Title: Marketing Update

Desired Outcome: Board awareness of Marketing Team Brand and Campaign approach

Background: In 2014, a marketing team made up of Board Staff, Board members and FWS personnel began work with Design & Image (marketing/branding and advertising agency) and Otter Creek (creative firm) based out of Denver, CO to create a new brand associated with the National Fish Habitat Partnership (NFHP). This new brand will serve as a way to translate NFHP, its conservation outcomes and the on-the-ground work of the Fish Habitat Partnerships as vehicle for corporate and citizen involvement.

Update: The current Marketing Team, made up of Eli Gerson (Design & Image), Beth Barbee (Darwin), Ben Gust (Design & Image), Johnny Le Coq (Fishpond), Kelly Hepler, Joe Starinchak (FWS), and Ryan Roberts is recommending an approach that moves forward with creating a brand to help the National Fish Habitat Fund bring additional resources to the Fish Habitat Partnerships benefitting on-the-ground conservation. This brand will be the foundation from which to market the fund and enhance the capacity of the Fish Habitat Partnerships as we work towards IRS approval of the 501(c)(3).