

# 2014 Partnership Academy Case Study

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## **The Wildlife and Sport Fish Restoration Program's 75<sup>th</sup> Anniversary in 2012**

(OR: How partnerships help achieve results when you are given a project, no staff, and no budget)

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# 75 Years

IT'S YOUR NATURE



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES



# Background...

On **September 2, 1937**, President Franklin D. Roosevelt signed the **Federal Aid in Wildlife Restoration Act** (now the Pittman-Robertson Wildlife Restoration Act.)



This Act fostered **partnerships** between Federal and State fish and wildlife agencies, the sporting arms industry, conservation groups, and sportsmen to benefit wildlife – and has been key to implementing the **North American Model of Wildlife Conservation**.

# Background...

In **1950**, the **Federal Aid in Sport Fish Restoration Act** (now the Dingell-Johnson Sport Fish Restoration Act) passed.



Together, the Wildlife and Sport Fish Restoration program (WSFR) has contributed **more than \$16 billion to fish and wildlife conservation** in the U.S. – more than any other single conservation effort.



# CYCLE OF SUCCESS





# National Level Project With No Staff or Budget – Where To Begin?

Invite partners (Planning Committee housed under AFWA - no FACA/MOU)

Craft a mission statement and strategy to communicate and agree upon what needs to be done.

Form working groups of volunteer partners (Art Contest, Fundraising, Legislative, Communications/Toolkit/Events)

## Budget

- In-kind donations (staff time, advertising space, SHOT Show, free booth space, website etc.)
- Donations – Request sent by letter and processed through NGO partner
- Grant provided to NGO partner (\$100,000)

# Why Participate?

## The North American Model of Wildlife Conservation

- ◉ Wildlife is Held in the Public Trust
  - ◉ Prohibition on Commerce of Dead Wildlife
  - ◉ Democratic Rule of Law
  - ◉ Hunting Opportunity for All
  - ◉ Non-frivolous Use
  - ◉ International Resources
  - ◉ Scientific Management
- +Sustainable source of funding needed for wildlife stewardship (WSFR program)



# Other Benefits of Participating...

- ◉ Opportunity to highlight successes
- ◉ Access to resources they may not have (leverage assets – financial and technical)
- ◉ Tools to succeed with their audiences



# Who Are Partners?

Association for Conservation  
Information  
American Fisheries Society  
American Fly Fishing Trade Association  
American Sportfishing Association  
Archery Trade Association  
Association of Fish and Wildlife  
Agencies  
Association of Zoos and Aquariums  
B.A.S.S.  
Bass Pro  
Boone and Crockett Club  
Congressional Sportsmen's Foundation  
The Conservation Fund  
Ducks Unlimited  
Fishing Tackle Retailer Trade Magazine  
FLW Outdoors Foundation  
GoFishN  
GoHuntN  
International Hunter Education  
Association  
Jim Range National Casting Call  
Land Trust Alliance

Master of Foxhounds Association and Foundation  
Midwestern Association of Fish and Wildlife Agencies  
National Conservation Training Center  
National Fishing and Boating Week  
National Hunting and Fishing Day  
National Marine Manufacturers Association  
National Shooting Sports Foundation  
National Wildlife Federation  
Northeastern Association of Fish and Wildlife Agencies  
Intermedia Outdoors  
Pope & Young Club  
Project Wild  
Recreational Boating and Fishing Foundation  
Ruffed Grouse Society  
Safari Club International  
Sierra Club  
Southeastern Association of Fish and Wildlife Agencies  
Southwick and Associates  
Trout Unlimited  
The Trust for Public Land  
The Wildlife Society  
Theodore Roosevelt Conservation Partnership  
U.S. Fish & Wildlife Service (**All 9 Regions**):  
Wildlife and Sport Fish Restoration Program  
Western Association of Fish & Wildlife Agencies  
Wildlife Management Institute  
**ALL 50 State Fish and Wildlife Agencies**

# Help Your Partners Help You...

## WSFR 75<sup>th</sup> Toolkit:

- Informational brochures
- Fact sheets
- PowerPoint presentation (customizable)
- Resources for publications (article template etc.)
- WSFR success stories/photos
- Youth education activities
- Legislative templates (resolution/proclamation)
- Posters
- Postcard templates
- Logos
- E-mail templates
- Booth to reserve, plus booth design examples
- Anniversary banner to reserve
- Web banners



# Highlights of Partnership Accomplishments...

## ◎ Corporate:

- One page in BassPro's Fall 2012 Master catalog
- Featured in Geico Insurance Company video kiosks in Cabela's stores, and in Geico advertisements

## ◎ States:

- 19+ States passed legislative resolutions/proclamations in support



75 Years  
FOR YOUR NATURE

# THANK YOU SPORTSMEN

## Fellow Hunters and Anglers,

The bugle of the elk, the gobble of the wild turkey, the clashing of antlers of white-tailed deer, the double-cluck of Canada geese, the scream of the Bald Eagle, and the music of many wildlife species were almost gone a century ago. Today those sounds are back for all to enjoy.

