

# 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 USAspending.gov.*

\* Funding Opportunity Number

F-FWS-WSFR-24-002

CFDA(s)

15.628

\* Applicant Name

NATIONAL WILD TURKEY FEDERATION, INC.

\* Descriptive Title of Applicant's Project

NEAFWA Hunt for Good Regional Advertising Campaign

\* Project Abstract

The Hunt For Good (HFG) Campaign is a comprehensive and customizable advertising campaign designed to increase nationwide cultural support for legal, regulated hunting amongst non-hunters through a wide variety of ads that make it easy to see and understand the broad spectrum of benefits that hunting and the shooting sports create. MSCGP grant dollars have been key in helping to establish this initiative and, importantly, the work has been informed by extensive research and qualitative testing from industry experts.

A coalition of conservation partners and advertising agencies, led by the NWTF, have been working together to launch the HFG Campaign. The campaign is now live and can be seen at [www.HuntForGood.com](http://www.HuntForGood.com).

There are several aspects to the HFG Campaign that make it unique and well-positioned for sustained success. It is a PSA (Public Service Announcement) for Hunting. The path to engagement and participation in hunting and the shooting sports starts with awareness. The campaign has been built to function as a national gateway into hunting and the shooting sports by taking a lead role in educating the general public. It is Broad, Inclusive and Scalable. The campaign features dozens of different benefit messages and content that are universal and can apply to every state in the Union. And it is designed to incorporate new messages while maintaining the cohesive look and feel of the campaign. It is Compatible with Existing State Level Campaigns. The HFG Campaign is designed to connect the general public into campaigns, content and resources at the state level. This will help ensure that those who have an interest in learning more have the ability to do so. It is Proving to be Effective. Not only was the campaign chosen as the most appealing in our qualitative testing, the launch of the campaign assets through a test and learn media buy showed promising results. It is Shovel Ready. The campaign is built for National scale and can function as a universal point of entry into the world of Hunting and the Shooting Sports, regardless of where you live. Every state can deploy the campaign and even customize messaging and content. In addition, other NGOs and businesses who are concerned about the future of hunting and the shooting sports can leverage the assets to help grow the campaign and increase cultural support. And, perhaps most importantly, the Hunt For Good campaign could not come at a better time. Responsive Management, a key partner in the development of the campaign, recently documented overall societal approval of hunting decreased by approximately 10 million Americans over the last few years. This is a concerning trend and if ever there was a time to leverage this campaign and the

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tools at our disposal to create positive change, that time is now. This is the next step in fulfilling the HFG Campaign destiny of being used in a full scale national media buy. This implementation will not only continue to reach broader audiences with market tested messaging but will continue to help the campaign collect critical data points for the R3 community about which messages, techniques and strategies are most effective in bolstering support within the non-hunting community for hunting as a lifestyle choice.