

# Project Abstract Summary

*This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USA Spending.gov.*

**Funding Opportunity Number**

F-FWS-WSFR-23-001

**CFDA(s)**

15.628

**Applicant Name**

Outdoor Stewards of Conservation Foundation, Inc.

**Descriptive Title of Applicant's Project**

2023 MSCGP - Connecting with Conservation

**Project Abstract**

**Award Purpose:** The North American Model of Wildlife Conservation provides 'opportunity for all' and ensures the right of legal access to hunting and fishing opportunities for every citizen. In turn, the millions of Americans that take advantage of the opportunity to hunt and fish provide substantial financial support of the NA Model. Purchases of hunting and fishing licenses coupled with purchases of excise taxed products provide approximately \$3 billion to support this model on an annual basis. Research has shown that most American's are unaware of the tenants of the NA Model and do not fully understand how our natural resources are managed, conserved or funded.

**Activities to be performed - Objective:** This project will focus on strategic priority (4B); trust fund stewardship, education and promotion of the NA Model. As such, a primary objective of this project is to develop and promote a minimum of 25 messages that simplify and explain the seven tenants of the NA Model, as well as, how our natural resources and managed, conserved and funded.

**Expected deliverables or outcomes - Impact:** Research shows that there are an estimated 60 million American's that actively participate in hunting, fishing and or target shooting. Communications, including videos and graphics, developed for 'Connecting with Conservation' will be provided to industry and agency for distribution to their millions of customers. Grant partners will share and promoted messages and we will work with media groups such as Professional Outdoor Media Assoc., Association for Conservation Information and Outdoor Sportsmen's Group to distribute the messages to a far-reaching audience.

**Intended Beneficiaries:** The anticipated life of deliverables from this project exceeds ten years. Communications developed from this project, including graphics and videos, will have a timeless message that is evergreen and will be available for industry, agency and consumers to use, share and promote the successes of the NA Model and conservation funding for many years.

**Subrecipient activities:** The bulk of this projects cost (~75%) is for contractual creative/advertising support. The grant team will contract an ad agency to support development and distribution of communication materials. To make this project extremely cost effective, we will utilize industry and agency partners existing resources such as newsletters, websites and social media channels to promote created content to more than five million new and active participants.