

Research Findings: 2020 CWC Comp. Research

Executive Summary:

Public education campaigns in several other states are making a positive difference in increasing awareness and education regarding the benefits of hunting and angling for local ecology and conservation efforts. Overall, not a lot of new and different creative campaigns were done by states in 2020 – most seemed content to stay the course they started in 2019. Of those who did do some new creative executions, there was a strong theme of highlighting children and families enjoying the outdoors, likely as that’s one of the few safe COVID-19-related activities.

Below are notable state and national campaigns from in 2020:

Michigan:

One of Michigan’s Department of Natural Resources’ (DNR) initiatives is Hunters and Anglers Make a Difference, which explains in a very straightforward way the benefits of [Your License Dollars at Work](#). Additionally, it’s taking a story-based approach to humanize the benefits that hunting and fishing licenses provide the community. DNR focused heavily on kids and family, showing that the outdoors is a COVID-19-era safe activity that enforces family bonding. DNR’s website is very clean and organized, and straight to the point regarding the messaging/mission. Since 2019, it has been streamlining its website and license purchasing system to automate renewals, making it easier for folks to remember to get their license every year.

Maine:

The Maine Department of Inland Fisheries and Wildlife (MDIFW) campaign, [Keeper of the Maine Outdoors](#), exists to promote the strong economic partnership between the hunting and shooting communities and the local economy of the state of Maine. Using a comedic approach, it developed shareable content built around a character, “Todd” (a know-it-all, but also a knows-it’s-wrong kind of guy). The MDIFW wardens

and biologists help Todd get the facts straight when it comes to being a “Keeper of the Maine Outdoors.” This helps to position MDIFW as the expert in every scenario, as well as to educate the public about what it does. MDIFW ran this campaign on social media and held events around being a Keeper of the Maine Outdoors that featured a biologist and warden that they could meet and ask questions.

As noted in last year’s recap, Hunting Works for Maine is still active. Hunting Works for Maine and Keeper of the Maine Outdoors are separate entities and work on similar things but have a different focus. Keeper of Maine is focused more so on conservation awareness, environmental education, and outdoor recreation.

- [Hunting Works for Maines site](#)
- [Keeper of the Maine Outdoors site](#)

Montana:

[Montana Fish, Wildlife and Parks](#) is educating about conservation, and hunting and fishing, but it doesn’t seem to have a focused campaign like Colorado or Michigan. In an effort to improve customer experience and ease of use, and to provide a more mobile-friendly experience, Montana Fish, Wildlife & Parks will [launch a new website on Dec. 21](#). The completely redesigned website will have more intuitive navigation that will make finding information easier for customers, whether they come to buy a license, reserve a campsite, or find information about hunting regulations.

Pennsylvania:

Pennsylvania ([Hunt Wild PA](#)) is working to increase awareness regarding the impacts of hunting and fishing on ecology and wildlife conservation. Pennsylvania Backcountry Hunters and Anglers (PA BHA) is launching the “[Take Two](#)” campaign as a way to educate youth regarding the economic and environmental benefits of hunting and the conservation efforts it supports.

National:

Several national campaigns seem to focus on educating and engaging youth and young adult audiences regarding the benefits afforded via funding provided by state hunting and fishing sales. The primary message seems to be, “go out and enjoy nature,” (which is funded by state hunting and fishing). [Backcountry Hunters and Anglers](#) uses social media [challenges, contests](#) and group outings related to other outdoor activities such as [hiking](#), as a way to better connect how other outdoor activities and recreation benefit by funding from hunting/fishing. Another interesting national campaign of note is Mountain Dew’s “[Out Here, It’s DEW](#)” campaign, which was a promotion to reimburse hunters and anglers \$20 toward one of their hunting/fishing licenses as a play on the idea of an “economic stimulus.”

Secondary Addendum

1) Michigan:

One of Michigan’s Department of Natural Resources’ (DNR) initiatives is **Hunters and Anglers Make a Difference**, which explains in a very straightforward way the benefits of [Your License Dollars at Work](#). Additionally, it’s taking a story-based approach to humanize the benefits that hunting and fishing licenses provide the community. DNR focused heavily on kids and family, showing that the outdoors is a COVID-19-era safe activity that enforces family bonding. DNR’s website is very clean and organized, and straight to the point regarding the messaging/mission. Since 2019, it has been streamlining its website and license purchasing system to automate renewals, making it easier for folks to remember to get their license every year.

