



CWC Outreach Team

Past & Present
Jen Anderson, CWC Staff Liaison



CWC Outreach Team

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

Objectives:

- 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.



Outreach Team 2020

Team:	Andrew & Garrett
Event:	(9) State Parks, (2) Farmers Markets, (1) partnership (Hunt to Eat)
Engagements:	1396 (314 surveys responses)
Engagement Tools:	Trivia wheel, survey
CWC Messages:	Personal connection to H/A, economic benefit, programs funded by H/A license dollars
Circumstantial messages:	SWA access, responsible recreation, how to get involved in H/A, wolf reintroduction, feedback regarding CPW
Budget:	\$91,058 (fixed/one time purchases, salary, uniforms, giveaways)
Recommendations:	Effective at larger events, more audience-targeted events, and with improved outreach strategies

Outreach Team 2020



Outreach Team 2021

Team:	Eeland & Kaiya
Event:	24
Engagements:	1:1 interactions - 3,500+ Booth impressions-47,686
Engagement Tools:	Conservation Cornhole trivia, coloring, statues, survey (225), social media
CWC Messages:	Benefits of wildlife, wildlife management, H/A, how kids can help protect wildlife and habitat
Circumstantial messages:	"Thank you", wolves, bears, volunteering, search and rescue, wildlife encounters, CPW FAQs
Budget:	\$75,000(fixed/one time purchases, salary, uniforms, giveaways)
Recommendations:	Call to action, more targeted strategies (stick with them) State parks were not effective unless there was an event, speaking engagements, find more environmentally friendly giveaways, more social media connection

Outreach Team 2021



NEW for Outreach Team 2023

- COVID restrictions lifted
- Team of 3: event coordinator and two outreach members
- Sponsorships



Sponsorships 2023

June

3rd- Safe Summer Kickoff \$500

8th-10th Ute Mountain Roundup Rodeo \$1500

10th-11th- Denver Chalk Arts Festival \$500

10th-11th- Taste of Fort Collins \$7500

July

4th of July Symphony on the Porch \$5000

Tri-Lakes 4th of July Street Fair \$1000

7th-16th- Crested Butte Wildflower Festival \$500

19th-23rd- Colorado Field Ornithologists Convention \$1000

21st-22nd- Royal Gorge Whitewater Festival \$1000

August

11th & 12th- Outdoorsman Days in Florence \$750

25th & 26th- San Juan Brewfest in Durango \$1500

September

16th-17th- Durango Autumn Art Festival \$2500

TOTAL: \$23,250

Future Opportunities:

- 5point Film Fest
- Colorado Environmental Film Festival
- Fly Fishing Film Tour

Sponsorships 2023





2023 Outreach Team Final Report

Linnea Turner and Mike Weigang



Outline

- Budget
- Messaging
- Booth set up
- Events
- Common topics
- What we learned
- Social media partnerships
- Recommendations and ideas for the future
- Conclusion

Intro

The team consisted of Linnea Turner, passionate environmentalist and outdoor enthusiast, and Mike Weingang local Outdoorsmen and student of Fish, Wildlife, Conservation Biology

Brianna Fett was the event coordinator for the first half of the season. Jen Anderson and Ginny Sednek provided us with resources and tools. Thank you both for all your support and encouragement!



Budget (Jan 23 - Dec 23)

WAGES	\$72,417
UNIFORMS	\$525
CONSUMABLES	\$13,500
EQUIPMENT	\$750
EVENT FEES	\$2,900
TRAVEL	\$18,100
MISC	\$425
TOTAL	\$108,617

Messaging



**COLORADO
WILDLIFE COUNCIL**

ABOUT THE CWC

WHO: The Colorado Wildlife Council (CWC) consists of nine individuals representing various interests throughout Colorado. Members of the Council are volunteers and appointed by the Director of Colorado Parks and Wildlife.

