

Outreach Working Group Notes
AFWA Annual Meeting
Thursday September 10, 2020
9:00 am-11:00 am Central Time

Ben Paige- Introduced himself and Sovereign Sportsman Solutions (S3)

Call to Order/Review Agenda

Jenifer Wisniewski welcomed everyone to the meeting.

Relevancy Roadmap

Elsa Haubold (USFWS) - Provided background on the relevancy roadmap. Encouraged participants to join the relevancy roadmap community of practice interactive website <https://conservation-relevancy-community.mn.co/feed>; Last year, at this time, WMI was awarded multistate conservation grant.

The Relevancy Roadmap was designed to help states figure out what their biggest barriers are and then dig right into strategies for implementation. There are 6 pilot states:

- IN: Conservation stewardship program.
- IA: Looking for additional social science data to server birders (social science and human dimension).
- PA: using social science for underrepresented communities in urban Philadelphia to increase angler participation.
- FL: increasing connections with different and new groups.
- MO: internal relevancy roadmap plan
- NC- improving agency culture

More information can be found here: <https://relevancyroadmap.squarespace.com/pilot-states>

It has been an interesting 6 months since pandemic began, and this time has created new challenges. We will have a workshop on Monday at 2:30pm on the Relevancy Roadmap One Year Down the Road.

Chris Smith (WMI)- hopes this will be a platform to share ideas and experiences

Grant Proposals

- **Enhancing Diversity in Wildlife Viewing Messaging proposal**
- **Email Marketing Best Practices grant – Southwick/ACI – Great new opportunity for states to test email strategies!**

Jenifer Wisniewski- new multi state grant opportunities;

Rob Southwick- We have been working with many states over the years. We have a conglomeration of lessons. Southwick Associates will be coordinating work. Lisa Bragg is VP of research.

Lisa Bragg (Southwick Associates)- The process will transition through 3 phases.

- Phase 1: Will focus on learning about email outreach such as messaging, imagery. What are the successes and the challenges?
- Phase 2: Will focus on synthesizing learning and best practices. Will be testing and replicating practices through coordinated effort across coordinating states.
- Phase 3: We will share discoveries with the broader community. What did we learn? What practices were successful and why? How best do we cut through that noise? It is critical that lessons learned now are periodically evaluated and updated. The goal is to build an electronic warehouse to adjust as email marketing landscapes evolve.

We're currently working on Phase 1. We want to recognize that each state and their approach is unique.

Jenifer Wisniewski- This grant provides \$8K to \$10 K each for email marketing. The grant involves best practices for email marketing. Project will provide key indicators for proven. (A good resource currently available is "Really Good Emails").

The timeline for this grant is TBD. It will likely be some time next year. If anyone is interested in serving on the committee, please reach out to Jenifer Wisniewski.

ACI has another multi state conservation grant. ACI applied for a grant for R3 marketing. Grant is for \$50K. The grant proposals will go out in the next week or two, and proposals will be accepted for 4 states. Please reach out to Jenifer for more information.

Matt Harlow (DJ Case): DJ Case, ACI, and others received a grant to do free Locavore Workshops. The first workshop will be the day prior to the R3 Symposium at Broken Arrow that starts on May 4th. The second one will be on the day after ACI. Go to <https://dicase.com/afwa> for more information. The workshops will be designed to provide take-home ideas on how to apply this information in your own state.

DJ Case also received a grant with WMI for building a target market for adult hunters who started hunting in the past five years. They need help to survey hunters who, as adults, have started hunting in the last five years. They will be using the survey data to collect and build a persona and demographic information for targeted marketing. Their goal is to find out who is most likely to be a new hunter and where the return on investment will be the best. Communications for this project will go out within the next 30 days.

Heather Feeler (Missouri Dept. of Conservation). Presented on *YAYA (Youth and Young Adults 18-24 year olds) View of Conservation and Creative Campaigns to Help State Agencies Connect the Dots*. The project is from Missouri State University and is a relevancy campaign focused on YAYAs that ran from Nov 2019-May 2020. Teams of MOJO Ad students conducted primary and secondary research, developed consumer insights, brand strategy, and fully integrated creative and media solutions that state fish and wildlife agencies could use. YAYAs were targeted because at 31 million strong in US with an income of \$463 billion, this group has a strong market impact. 98% also care about environmental conservation. The students presented pitches to a committee as part of MOJO Toolkit & Ad Campaign. Campaign concepts:

