



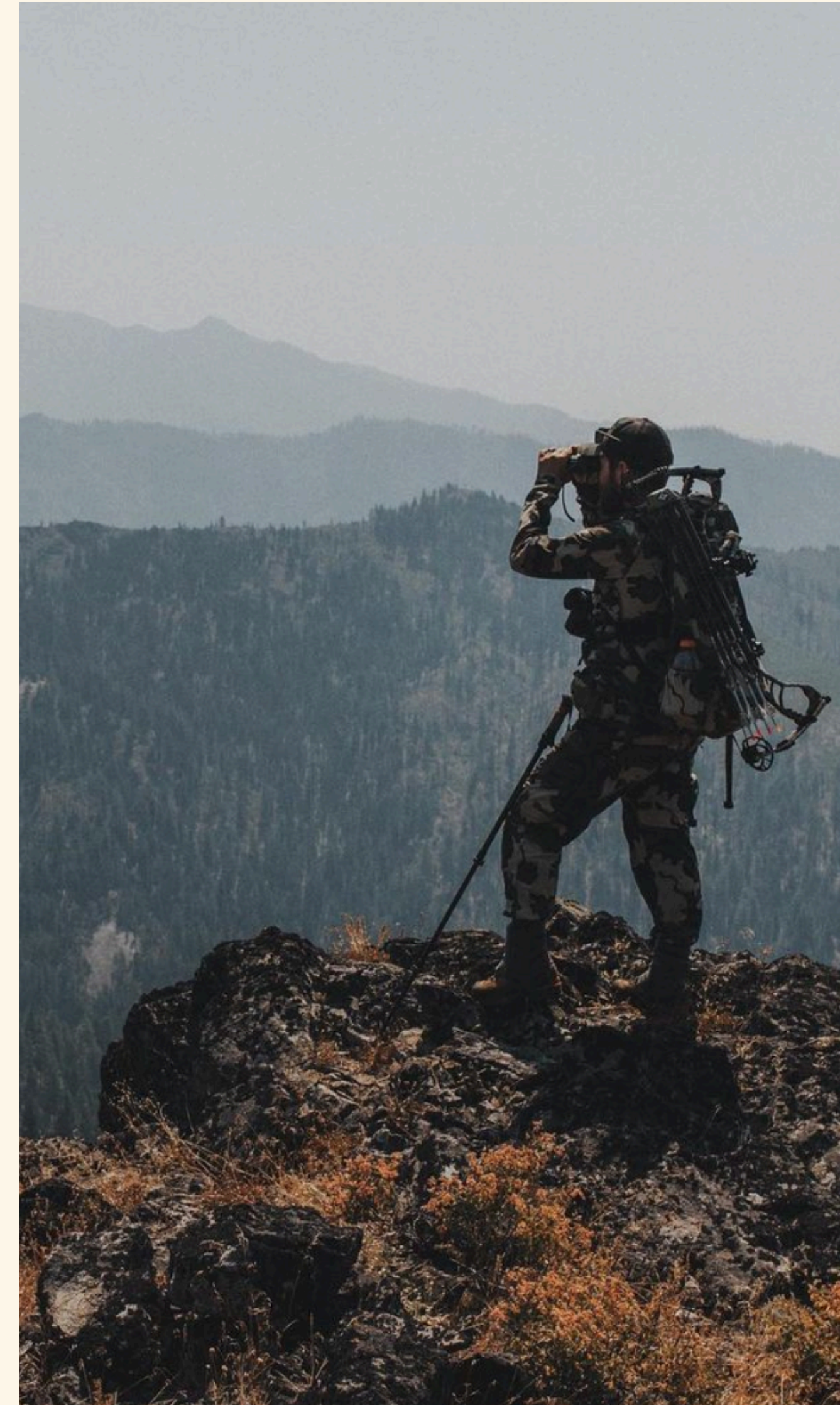
Hunter / Angler Subcommittee

Amplifying Our Message



The goal of this subcommittee is to amplify the “Science in the Wild” messaging. To put our messages in front of hunters & anglers in strategic ways to create avenues to advocacy for hunter/angler audiences.

1. Ideas 2. Budget & Timing





Ideas

Partner Outreach

1. Sportsman Day at the Capitol or a Zoom Presentation

We want hunters and anglers to use their channels (share via email, social media, have discussions in person etc.) to share why it's important to support science in the wild.

- Conversations with decision makers on how to create hunter/angler ambassadors
- Sportspeople caucuses (regional and statewide)
 - There are representatives for each region

2. Sharing via email lists, publications with partner groups

3. Annual Conservation Award

- Partner associations can nominate HUNTER/ANGLER of the year and/or CONSERVATIONIST of the year

