

Outreach Working Group

Chair: Renny MacKay

Tuesday, September 11, 2018

Attendees= 29

Agenda

Call to Order- Renny MacKay

Introductions- everyone

Overview of National Conservation Outreach Strategy

- View video from NE Game and Parks using the Making It Last slogan and tools as a guide
- Workshops today at 10:00 and 1:00 to go further into the campaign and toolkit

Two main charges of this committee

1. National Outreach Strategy Campaign
 2. Communication support for the Alliance for America's Fish & Wildlife
- Probably can't take on any new efforts; but can look to expand our current efforts and move to implementation and monitoring of the Making it Last campaign

Agenda Overview

- Sean Saville will be coming at 9:30am to give his presentation to accommodate his schedule; so we moved his presentation to that time on the agenda

Georgia Email Marketing Retention

- Last year sent over 25 million emails
 - Trigger-based emails based on expiration dates for your license
 - Campaign based email reaching out to lapsed hunters/anglers, etc
 - Some are just content of what's new and going on with GA DNR
- Started texting campaign
 - Texted 130,000 with lapsed angler messages
 - Using GovDelivery; have gotten better with messaging (less creepy and more professional)
 - Can't get good analytics with texting campaign; can't differentiate between land line and cell number
- Primary source of getting emails and phone numbers is through GA's licensing system
- Each account with a valid email = \$12/year more revenue for Georgia underscoring the need to get valid email addresses
- A very effective and easy (low-hanging fruit) marketing possibility
- Lapsed emails year – simply reaching out resulted in more license sales
 - Emailed in August, March and July to this group

- Increased revenue by \$1M by doing this outreach
- Reached out to boat owners that currently did not own a fishing license; encourage them to purchase a fishing license
 - Over 30K new fishing license purchased through this campaign
- Non-Resident lapsed hunter outreach
 - Reached out to lapsed big game hunter from SE states (~18K emails)
 - 8% lift with campaign
- State Park Deals
 - Created \$30,000 in increased revenue
 - Offered discount to state park visitors with promo code as a thanks for purchasing a license
 - Included info on how the license purchase went to conservation
- Best Practices
 - Get email
 - Use the data
 - Target marketing to gender, ages, etc
 - Birthdays even
 - Dual Email Approach
 - Trigger-based licensing messages
 - Campaign-based strategic messages
 - Keep a content calendar
 - To make sure you're not overfilling anyone's inbox; try to not send multiple emails in one day if possible
 - Track Results
 - Prove return on investment (ROI)
 - GA uses Brandt and have good tracking info
 - Looking forward
 - Experience giveaways for new customers (incentive)
 - State park deals for reactivations
 - Geo-targeted regional lapsed messages
 - Continue current strategies
 - Targeted lapsed emails
 - Driving revenue makers (non-residents)
 - Make email collection a priority
- Discussion: looking at possibility of using sponsors to pay for marketing ads for state agencies
 - Hasn't been done yet, just looking at possibilities
 - Might look at a 3rd party sending those sponsored emails instead of it coming directly from state agencies or work with sponsors for placement in the emails from your state
 - Selling a spot (pixel) on agency website for sponsors
 - Wyoming Office of Tourism has done this; not sure of the revenue from that, but worth thinking about.

- Barriers- getting valid email addresses
 - In sporting stores → they don't always enter in correct addresses
 - Type in incorrect email addresses accidentally (typos)
- Cheaper to keep a hunter/angler than it is to recruit a new one
 - Incentive- if renew before current license expires then get discount on license

Chronic Wasting Disease communications

- Show video from RMEF
- Worth sharing
- CWD is a disease spreading in many states and spreading to new states
 - Can contaminate soil for 10+ years, can take years to be symptomatic and spread during that time
- CWD can potentially jump to primates → new study came out in 2017 but not published or peer reviewed yet
- Challenge
 - How to communicate this to the public without causing a panic
 - Need hunters to manage CWD so can't scare off
 - Offer services to hunters – make testing available and then give direction on what to do with a carcass

Alliance for America's Fish & Wildlife Communications- Sean Saville

- Legislative updates
 - HR 4647 (40 R, 47 D)
 - S. 3323 – bipartisan introductions this summer
 - Major difference between the two bills is mandatory vs appropriated funding; hoping to get both to mandatory funding
 - Want to get dedicated funding to conserve all fish and wildlife in the states (esp of species of greatest conservation need identified in SWAPs)
- Momentum continues to build
 - Fly-in taking place to advocate for the Recovering America's Wildlife Act (RAWA)
 - 27 state resolutions passed plus all regional associations and AFWA, and 8 letters of support from states
- Development of stakeholders' letters of support; available on the Alliance website to use and in Alliance toolkit
- Alliance website outnatureusa.com
- We see RAWA, Land and Water Conservation Funding (LWCF) and National Parks as complementary components of natural resource conservation
- Continued and increased media coverage supporting the Recovering America's Wildlife Act
 - Ex: USA Today, The Hill, E&E daily, etc
 - It is more challenging to get media coverage as we get closer to elections

- Economics drive it home
 - The Outdoor Recreation industry accounts for about 2% (\$373.3 Billion) of the nation's GDP (2016)
 - Important to the US economy
- Outreach → we have infographics and videos for states to use to help promote the importance of RAWA
 - Helps engage a broad audience
- Cornell did a piece and created an infographic on how birds would benefit from RAWA with the tagline "Birds Could be Big Winners"
 - Will be sending out big report on this in January 2019 that can be shared
- Tag line: Our Nature, Our Nation, Our Future
 - Showed 15 second video
 - Generally- shorter is better
 - Have 30 sec and 60 sec videos also available
- Partner page coming to ournatureus.com
- Downloadable content available for download on the Alliance page on the AFWA website
- Texas Alliance for America's Wildlife did a great job on a promo video that is Texas specific [video shown]
- Working with Bond-Moroch (marketing) to create and deliver some Alliance outreach materials
- Invitations: if you have good ideas for outreach, we are all ears

RAWA Outreach – Christy Firestone NE Game & Parks

- Resolution passed in NE in 2017
- Developed communication plan for outreach; in coordination with Rep. Fortenberry's office
- Id's key audiences and stakeholders
 - Ag and landowner groups
 - Wildlife groups
 - Park enthusiasts
 - Decision makers/policy makers
 - Energy devl/outdoor industry
 - Education groups
 - Public
- Key wins
 - Agriculture is important to Nebraska, and need to make the connections and get support from that group
 - Met with those key leaders and have their support
- Worked with multimedia to get information out and gain support
- Created toolkit for partners to use as outreach tools
 - What is RAWA and why should I support it?
- Important to work with local officials and media to get support and the word out
- Making sure this is part of NE Game & Parks promotional and media mix; keeping it fresh

States and the Outdoor Industry Collaboration Update- John Gassett

- Continue to focus on telling the story of conservation story and conservation funding
- Synergetic industry summit last month
- The Making It Last campaign was talked about during this summit
 - Majority of partners in the room at that meeting agreed that the Making It Last campaign will benefit states and conservation broadly
 - Will be challenging industry partners to work with states in promoting this campaign
- Will be working on messaging to millennials, specifically, in a new MSCG moving forward