

Outreach WG
March 11, 2020
1-3pm
Attendees: 33

Agenda:

Dashboards- Rob Southwick

- License data dashboards (electronic)
- Monitor trend with license buying in real time
- Starts in the R3 area, but is more than R3
- Can get real time data states can used to make R3 decisions
- This can now be done a no cost to your agency (FREE)
 - Funded my Multistate conservation grant
- Can compare your state to the region, neighboring states or the country
- Can look at fishing or hunting, etc or any combination; break down by age, gender, churn rate, etc to see trends in your state
- Using this dashboard, you can see what your most critical needs are
- Currently have 10 states part of this dashboard; looking to add more (FREE)
- Discussion: it would be nice if we could collect data on ethnicity → problem is that states aren't collecting that data, we can only include data that state collect
- If interested in joining in on the dashboard, please contact Southwick Associations (Rob Southwick or Lisa Parks)

Association for Conservation and Information (ACI)

- It's an association for conservation communicators
- Encourage all of you to attend the conference this summer
- There is a Locavore Workshop attached to the conference this summer
 - One day workshop teaching you how to put on a Locavore workshop in your state
 - Can find more information and register for this workshop at www.ACI-Net.org/Locavore

Making It Last- Update

- Check out MakingItLast.org
- Marketing to the states non-traditional crowds to have them award of what state agencies do and support state agencies
 - Goal is to increase relevancy of your state agency
- Hired a professional marketing firm for the messaging development
 - Toolkit was developed
 - Was later tested and refined; used focus groups followed by online surveys (30K surveys in 10 states that covered all 4 regions)
- Testing showed that the best combination included: (1) slogan 'MAKING IT LAST' with state agency logo, (2) copy → describe what's going on and roughly where (people want to know it's

actually in their state in order for it to be relevant to them; this describes what the 'IT' is in 'MAKING IT LAST'), (3) additional tagline

- Results were consistent and positive across all state tested and were affective for both hunters and anglers and non-hunters and anglers
- Best tested images were 'boots on the ground' work → state agency staff doing conservation work
- All this is in the current toolkit available online, as well as many examples
 - Has strategies for everyone depending on what your budget is, included if you have \$0

Making It Last- Implementation

- Received a multistate conservation grant to test paid implementation of the toolkit
- California, Texas, Indiana, Wisconsin, Kansas were selected (in WAFWA and MAFWA regions)
- The states had flexibility as to what platforms were used, but included Facebook, Instagram, YouTube/Google, Snapchat
- The results were much higher than industry standards (1000+X greater results than average industry standards)
- Through paid advertising on these platforms, we were able to target those people interested in nature, etc. but don't follow your platforms and are not hunters/angers → you know you're reaching and positively influencing new people/constituents
- Indiana DNR → key takeaway was that ANYONE can use this toolkit; they don't have any marketing people, but using and following the toolkit they were able to implement and have a large positive impact on their target audiences with this campaign
 - The messaging targeted as to who Indiana DNR is, what they did and why you should care
- TexasPW → learned that the 'boots on the ground' photos worked the best, and that marketing in the urban and high-minority areas had the best impressions
- California Dept Fish & Wildlife → had a lot of trouble getting approval to spend money on social media (need for invoices, can't use purchase orders, etc...lots of hurdles and red tape); they were able to overcome these obstacles
 - Were still able to have great positive results with both paid and unpaid posts
- Kansas Parks and Wildlife → they also had purchasing obstacles, but had impressive results
- Learnings:
 - Identify purchasing procedures early
 - Establish advertising contest approval process
 - Encourage teamwork to succeed in marketing → R3 friendly and include R3 staff throughout the creative process to ensure recruitment, retention and reactivation strategies
 - Review and establish photo shoot practices (professional photos not needed for this campaign)
 - Quality over quantity in platform selection
 - Operate with a learning mindset
 - Examine state social media policies

- Consider involving a marketing firm
- No budget, no problem
- Your state/organization can do this
- Boots on the ground is very effective for engagement!

Phase 2- Implementation

- Application is open for states in NEAFWA and SEAFWA regions
- Will be using the toolkit with the updated best practices from phase 1 implementations

Anything else?

- Can add a call to action, if appropriate
 - Need to 'invite them to the dance' before you can get them on the dance floor
- MAKING IT LAST is owned by the state fish and wildlife agencies; strongly encourage other organizations, industry, etc to partner with their state agency and co-brand to use jointly.
 - Can't be used by other organizations, etc alone → would need to include a state fish and wildlife agency and their brand
- This campaign can be used to promote the Recovering America's Wildlife Act, just need to be careful what funding is used for that promotion (not federal aid dollars)