- Survey Shows 75% of Residents Agree That Hunting/Fishing License Fees Benefit Michigan, up from 67% in 2018.

[MI 9&10 News, [1/28/20](#)]

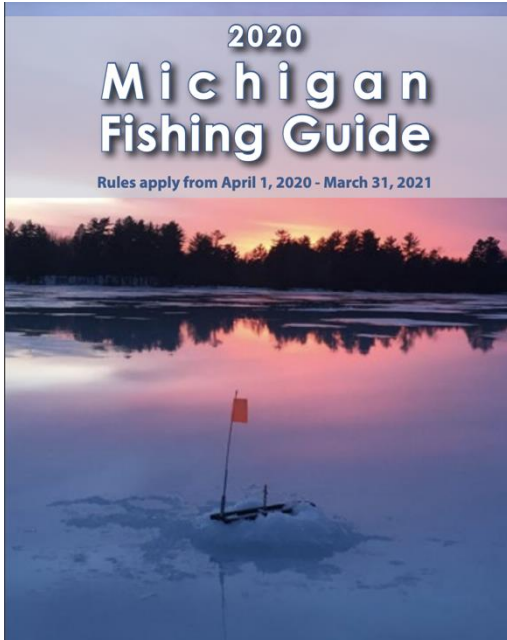
DNR’s initiatives is [Hunters and Anglers Make a Difference](#), which explains in a very straightforward way the benefits of “[Your License Dollars at Work](#).”

“If you’re a hunter or angler, have bought a license or hunting/fishing equipment, thank you for investing in Michigan’s wildlife! If you know a hunter or angler, pass this message on and thank them for everything they’ve done for conservation in Michigan. Their efforts have resulted in millions of acres of habitat saved and near-miraculous population increases in several species of game and sport fish. You can enjoy more hunting, fishing, boating and wildlife-related recreational opportunities than ever before thanks to hunters and anglers!”

Cycle of Success




- [Opportunity to sponsor 2021 Michigan Fishing Guide](#)
 - [2020 digest](#) as an example



**2020
Michigan
Fishing Guide**

Rules apply from April 1, 2020 - March 31, 2021

EXCEPTIONS TO GENERAL REGULATIONS BY COUNTY




**COMFORT ZONE
CHARTERS**

St. Clair River
Lake St. Clair
Detroit River
Lake Erie

Walleye
Perch
Bass

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michigan
OUT-of-DOORS
MICHIGAN'S PREMIUM OUTDOOR JOURNAL SINCE 1947



WWW.MICHIGANOUTOFDOORS.COM

SUBSCRIBE AT 1/10 PRICE BY BECOMING A MEMBER
OF MICHIGAN UNITED CONSERVATION CLUBS

ENTER PROMO CODE

FISH
TO RECEIVE A

25% DISCOUNT

EAT SAFE FISH – Michigan's Eat Safe Fish Guide

There are many health benefits to eating fish. However, to get the most benefits, the Michigan Department of Health and Human Services (MDHHS) recommends eating fish that are low in chemical contaminants. You can use the Eat Safe Fish Guide (ESF Guide) to find fish that have been tested for chemicals and are safe for everyone to eat.

- MDHHS tests only the parts of the fish that you eat for chemicals. That's the information used to make the guidelines in the ESF Guide.
- The guidelines in the ESF Guide are safe for everyone to use - including pregnant women, children, and those with illnesses, like cancer or diabetes.

- Michigan's Wildlife Council (MWC) takes a story-based approach to humanize the benefits that hunting and fishing licenses provide the community. MWC gathered a group of kids and asked them what they like doing outside, how it makes them feel – and if they know that hunters and anglers help conserve Michigan's trees, water and animals. Its site has a compilation of dozens of stories from volunteerism to conservation and comeback stories.**

“I think some of our best talks and funniest memories happened when we were out hunting or fishing together,” said 11-year-old Camilla in a story about father and daughter bonding through the Michigan outdoors.

