

Outreach & Marketing Working Group

NA Conference

March 25, 2024

Attendees: 25

Agenda:

Introduction of WG and members- Tanna & Christy

- Reading of charge
- Round robin introductions

Results of the SEAFWA Relevancy Project- Southwick

- Does the public recognize which agency does the work of fish and wildlife conservation?
 - A majority of the public reports being at least slightly familiar with their state FW agencies
 - Need to do more outreach to the public
 - View the report at: <https://www.southwickassociates.com/seafwa-perceptions-23/>

MSCG Update: *Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit*

- The initial strategy about helping tell the state FW agencies created the Making It Last Campaign (a portion of the National Conservation Outreach and Relevancy Toolkit).
 - First time a number of states were able to work with a marketing agencies to use paid campaigns to get the state FW message out to the public
 - Tested what creative concepts and taglines that works best
 - Main target audience includes the family outdoors group, outdoor adventures and dabblers in the outdoors
 - Boots on the ground posts worked best, as well as seeing people using the resources; pictures of just the outdoors and landscapes didn't test well
 - Lessons Learned:
 - Paid marketing is an effective tool to reach those people who don't normally follow us; grow our base network
 - Important to supplement the paid marketing with the in-house and organic outreach
 - Working with an Ad Agencies really helps reach the desired audiences
 - Need a direct Call To ACTION in the outreach and a link that is relevant to what people see in the AD
 - Need to keep the creative fresh
 - Looking at the lift in new users to see how effective outreach is
 - Update any low-performing ads to help make it perform better
 - Other feedback from states:
 - Need a stronger tagline
 - Need a toolkit that is more relevant to individual states
- Have a new MSCG to help create a campaign that more states are able to use to increase the outreach, relevancy and recruitment in state agencies

- Professionally developed toolkit
- Less prescriptive; create something in a formula way (instead of plug and play) for each states
- Looking for 4 pilot states; starting in May and wrapping up in October
- Minimal lift for state agencies
- Thanks to our previous work (Making It Last) we know the type of messages that work for the public; and now with the data from Public Perceptions of Southeastern State Fish & Wildlife Agencies (Southwick Report), we can fine tune this more and create a formula to work for the states.
 - Looking for states to have us test to see what works best using all this information
 - Telling the story of why state FW agencies are relevant TO YOU
 - Using a combo of organic and paid media to get the message out
- Discussion:
 - Is paid media only for social media?- no, it will a mix of social media and other media platforms; social media is easier to measure engagement that some other platforms
 - Look at how we can have the public view our state agencies as the experts to reach out to and help answer questions (technical guidance).
 - When looking at the Southwick survey- need to look at who answered the question (urban vs rural)
 - Measuring the effect of the new campaign- what can you use other than social engagement? There are ways to do it, but this particular project doesn't have the budget to do this.
 - How can we get our state directors to buy into this project? We need to work with the best indicators to extrapolate our conclusions of effectiveness.
 - There is a chapter on how to do evaluations on various budgets in the new R3 report coming out this week. [\[R3 Practitioner's Guide\]](#); we can use that information to help our evaluation process with this project.

Fall Flights Communications/Marketing- Andrew Raedeke

- Invitations to help us create a communication and/or marketing plan for Fall Flights
- Objective:
 - Know: the purpose of fall flights
 - Feel: excited about the possibilities
 - Do: volunteer to help

KNOW

- Conservation efforts are just about the money, but it's more about the partnerships
- The 20 year outlook will require the conservation of 14 million acres at an estimated cost of \$5B (Canadian)
- States + Partners + North American Wetlands Conservation Act (NAWCA) + Constituents = conservation success
- Looking to foster state ownership of the Fall Flights Program
 - Value of participating in Fall Flights (messaging)
 - Coordinate the development and implementation of a marketing/comms plan

FEEL

- Have director level support

- We have great examples
- We have a state on a situation analysis
- We have messaging needs provided by directors
- We have momentum
- We will be benefiting people and nature