- Team 1 used “Live Fully.” - #LiveFullyMO, #LiveFullyNV; they are looking for inspiration, care, and relaxation so outdoors are marketed to where they can go. Marketing ideas for different social media platforms. Aka ‘life’s dull moment’ was used on Facebook, Instagram, Hulu, etc.
- Team 2 used “Never Lose Touch.” #NeverLoseTouch; nostalgic by nature concept due to the fact many YAYAs spent time outdoors as a kid and nostalgia is used to counteract loneliness, boredom, and anxiety; logo was a thumb print with Never Lose Touch in center; suggested partnering with sponsors like Kraft Jet Puffed Marshmallows to bring the Marsh Mobile to campus events for campfires and smores
- Team 3 used “Show Your Thanks.” #ShowYourThanksMO; “love letters to nature”; aka write a letter to Mother Nature; upload a photo; use hashtag; tailor volunteer activities to different volunteer types

MO and NV were go-to contacts for the campaign, but it was designed so all states can adapt it. <https://drive.google.com/drive/folders/1UuAKfV9CLKSznUyQyaOaGvgTMLSjPkbl> Learned it was great to use YAYAs to market to YAYAs for creativity and thinking differently on how we are engaging this audience.

An article about the project can be found here: <https://wildlifemanagement.institute/outdoor-news-bulletin/may-2020/engaging-youth-and-young-adults-conservation>

Heather is also happy to share full PowerPoint via email if you want to email her at heather.feeler@mdc.mo.gov.

Shelly Plante (TPWD): Similar to Missouri & Nevada, “Innovation Consulting Community” project in conjunction with Illinois State University. Students can select from a menu of projects that organizations submitted to the business school. Nature and Heritage Tourism Marketing group submitted a project on more diverse audiences for wildlife viewing. Deliverable--strategic marketing plan. Currently, there are 7 projects for students to select from. If selected, this project will go from October to May.

Scott Lavin (AZGFD): Fair Chase is a pilot program on outreach efforts related to fair chase to increase the public's voluntary acceptance of principles in the Commission's Fair Chase Policy.

The Fair Chase committee is comprised of citizen stakeholders, representing industry, sportsmen's groups, interested citizens and Department staff. The social media hashtag is #IamFairChase. Celebrities voluntarily participate in creating "I am Fair Chase " video message. Organizations are participating by reposting and sharing messages, providing messaging from one or more influencers for their organization. The messages are kept short-- 15 seconds. The results of the campaign are very positive in terms of responses from social media communications. The campaign was able to reach a diverse audience. More information can be found here: <https://www.azgfd.com/hunting/fairchase/>

Jenifer Wisniewski- Mentioned now is a good time to communicate about hunting in the best light possible.

Jenifer Wisniewski- Provided a Making it Last Campaign & Toolkit update: The Blue Ribbon Panel identified 2 major issues: Lack of awareness and relevancy. The Making It Last Campaign is a three year Multi State Grant.

Phase 1 involved creating the Toolkit. See MakingItLast.org. A few results from Focus Group. Define the "It" of making is last. Use images that depict people involved in the outdoor activities. The ads performed well. Results are in the Toolkit at MakingItLast.org. "Making It Last" is a free toolkit that can be used and adapted at no cost. The tagline "Making it Last" tested well, but can be changed if a state prefers.

Phase 2 states are in full swing – LA, SC, VT, MS, CT
States used mixed platforms. Used all digital strategies to measure if toolkit was effective.

Darcy Bontempo (TPWD)- People loved taking the survey; TX goal was for increased engagement through comments and likes. Also targeted constituents that did not already like pages.

Jenifer Wisniewski- Lessons learned and recommendations from Phase I: Staff photos work great. Make photo wish list to send to staff to get more photos of agency staff. Focus on one platform if that helps maintain quality.. Learn for your low performing platforms. You don't have to have a high budget for this (or related) campaigns.

Kristin Coulter (SCDNR): SC hasn't started a campaign, yet. They will be using a completely social campaign. Using "Making It Last," Agency is using paid media through Instagram and working with a marketing firm. For unpaid social media agency is using Twitter as well as ad in their agency magazine. The campaign will help the agency try out new marketing approaches for several programs and plans to use video, animations, pictures, blogs, and more. They should have results by November of this year.

Jenifer Wisniewski- The final Report for Phase 3 will be in January, 2021.

More discussion on Making it Last:

The Making It Last report will help states implement the campaign.
Interest was expressed for developing a video for agencies to help them implement.

Linda Weir (USGS)- It would be nice to make thematic Make It Last toolkits.

State Agency Updates and other Outreach Ideas for working group guidance

Levi Wittrock (Sportsmen's Business Alliance): Suggestions: organization use geo filters with social media for better results. Also, using communications that recognize businesses involved in outdoor recreation and tourism. Sportsmen's Business Alliance provides a directory that can help agencies connect better with private companies. levifishing1@gmail.com

Darcy Bontempo (TPWD)- It would be beneficial to continue this conversation on a more regular basis, particularly now that we have access to video conferencing tools like Zoom.

Jenifer Wisniewski- Agreed and put it out to vote. Many participants were in favor.

- **Action Item:** Jenifer will send out invitations for a monthly online meeting for Outreach discussions.

The meeting was adjourned.