MICHIGAN CONSERVATION STORIES



MICHIGAN WOODS, WATER A GREAT PLACE FOR PARENTS TO BOND WITH KIDS

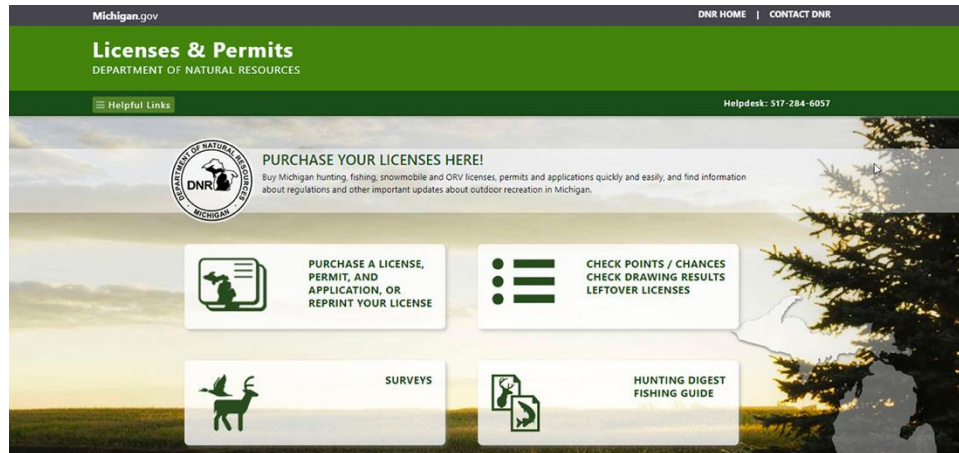


LITTLE MICHIGANDERS SHARE BIG LOVE OF THE OUTDOORS



HUNTING & FISHING LICENSES SALES ON THE RISE; INCREASE IN FEMALE PARTICIPATION

VIEW ALL STORIES



Features of the new license sales system include:

- **Barcode scanner wands at retail locations that will allow license agents to speed up the sales process by quickly scanning customers' driver's licenses – including nonresidents – rather than typing in customer information.**
- **A more streamlined buying and selling process both online and in stores – for example, customers will only have the option to buy licenses for which they are eligible, meaning they shouldn't be able to accidentally buy the wrong license and pay the wrong amount.**
- **The opportunity for online customers to create a profile, access their order history, reprint previously purchased, non-kill tag items, and set up voluntary autorenewal of fishing licenses.**
- **Purchases consolidated on the printed license, which means fewer licenses for customers to carry and potentially lose.**
- **A QR code on the license to encrypt the customer identification number for increased security.**

New license sales system and website: [Michigan DNR, [1/31/20](#)]

2) Maine:

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the facts straight when it comes to being a “Keeper of the Maine Outdoors.” This helps to position MDIFW as the expert in every scenario, as well as to educate the public about what it does. MDIFW ran this campaign on social media and held events around being a Keeper of the Maine Outdoors that featured a biologist and warden that they could meet and ask questions.



- MDIFW employees geared up with badges that they could hand out to people for “surprise and delight” who were dressed in proper gear, taking care of the Maine flora and fauna – anything that made them stand out as a [Keeper of the Maine Outdoors.](#)”

[Keeper of Main, accessed [12/21/20](#)]

3) Montana:

