever before. Because of online media, because of Cecil the lion and other things, all hunting seems the same to people. The non-hunting public don't differentiate hunting for ducks, quail, deer, and elk to put food on the table from killing elephants and giraffes in Africa or prairie dogs and coyotes in this country. They see something that sickens them and they'll conclude that all hunting must therefore be bad."

"I wanted to change the way society thinks about North America's most maligned and misunderstood native carnivores and stop the demonization of them." —Camilla Fox, founder of Project Coyote



- In 2017, Fox directed and produced the award-winning documentary, Killing Games: Wildlife in the Crosshairs to educate the American public about predator-killing contests. In the wake of the film's release, the National Coalition to End Wildlife Killing Contests was formed, with the goal of a wholesale national ban on killing contest. Several grassroots groups rooted in the Greater Yellowstone Ecosystem, including Western Watersheds Project and Wyoming Untrapped, are part of the coalition.
-
- From killing baboon families to staging predator-killing contests, hunters stand accused of violating the north American model of wildlife conservation. Now they're being called out by their own

[Mountain Journal, [12/12/18](#); Inspire a Kid, accessed [12/13/19](#); Wyoming Wildlife, accessed [12/13/19](#)]

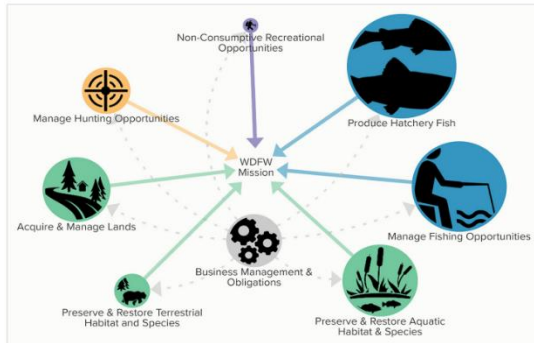
8) Washington's Department of Fish and Wildlife (WDFW or DFW)

While Washington does provide information regarding the benefits of hunting/fishing in relation to ecology and conservation, they do not seem to have a focused campaign in the way that CWC is working to develop. It seems like developing some type of program/campaign will be necessary for them in the future.

“We need a fish and wildlife agency that can better serve the broad need to conserve native species and their habitats to benefit all Washingtonians, including those who hunt, fish, camp, wildlife watch, or simply enjoy the proximity of nature.”

- funding for fish and wildlife whether through the State General Fund, through license and fee revenue, or through federal funding simply is not keeping up with DFW’s responsibilities.

Figure 1. DFW Outcomes. The size of each circle represents relative spending on that work.



- Hunting remains a vital way of life for many residents and non-residents in Washington and contributes to statewide conservation efforts. The Washington Department of Fish and Wildlife maintains opportunities for seasoned and first-time hunters alike. Learn about the steps every hunter must take before heading afield, and how to report your harvest after a successful hunt.
 - Special hunt permits, big-game auctions and raffle permit hunts offer a chance to participate in a coveted hunt while directly supporting conservation and management in Washington.
 - WDFW is tasked with responsibly preserving, protecting, and perpetuating wildlife in the state, while maximizing hunting opportunities for all residents.
- WDFW’s role is to preserve the full array of fish and wildlife and the benefits they provide to the quality of life of all Washingtonians
 - DFW’s mission – to preserve, protect and perpetuate fish, wildlife and ecosystems while providing sustainable fish and wildlife recreational and commercial opportunities – remains vital and is increasingly important to supporting economic prosperity, promoting public health, and ensuring a high quality of life for all Washingtonians, regardless of whether they ever hunt, fish, or visit a wildlife area.

