

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

FY2023 MSCGP - R3 Marketing Communication Task Force

Project Abstract

Award Purpose: The primary purpose of this project is to form a team of approximately 24 marketing communication professionals from various parts of the outdoor industry, including, but not limited to; state and federal wildlife agencies, NGO's conservation organizations, trade associations, retailers, media organizations and manufacturers. The R3 Marketing Communication Task Force (RMCTF) will use existing research insights to develop and communicate messages on topics related to conservation funding, recruitment and wildlife restoration. The R3 Marketing Communication Task Force (RMCTF) will use existing research insights to develop and communicate messages on topics such as: • How Conservation is Funded. • How to Recruit the Next Generation of Hunters and Target Shooters. • Access in America, 950 Million Acres and Counting. • Where to go Target Shooting. • How and Why Wildlife is Thriving. • The Benefits of Hunting. • How to Get Started Hunting or Target Shooting.

Activities to be performed: Objective 1: Recruit 24 Task Force Team Members. Potential members must commit to communicating messages created by the Task Force. Objective 2: Develop and Communicate a minimum of 12 Messages. Members of the R3 Marketing Communication Task Force (RMCTF) will virtually meet and discuss potential topics to consider for promotion. Once topics are selected, the RMCTF will develop promotional materials such as co-branded press releases or infographics. The developed materials will be sent out by RMCTF members through their communication channels such as email newsletters, website and social media postings.

Expected deliverables or outcomes: A primary result of this grant project will be a final report outlining the process used to create the Task Force. A list of Task Force members will be included along with their thoughts on participating in the group. All materials developed by the group will be listed in the report and also made available electronically for future use by interested parties. Results from messages sent, including metrics on reach will also be included. The report will be posted on the lead applicants' website as well as in the CAHSS clearinghouse. Presentations at industry and agency conferences will be made discussing the successes and pitfalls of the project. The extended life of materials and messages created by the R3 Marketing Communication Task Force is expected to be up to five year - well beyond the term of this grant cycle. An added benefit from this project is relationship development and improved communications between different segments of the outdoor industry. As with any group, long term relationships can be formed for continued collaboration.

Intended Beneficiaries: It is expected that the collective reach of the Task Force will be millions of consumers so messages sent by Task Force members will have a far-reaching effect.

Subrecipient activities: Approximately 55% of the budget for this project is allocated to contractual support for an advertising/creative agency to support creation and supplemental promotion of Task Force created materials and messages.