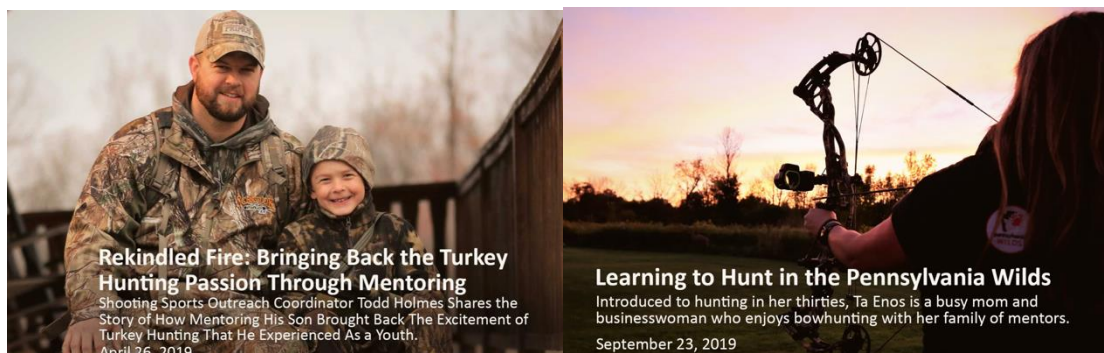
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- Take Two is a call to action during the 2019–2020 hunting season for current PA BHA members to take two people who have never hunted, are in the beginning stages of their hunting careers, or revamping their hunting interests – and mentor them by taking them hunting or out for a hunting–related activity. Take Two giveaway: Mentor and mentee pairs can enter a drawing for prizes when they post a picture or two of themselves and a paragraph about their Take Two outing on PA BHA’s social media.**
- PA BHA recognizes that simply recruiting new hunters and offering them a one–time or short–term introduction to hunting may not be enough to help beginners get over**

the hump to becoming a dedicated, lifelong hunter. What really helps someone become a hunter is having a reliable mentor who can assist in various ways over a season, several seasons, or however long it may take.

[Backcountry Hunters, [10/8/19](#)]

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5) Mountain Dew is taking a stand to support hunting and fishing with its new [Out Here, It’s DEW](#) campaign.

- Its latest outdoor push is in the form of a “\$100,000 Outdoor Stimulus” for American hunters and anglers that will reimburse 5,000 lucky outdoorsmen with \$20 toward one of their 2020 hunting and fishing licenses.



[Dew Outdoors, accessed [12/2/20](#); NRA Hunters Leadership Forum, [7/22/20](#)]

6) Backcountry Hunters & Anglers

HIKE TO HUNT 2020

- **BHA's Hike to Hunt Challenge builds awareness for the issues facing our wild public lands and waters, motivates hunters and anglers to get outside and get in shape, and encourages participants to raise funds for BHA's work. (JUNE 13 - AUGUST 16)**

WEEKLY SOCIAL MEDIA CHALLENGE

- **Follow BHA and Hike to Hunt partners on Instagram for weekly contest for a chance to win prizes just for hiking and posting.**
- **To be eligible for prizes, remember to use [#hiketohunt](#) and tag all of Hike to Hunt partners. ([Check out the weekly contests here.](#))**
[@backcountryhunters](#) [@dannerboots](#) [@gerbergear](#) [@gohunt](#) [@nemoequipment](#) [@stoneglacier](#) [@stanley_brand](#) [@uahunt](#) [@vortexoptics](#) [@weatherbyinc](#)

[Backcountry Hunters & Anglers, accessed [12/8/20](#)]

BHA'S 2020 PHOTO CONTEST

- **Together with Gerber, BHA has an annual Public Land Owner Photo Contest. Photo submissions capture the spirit of our public lands and waters (and the experiences had on them) are essential in communicating the value of our wild landscapes and the richness of our outdoor pursuits to the greater public. Photos that best tell the story of our wild public lands, waters and wildlife, should include a caption with each submission. A panel of judges will select standout images and present the photographers with prize packages from 2020 contest sponsor and BHA corporate partner, Gerber. BHA will use the images throughout the year to bring awareness and ignite action around its work, from upholding fair chase ethics and outdoor traditions, to fighting for policies that influence access and opportunity across North America.**

[Backcountry Hunters & Anglers, accessed [12/8/20](#)]

7) National Hunting and Fishing Day

- **National Hunting and Fishing (NHF) Day brings together sportsmen and women to celebrate the rich tradition of hunting, target shooting and fishing, with national, state, regional and local organizations hosting related events. Launched in 1971 by Congress, NHF Day has consistently recognized hunters and anglers for their leadership in wildlife and conservation. NHF Day is observed and celebrated the fourth Saturday in September every year.**
- **NHF Day's official home is at the Wonders of Wildlife National Museum and Aquarium in Springfield, Missouri.**

[National Hunting & Fishing Day, accessed [12/9/20](#)]

8) Recreational Boating & Fishing Foundation

- **[Success stories](#): list of several states' campaigns/initiatives**

[Recreational Boating & Fishing Foundation, accessed [12/7/20](#)]