[Long-Term Funding Plan, [9/1/18](#)]

9) Backcountry Hunters & Anglers

Backcountry Hunters and Anglers was founded in 2004 in Oregon and now 14 years later, they have more 23,000 faces and is advancing positive change for the nation’s hunting and fishing heritage across multiple states from

Alaska to Washington DC. From its inception, BHA is now growing the Hunting for Sustainability name to incorporate more programs aimed at engaging more adult-onset hunters within our chapters and college clubs. They host a ton of events and release a lot of content (blogs, news articles, podcasts, press releases, videos, social media, and various on going events. Backcountry Hunters & Anglers spur new, conservation-minded hunters while also engaging with college students who already hunt and fish. In Fiscal Year 2017 their revenue was \$4,902,872 and expenses were \$4,142,596.



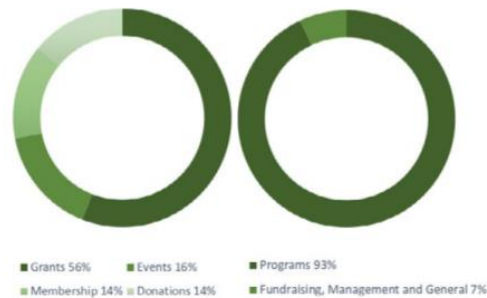
- Backcountry Hunters & Anglers is the voice for our wild public lands, waters and wildlife.
 - Hunting for Sustainability was launched in 2016 by Backcountry Hunters & Anglers as a way to spur new, conservation-minded hunters while also engaging with college students who already hunt and fish. From its inception, BHA is now growing the Hunting for Sustainability name to incorporate more programs aimed at engaging more adult-onset hunters within our chapters and college clubs. From weekend workshops and evening seminars to butchering clinics and more, BHA's Hunting for Sustainability incorporates all of these practices into one R3 (Recruitment, Retention and Reactivation) effort led by BHA's grassroots R3 leaders.
 - Backcountry Hunters & Anglers is a 501(c)3 nonprofit organization that relies on private donations for our organization's work on public lands. BHA is fiscally transparent and strives to be efficient in our everyday work. In Fiscal Year 2017 our revenue was \$4,902,872 and expenses were \$4,142,596. We directed 93 percent of our own budget to programs and 7 percent to administration and fundraising. Backcountry Hunters & Anglers' tax ID is 20-1037177.
- Issues
 - Access and opportunity
 - Fair chase
 - Public lands & waters
 - Public waters access
- **Backcountry hunters & anglers sportsman's pledge**
 - 14,258 pledges of 20,000 pledge goal

- The sportsman's pledge:
 - As a north American hunter and angler, I pledge to speak up on behalf of conservation of the clean water, wildlife habitat, sportsman access, and public lands that belong to all of us.
 - I will defend these values against those individuals, organizations and corporations who would sell or transfer our public lands and erode our habitat, opportunity and freedoms.
 - I welcome new sportsmen and women, young and old, and will lead by example.
 - I pledge to leave our wild public lands in better condition than i found them so that future generations can enjoy the benefits we are blessed to have today.

- RENDEZVOUS 2020

Statement of Activities, Year Ended December 31, 2017

SUPPORT & REVENUE		EXPENSES	
Grant Revenue	\$2,739,280	Program Expenses	\$3,864,559
Events and Miscellaneous	\$805,476	Management and General	\$99,800
Membership	\$693,462	Fundraising	\$178,210
Donations and Sponsorship	\$664,654		
Total Revenue	\$4,902,872	Total Expenses	\$4,142,596
		Change in Net Assets	\$760,303



[2017 Backcountry Hunters & Anglers Annual Report, accessed [12/13/19](#), BHA, accessed [12/13/19](#); Sportsman's Pledge, accessed [12/13/19](#)]

10) National Shooting Sports Foundation

The NSSF generates a ton of content (website, press releases, news articles, events, projects/campaigns, social media outreach, etc.) regarding the benefits of hunting and firearms in aims of increasing awareness and participation. The 'You May be Surprised to Know this About Hunting' campaign was initiated to connect and surprise the non-hunting public with stories about improved wildlife populations and the conservation efforts of hunters. The NSSF presented this campaign in a five-part infographic series. The campaign works to explain hunting's connection to the values of today's socially and environmentally conscious culture. "You may be Surprised to know... hunters aid the environment" In order to explain that hunters and environmentalists alike fight habitat encroachment and help to conserve the health of our ecosystems, NSSF points out that hunters have

contributed billions of dollars to wildlife conservation through a sustainable system of wildlife management. The infographics were clean and easy to understand, however there was little data regarding the outcome of this campaign.