On behalf of every American sportsman, we want to thank you for your purchase of firearms and ammunition, bows and arrows, fishing tackle, and motor boat fuels, because every time you purchase sporting gear you help generate federal excise tax dollars that help fund the greatest wildlife conservation and restoration programs in the history of the world.

Those critical funds go back to all 50 state fish and wildlife agencies and territories, and

have totalled **over \$14 billion** since 1937. Without those important dollars, we may have lost some wildlife species forever. Known today as the Wildlife and Sport Fish Restoration Program, Bass Pro Shops is proud to be a partner in the celebration of the 75th Anniversary of this truly unique and important program.

Many thanks and pass on the word,

Founder, Bass Pro Shops®  
Past Chairman, National Fish and Wildlife Foundation



## BALD EAGLE

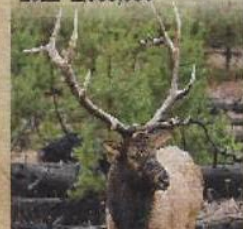
1900 Near Extinction  
2012 155,473

## WILD TURKEY

1907 Near Extinction  
2012 7,000,000+

## NORTH AMERICAN ELK

1907 41,000  
2012 1,035,386

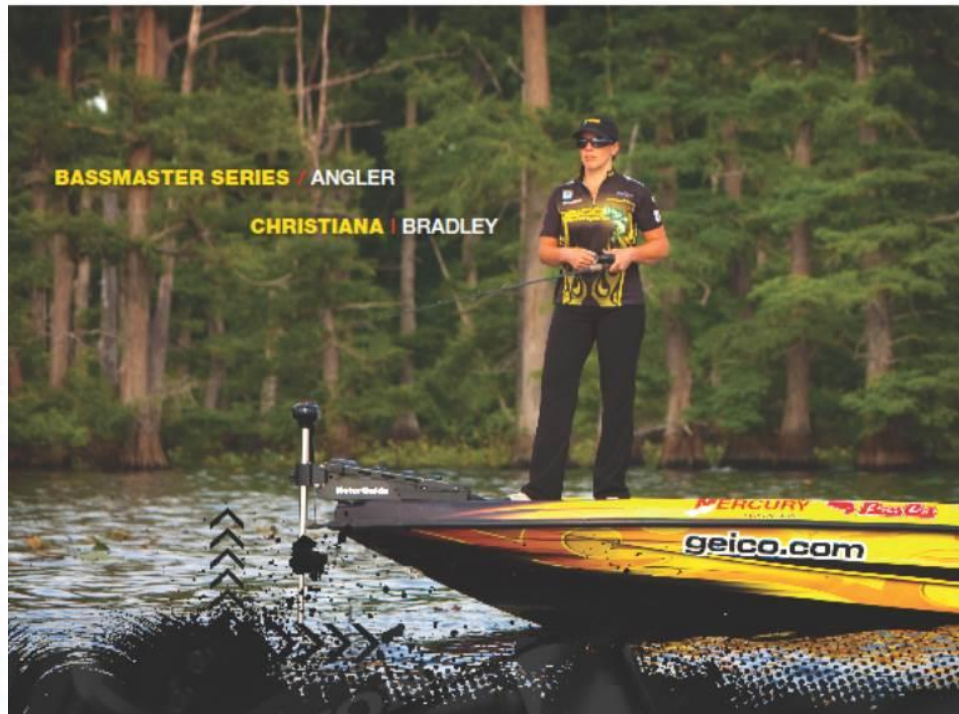


## WHITE-TAILED DEER

1900s Less than 500,000  
2012 30,000,000+



Visit [wsfr75th.com](http://wsfr75th.com) for more information.



BASSMASTER SERIES / ANGLER

CHRISTIANA BRADLEY

# PASSIONATE ABOUT POWERSPORTS AND SAVING YOU MONEY.



Did you know that when you buy hunting and fishing gear and licenses or fuel up your boat, you're conserving fish and wildlife? GEICO proudly celebrates the 75th Anniversary of the Wildlife and Sport Fish Restoration programs in 2012, America's most successful partnership to conserve fish and wildlife. Take pride in your nature at [www.wsfr75.com](http://www.wsfr75.com).