WHAT: By statute, the Council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

HOW: The Council's budget is allotted through the Wildlife Management Public Education Fund. This fund is generated through a surcharge of \$1.50 on every Colorado hunting and fishing license. The Council hires an advertising agency to develop and manage the education campaign. The campaign consists of radio and tv commercials, billboards and social media.

The Colorado Wildlife Council works in close partnership with Colorado Parks and Wildlife (CPW) to support their long-term conservation goals.

Campaign Hashtags

#ColoradoWildlifeCouncil
#ThisIsTheWildLife
#ColoradoWildlife

Brand Page Tags

@coloradowildlifecouncil - Instagram
@ColoradoWildlifeCouncil - Facebook

Brand Website

<https://cowildlifecouncil.org/>

DID YOU KNOW...

Hatcheries in Colorado work with biologist to supply lakes and streams with 90 million fish each year. → → →

Colorado's elk population is the largest in world at 280,000.



DID YOU KNOW...

CWC Outreach Team tagline

MAIN MESSAGES

- Curious about Wildlife Conservation (in Colorado)
 - Over 1.7 million hunting and fishing licenses are sold each year.
 - Over 1 million fishing licenses
 - Over 600,000 hunting licenses
 - Hatcheries in Colorado work with biologists to supply lakes and streams with 90 million fish each year.
 - Colorado's elk population is the largest in the world at 280,000.
 - Hunting and fishing contribute over \$3 billion to Colorado's economy.
 - Colorado has over 960 species of wildlife.

MAIN MESSAGE (kids)

- Colorado Wildlife is Cool (CWC)
 - Over 960 species (birds, fish, mammals) ("from mollusks to moose")

Conversation starters:
What is your favorite Colorado animal?
What animals do you see in your backyard?
What is your favorite outdoor activity?



Engagement Tools

- Trivia wheel
- Corn hole
- Coloring Sheet
- Newsletter sign-up for giveaways
- Social media follow for giveaway

Booth

- Added fact banners from new last year
- “L” table setup for educational materials upfront and bigger giveaways to the side
- Flag banners of outdoor recreation (non hunting or angling) and wildlife



Events

Finding events

- Brianna did most of the event searching late spring
- Searched for events that would draw in our target audience

Types of events

- Festivals/Fairs
- Marketplaces
- Educational
- Food and Alcohol Events
- Music



Event Numbers

Total Events: 24

Event Days:38

Cities:13

3500+ engagements with 90+ meaningful.

Highest Event Numbers and best engagement: Boulder Creek (580 and 25 meaningful)

Least Interaction Event: BLR Community Market (13)

Festival/Fair Events

11 of our total 24 events

The audience of fairs and festivals were a lot of young families and older retired individuals

Engagement varied.

Grab and go for free things on our tables

Minimal time spent trying to talk to the outreach team or read our educational materials.

Educational Events

Get Outdoors Day, Outdoorsmen Days, and Tarantula Festival

People's intentions were to go and learn something. These tended to be family focused for kids

Food and Alcohol Events

Arvada on Tap, Taste of Pike's Peak, and San Juan Brewfest

People are social and tend to linger for the duration of the event

Common Topics

- Wolves
- Hunting/Fishing Stories
- Local wildlife questions
- Keep Colorado Wild Pass
- CPW vs. CWC
- How do I get involved

What we learned

- At events with mainly vendors people do not want to engage
- Fact sheets about hatcheries/ wildlife are useful
- The baseline knowledge of the general public on wildlife and conservation

Social media partnerships

- Uncharted Outdoors Women, Tightline Outdoors, Artemis Sportswomen
- Had 4 posts with CWC messaging to post weekly

Recommendations

Create a more interactive booth

Host Events

Create a partnership network

A Whats Next Step

Educational events, food and alcohol events, outdoor recreation events

More clearly define roles of event coordinator and team

Panel idea

- Create a space for deeper conversation about conservation in Colorado
- Have people represent different parts of conservation

Conclusion

- Thank you for a great summer!
- Thank you Jen and Ginny for their knowledge and resources
- More details are in our full written report

