Summary of NFHP Corporate Engagement Strategy Realized Through Marketing

Introduction

Today's conservation requires collaboration, integration and connecting the dots on different scales. Federal, state, and local governments, non-governmental organizations, industry, local businesses, and participating citizens all must collaborate to accomplish protection restoration and enhancement of all habitats that fish depend on. The National Fish Habitat Partnership (Partnership or NFHP) was created for this very purpose, to break down operational silos. And in order to be successful, NFHP must brand and market conservation to achieve the required collaboration, integration and connectivity.

Our current state is the partnership at the national level remains unknown and irrelevant to many key stakeholders. Also funding for NFHP projects remains relatively low and we are facing a competitive environment for additional funding. Having an effective marketing strategy is a critical component to the future of the partnership. Our strategy is based on Core Values of NFHP that complement our mission and goals. These core values must resonate with NFHP partners and most importantly, the American people.

Overall Goals of Strategy

- Activate the passions of anglers and other aquatic recreational user groups to elevate conservation into the social fabric of their communities
- Expand the capacity for conservation by transforming it from an almost exclusively dominated set of government activities to coordinated and universally supported set of behaviors that are embraced and modelled by citizens, businesses and communities that will in turn complement the government's actions
- Diversify the funding available to support Regional Fish Habitat Partnership projects through corporate and community involvement
- Leverage and coordinate NFHPs entire infrastructure to engage businesses and local NGOs to actively participate in conservation alongside and in partnership with government agencies

Overview

- **Where are we at?**
  - **National Scale**
    - Expand the public relations campaign for the 10 Waters to Watch program.
    - Expand web resources to share FHP information and activities including project summaries

        - Expand social media reach through targeted post promotions and exhibiting at select events
    - **Regional Scale**
        - Regional Assessments needed to promote connectivity and consistency
            - Audience assessment capabilities
            - Ownership of key internal audiences
            - Existing Outreach vehicles
                - Newsletters, email blasts and/or engagement demonstration projects
            - Advanced capabilities
                - Proactive websites, use of social media/videos and community engagement & partnering
                - **NEED:** Develop Regional FHP Outreach Assessment Tool

Where do we want to go?

- **National Scale**
    - Use existing/conduct new market research about anglers' understanding of habitat conservation
    - Define the Unique Value Proposition of the NFHP
    - Create a national, story-based brand that resonates across multiple audiences
    - Coordination National-Regional connectivity with Social Media presence
    - Develop Regional capacity and strategically highlight progressive FHPs through Waters to Watch
    - Work with businesses to create revenue stream
    - Continued development of 501(c)(3)
- **Regional Scale**
    - Adaptive Application of Story-Based Brand based on where Regional FHPs are at and the threats represented by the Challenge Areas (apply overriding story moral)
    - National-Regional Social Media connectivity (have a potential company in mind: (Engage121.com)
        - **NEED:** Determine budget needs (research, brand development and implementation, website overhaul and social media connectivity)

- **How can we get there?**
    - **National Scale** – assume leadership role in creating brand and engagement processes, facilitating national-regional connectivity across agencies, states and conservation community, activating regional industry engagement, developing revenue stream
    - **Regional Scale** – coordinate learning and engagement

- **NEED:** Leadership, vision, collaboration and perseverance

- **What will it look like when we are there?**
  - **National Scale** – An interconnected national network of 18/19 semi-autonomous Regional FHPs
  - **Regional Scale** – A semi-autonomous, self-funding regional FHP that is supported through engagement strategies and the expanded ownership of the local businesses, all of which will focus on elevating conservation into a community's social fabric
    - **NEED**: Leadership, vision, collaboration and perseverance

Next Steps

- **Invite Nancy Furlow (Marketing Professor at Marymount University) & Doug Grann (Wildlife Forever, affiliation with North American Fishing Club (1.1 million members)**
  - Initiate surveys about anglers' relationship with habitat
  - Review survey results from Responsive Management

- **Define UVP**

- **Build Story-Based Brand**

- **Explore Budget Needs/Integrate Ryan's work**

- **Adaptive Application of Story-Based Brand based on where Regional FHPs are at**