- The National Shooting Sports Foundation® (NSSF®) has launched a new campaign called “You may be Surprised to know this about hunting” to connect and even surprise the non-hunting public with stories about improved wildlife populations and the conservation efforts of hunters.

- You May Be Surprised to Know This about Hunting’ Infographic Educational Campaign
 - NSSF presents this campaign in a five-part infographic series that will re-introduce hunters and hunting to the public. With most people these days living in cities, suburbs and non-hunting households, many misperceptions of what hunting is and what hunting does, have developed.

 - This campaign works to explain hunting’s connection to the values of today’s socially and environmentally conscious culture. “You may be Surprised to know... hunters aid the environment” In order to explain that hunters and environmentalists alike fight habitat encroachment and help to conserve the health of our ecosystems, NSSF points out that hunters have contributed billions of dollars to wildlife conservation through a sustainable system of wildlife management.

You may be Surprised to know

HUNTERS Aid THE ENVIRONMENT




by being part of a funding cycle that includes hunting license sales, Duck Stamps and excise taxes on firearms, ammunition and archery equipment has helped purchase and maintain more than:

68 Million Acres* for Conservation & Recreation

a space for all to enjoy!

*about the size of Colorado

MORE AT NSSF.ORG



You may be Surprised to know

HUNTERS Support & Respect REGULATIONS



that contribute \$12 Billion toward protecting wildlife populations and their habitats

Licenses

Necessary for nearly all hunting. Requires the completion of Hunter Safety Education Course.

Tags

Necessary for big game. Permits hunting of a specific animal, during season, in approved locations.

Seasons

Certain wildlife can only be hunted during certain times of the year to ensure sustainability.

Stamps/Validations

Necessary for certain small game. Permits hunting of specific animals, during season, in approved locations.

Note that regulations, seasons and permit rules differ from state to state and species to species. This is done strategically to manage wildlife populations in different areas.

Sources:
 • U.S. Fish and Wildlife Service, 2014, Department of Energy & Environmental Protection, 2016
 • Department of Management & Conservation, Georgia Department of Natural Resources

MORE AT NSSF.ORG



You may be Surprised to know

6 HEALTH BENEFITS OF Eating VENISON



Drug-Free

No steroids, antibiotics or other additives.

Low in Calories

Around 104 cal per serving of 3.5 ounces. Less than lamb, beef, turkey and chicken.

Lean Fats

Contains essential fats that help reduce blood pressure and improve muscle movement.

High in Protein

Contains all of the essential amino acids, making it a complete protein.

Filled with Iron

Helps to fight anemia and fatigue by supplying more iron than most other meat sources.

Vitamin Rich

Contains vitamin B12 and B6 which help regulate metabolism.

Sources:
 • Wild Game, Boone and Crockett Club, 2014
 • Texas Park & Game, 2012
 • Pacific Journal of Fisheries and Aquatic Sciences, 2000
 • Nutrition & Food Science, 1987

MORE AT NSSF.ORG



You may be Surprised to know

HUNTERS are a Vital Part of CONSERVATION



Hunters

Help manage wildlife populations by following strict regulations to ensure sustainability.

Wildlife Agencies

Use money from hunting license sales and excise taxes on firearms, ammunition and archery equipment to acquire and maintain land for conservation and recreation.

Licenses & Tags

Must be purchased by hunters to permit and monitor the hunting of certain wildlife at certain times.

Biologists

Survey and measure wildlife populations, habitat and food sources in specific areas.

Legislators

Use biologists' recommendations and data to create laws that support a thriving ecosystem.

Wildlife Experts

Apply those standards when setting hunting seasons and permit regulations in order to benefit wildlife.