SPORTSMEN'S DAY AT THE CAPITOL COLORADO LEGISLATIVE SPORTSMEN'S CAUCUS



**THURSDAY, APRIL 21, 2022 | 11:00AM-2:00PM MDT
DENVER CAPITOL**

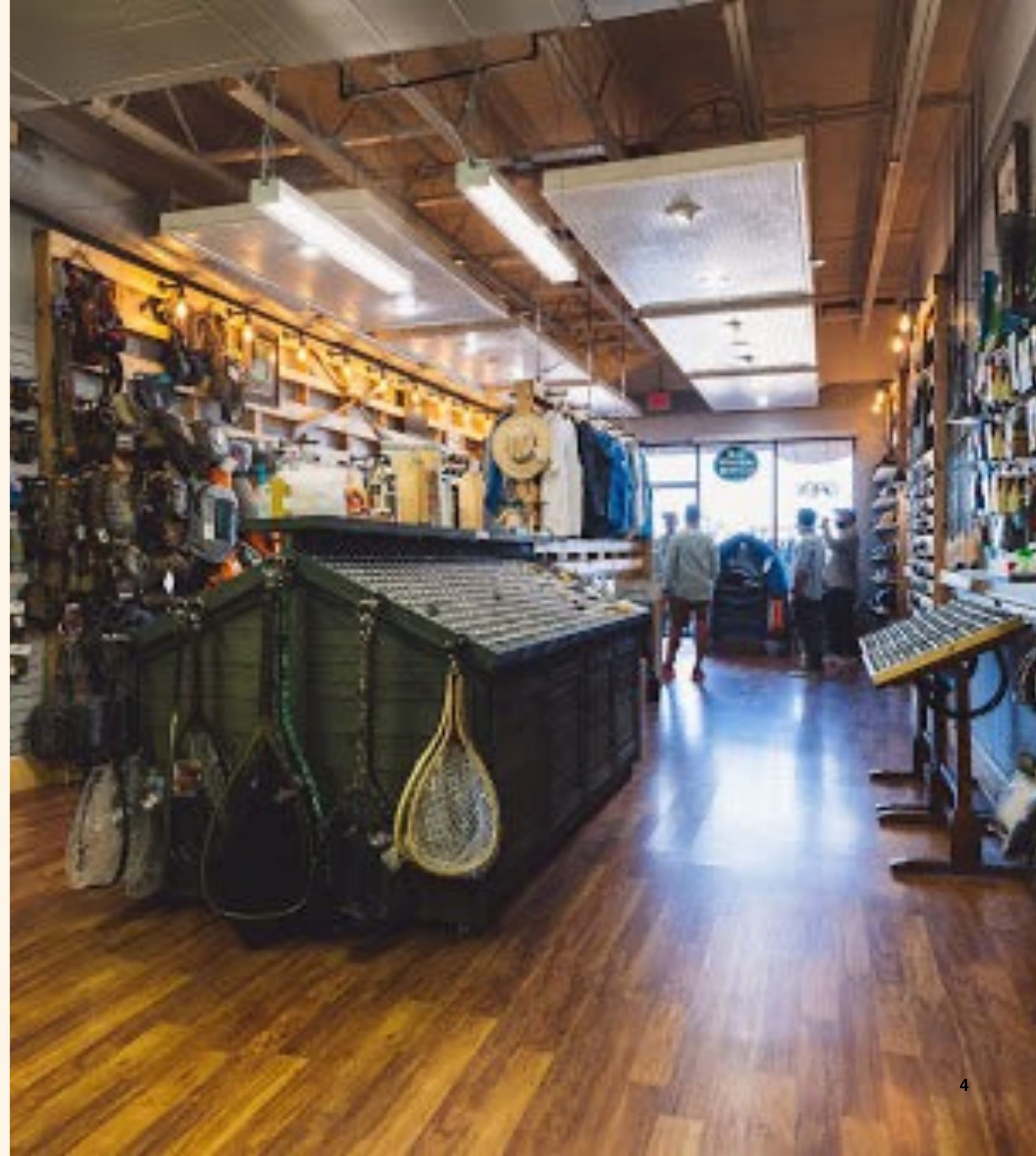
Join the Colorado Legislative Sportsmen's Caucus in celebration and recognition of the sportsmen and women of Colorado. The Caucus will be hosting a free wild game luncheon with a keynote address by the renowned Shane Mahoney, CEO of Conservation Visions and special appearances by 2022 Miss Rodeo Colorado, Ashley Baller and 2022 Miss Rodeo America, Hailey Frederiksen.



Ideas

Grassroots Flyer Distribution

- Create print flyers or rack cards that council members can distribute to contacts, local shops/places where hunters/ anglers are.
- Potentially hire service to drive flyers to targeted place.





Ideas

Sponsoring Hunter & Angler Events

- Creating 1-2 brewery events with our biologists/officers/aquatics.
- Sponsor events and small classes geared towards hunters and anglers with (tbd) budget.





Ideas

Temp Staff Member

Hire temp staff member for 9 months to coordinate these details:

- Hiring a freelance designer to design: Rack cards / Flyers / Banners / Promo Items / Awards
- Generate QR code to put on assets linked to (potentially) Big Cat Facts
- Generate an outreach letter
- Encouraging leaders to attend sportsmen day at capitol and to support science in the wild
- Gathering needed assets from R&R (fonts/design layouts, images, etc.)





Budget & Timing

Budget: FY24: \$120,000, FY25 (we determine/with council approval)

FY24

Temp Staff Coordinator	\$20,000
Printed Materials/swag/assets	\$30,000
Contract Designer	\$10,000
Sponsorship fund/events	\$35,000
Service to drive posters	\$25,000
Total (based on retained Outreach Team Budget)	\$120,000

FY25

Temp Staff Coordinator	\$20,000
Printed Materials/swag	\$15,000
Contract Designer	\$10,000
Sponsorship fund/events	\$35,000
Awards	\$10,000



Thank you.