75 Years  
FOR YOUR NATURE

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# PSA For National Hunting and Fishing Day featuring Nascar Driver Tony Stewart

YouTube



WFSR 75th/ NHFDay



National Hunting and Fishing Day · 13 videos

Subscribe 8

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<http://www.youtube.com/watch?v=WtZwxGVOC0w&feature=share>

# More Highlights of Partnership Accomplishments...

## ◎ USFWS, States, and NGOS:

- Included in 13 videos, including a joint PSA with National Hunting and Fishing Day featuring Nascar Driver Tony Stewart

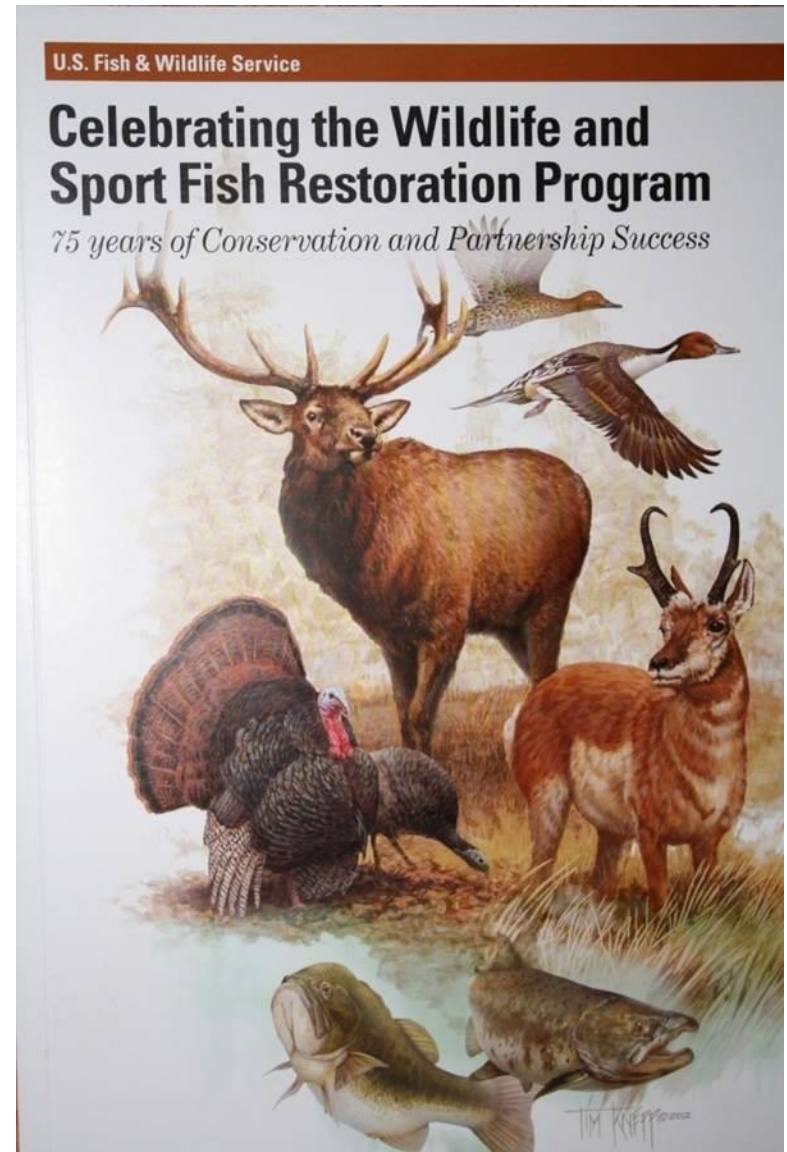
<http://www.youtube.com/watch?v=WtZwxGVOC0w&feature=share>

- Published in 120+ press releases and articles
- Included in 15,000 Project Wild educational materials
- Involved in 35+ events across the United States

# More Highlights...

## USFWS:

- Published a WSFR 75<sup>th</sup> Anniversary book, *Celebrating the Wildlife and Sport Fish Restoration Program: 75 Years of Conservation and Partnership Success, and*
- Compiled a Final Report and Digital Archive to preserve this year's accomplishments for the future (and shared with partners)





# Enjoy “Loss of Control”:

Partners take tools/ideas and make them their own:

- Essay contest based on the WSFR 75<sup>th</sup> Anniversary,
- Take templates and customize for their state/region
- Diversity of events: sportsmen's shows, industry trade shows, youth fishing/archery, federal meetings, national conferences, regional conferences, national fishing contests, state fairs, NGO annual meetings, etc.





**For More Information visit:**

**[www.wsfr75.com](http://www.wsfr75.com)**



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