Sources:
 • The North American Model of Wildlife Conservation (National Wildlife Federation, 1979)
 • Rocky Mountain Elk Foundation

MORE AT NSSF.ORG



You may be Surprised to know

Over a century ago, HUNTERS Saved SPECIES



with support for reintroduction and management of Wildlife

Year	Population	Year	Population
1900	FEW	2010	46,000,000
1900	500,000	2010	32,000,000
1900	100,000	2010	7,000,000
50 Years Ago	12,000	2010	1,100,000
1900	41,000	2010	1,000,000

These and other species continue to benefit from the hunter's role in conservation

Sources:
 • Quality Deer Management Association, 2013 (White-Tailed Deer)
 • USFWS, 2013 (Ducks and Waterfowl)
 • National Park Service, 2013 (Elk)
 • NFWF, 2013 (Turkey)
 • Texas Parks & Wildlife (Antelope)

MORE AT NSSF.ORG



1. Hunting aids environmental preservation

- Hunter-supported taxes on equipment and license fees have afforded wildlife agencies the money to be able to acquire and maintain land for the conservation of game and non-game species. This land also provides space for outdoor recreational activities such as hunting, fishing, hiking, kayaking, camping and more.

2. Hunters support regulations

- Hunters demonstrate their respect for regulated hunting by taking hunter safety education courses, following the rules of ethical hunting, and adhering to regulations, seasons and permit procedures that differ from state to state and species to species in order to help strategically manage wildlife

3. Hunters helped save wildlife populations

- Hunters helped create a sustainable conservation model allowing Americans to participate in regulated hunting that supports the conservation of wildlife. This model, which was so successful it has been adopted around the world, has helped restore species such as Wild Turkeys, Rocky Mountain Elk and others, some that were on the brink of vanishing forever.

4. Hunting provides nutritional alternatives

- In the old days, people regularly hunted for their food. Today, as many strive to know more about where their food comes from and how it will affect their health, they are turning back to wild game, the most organic and sustainable meat source in the world, to provide the best nutrients for their body and the most natural life for the animal.

5. Hunting is a vital part of wildlife conservation

- Hunting is a highly regulated tool that plays an important role in wildlife management. Biologists study wildlife populations, habitats and food, then work with legislators to establish regulations on hunting that will keep wildlife populations in balance, as well as promote growth and breeding, as habitat allows.
- This campaign was created by the NSSF communications team working with intern Daphane Cassidy, an avid hunter and conservationist. Daphane has hunted and volunteered in South Africa and has represented the U.S. as one of the few American Young Opinion members of The International Council for Game and Wildlife Conservation at the most recent “Hunting is Conservation” general assembly in Belgium. Participating in worldwide conservation efforts and seeing the benefits of hunting first-hand, Daphane wants to foster positive understanding and relationships between the hunting and non-hunting public.
- Tons of partners /connections:
 - Hunters are the largest contributors to conservation, paying for programs that benefit all Americans and wildlife. Many private organizations, large and small, are working to sustain and improve the quality of our natural resources.
 - **Delta Waterfowl Foundation**
 - The Delta Waterfowl Foundation is North America’s oldest waterfowl conservation organization and promotes the restoration and management of all-natural resources, especially aquatic areas.
 - **Ducks Unlimited (DU)**
 - DU is dedicated to the betterment of waterfowl and water fowling in all of North America. DU has helped build and restore millions of acres of prime waterfowl nesting habitat, including thousands of miles of vital protective shoreline and is working towards the development of additional nesting habitat in the United States and Canada.
 - **Association of Fish and Wildlife Agencies (AFWA)**
 - AFWA represents the government agencies responsible for North America’s fish and wildlife resources.