DO

- Looking for volunteers to help
- Currently have Patty Allen (AFWA), Christy Firestone (NE), Heather Dentner (MDC)
 - Have someone in Wisconsin that should be able to assist
- Please reach out to Andrew if you have any questions or are interested in helping (contact information below)

Andrew Raedeke

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Partner Updates- Matt Harlow

- New Hunter Persona & Journey Maps (Project 1)
 - Who are the NEW hunters? What are their motivations and barriers?
 - Personas: Recreationalists (31%), Family Firsts (22%), Self-Sufficients (31%), Locavors (16%)
 - motivations, knowledge gaps, demographics, media selection, message reactions, journey recommendations
 - Journey Map: information, knowledge gaps, licenses, 1st hunt, hunting with support (R3), Hunting without supports, additional opportunities/ supporting other hunters, aging out.
- YouTube Ad Testing (project 2)
 - Everyone says they watch YouTube to learn to hunt
 - Will it work as an R3 advertising platform
 - What we learned: Facebooks, Google Ads, Direct, Unknown, YouTube, Instagram, Others
 - Landing pages- people wanted to watch a video #1
- Social Listening (project 3)
 - Using Meltwater can get a report on how state agency posts are performing; look at posts about your agency
- R3 Photography Round-Up (project 4)
 - Have more photos, better photos and easy to find
 - Improved the R3 clearing house; coordinated photo/video shoot in 6 states; solicited 'used' images from industry partners
 - Have 3000 news photos
- Youth Shooting Sports Diversity (Project 5)
 - Girls and students of color are participating less in shooting sports
 - Talked to the firearm team, archery team, and non-participants

- Good activities for those who aren't gifted traditional athletes
- Some of the recent grant projects completed by Southwick Associates for state agencies and their benefits include:
 - SEAFWA Relevancy Project - this project examined the public's perceptions and opinions of state fish and wildlife agencies in the southeastern region. Results were generated for a) the public who buys hunting and fishing licenses, b) the public that participates in outdoor recreation but does not hunt or fish, and 3) the rest of the public (about 50%) not engaged outdoors at all. The results show the priorities the public thinks agencies should engage, funding opinions and areas where states need to improve their communications and relations with the public if they are to maintain broad support for critical conservation needs.
 - The economic impacts of hunting, target shooting and fishing - updated estimates on the total retail sales, jobs, tax revenues and more generated by hunters, anglers and target shooters are being provided, based on the 2022 national survey. Results will be provided for each state and will be distributed by late June.
 - The evolution of hunters and target shooters: produce for the WAFWA, this project examined if hunters and target shooters follow a set path in their evolution as beginners all the way towards their older years period the results showed this is not true. The results also show the many paths and motivations common to hunters and shooters, which will be of great benefit to markers and R3 professionals. These are shared as 'personas' to help users better relate with the findings.
 - License dashboards – finally live! Visit www.cahss.org/dashboard to learn the latest in state hunting and fishing license sales trends, with details by age, gender, type of license and more.
 - Target shooting range development needs – working with the NSSF, we are piloting a method for states to identify areas where new or expanded shooting ranges are needed most, as well as provided information regarding range construction.
 - Working with the IHEA, we are exploring how to help new hunter ed grads continue to participate on their own without support from organizations.
- National Survey- Tom Decker
 - Now available online; the addendum reports are also available online
 - Additional information/addendum reports will be available in May 2024
 - Link to the National Survey:

General Discussion

- American Bird Conservancy- looking at the problems with domestic/feral cats and their effects on birds; would love to work with states on this issue; an ongoing pervasive problem across the country; please reach out to Grant is you have an interest in having us work with you
- How can we make sure our state staff know the information that is available to them; break down silos
 - Talking at the Joint EOD/WDCF WG is a place for cross pollinating of ideas; need more EOD staff to attend
- Florida- making a connection between staff to get work done; share in the work to help break silos within the organization

- Give guidance for a facilitated discussion on new project/reports (etc) to help best relay information to staff when get back to the office after learning about info at a conference
- Look at how to improve internal agency communications—possible future MSCG