- **International Hunter Education Association (IHEA)**
 - IHEA is the official organization representing the interests of 69 state, provincial, and federal hunter education coordinators, and 70,000 hunter education instructors who teach hunter safety, ethics, and conservation to approximately 750,000 students each year.
- **Izaak Walton League of America**
 - Some 54,000 outdoor enthusiasts are united through a network of local clubs to implement the league's national program for clean waters and improved hunting and fishing.
- **National Wild Turkey Federation (NWTf)**
 - NWTf is a grassroots volunteer organization organized in state and local chapters across North America dedicated to conserving wild turkeys and to preserving hunting traditions.
- **National Wildlife Federation (NWF)**
 - NWF is the nation's largest member-supported conservation group working for wise conservation of all the nation's resources.
- **North American Bear Center (NABC)**
 - NABC is dedicated to the native bears and other wildlife populations of America by promoting public awareness, education, and sound wildlife management through habitat conservation, restoration and enhancement.
- **Pheasants Forever**
 - Pheasants Forever is dedicated to the protection and enhancement of pheasant and other wildlife populations in North America through habitat improvement, land management, public awareness, and education.
- **Quail Forever**
 - Quail Forever is dedicated to the protection and enhancement of quail, pheasant and other upland wildlife through habitat improvement, public awareness, education and advocacy for sound land management policy.
- **Rocky Mountain Elk Foundation (RMEF)**
 - RMEF works to ensure the future of elk, other wildlife and their habitat and supports projects such as land protection, habitat enhancement, management, research and conservation education.
- **Ruffed Grouse Society**
 - The mission of this organization is to enhance the environment for the Ruffed Grouse, American Woodcock and other forest wildlife that require or utilize thick, young forests.
- **Safari Club International (SCI)**
 - Safari Club International is the leader in promoting the freedom to hunt and in promoting wildlife conservation worldwide.
- **Safari Club International (SCI) Foundation**
 - SCI Foundation funds and manages worldwide programs dedicated to wildlife conservation, outdoor education and humanitarian services.
- **The Wilderness Society**
 - This national conservation organization works to secure the preservation of wilderness and the proper management of all federal lands.
- **The Wildlife Society**
 - This association aims to establish and maintain the highest possible professional standards to develop wildlife conservation and management.
- **Wildlife Management Institute (WMI)**

- Supported by the firearms industry, WMI works to promote scientific management methods and encourages educational programs to help train people in the field of wildlife management.
- **“Hunting Works for America”**
 - An initiative developed in 2010 to forge an alliance between sporting organizations and businesses and workers whose livelihood depends on hunting to survive.
 - Hunting Works For America launched in 2010 with just three states: **Arizona, Minnesota and North Dakota**. Since then the program has grown, adding chapters in **Iowa, Missouri, Pennsylvania, Maryland, Colorado, Washington, Oregon, Alabama, South Dakota, New York, Illinois, Michigan, Wisconsin, and Utah**. All totaled, the Hunting Works For America program now represents more than 1,500 businesses, organizations and associations representing tens of thousands of stakeholders.
 - Hunting Works for America state chapters now have more than 500 member partners that will monitor public-policy decisions and weigh in on hunting-related issues that impact their respective local economies, including issues impacting jobs derived from the sport. Hunting Works for America chapters will serve as a vehicle to facilitate important public-policy dialogue and to tell the story of how America’s hunting heritage positively effects conservation, jobs and the economy across the United States.
 - Hunting Works For America, through its state chapters, is an initiative that seeks to bring a broad range of stakeholders together in order to educate the public and elected officials about the importance of hunting. Shooting sports organizations, conservation groups, businesses, and other non-traditional hunting entities such as chambers of commerce, convention and visitors bureaus and other trade associations, have come together to form Hunting Works For Maryland and share their interest in the economic impact of hunting.
- The National Shooting Sports Foundation, a trade association for the firearms industry that helps promote and protect hunting and shooting sports, launched an infographic campaign specifically for hunters and non-hunters called “You May Be Surprised to Know This About Hunting”. “The campaign works to explain hunting’s connection to the values of today’s socially and environmentally conscious culture.”

[NSSF, accessed 12/5/19, NSSF research, accessed 12/13/19]