Title: Corporate Engagement Strategy Update

Desired outcome(s):
Board awareness of progress on the National Fish Habitat Partnership Corporate Engagement Strategy and Campaign Development

Background:
A corporate engagement strategy was presented to the Board at their March 2014 meeting and was recognized as a priority of the Board moving forward. The overall goals of the strategy (below) were presented to the Board and an effort is underway to fund a campaign to raise the awareness of NFHP and the important conservation practices being implemented by the FHPs. A proposal was presented by a collaborative group from Fishpond (fly fishing specialty company), 303 Software and See Brand Go, all based in Denver, CO.

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

A meeting with NOAA Fisheries has taken place to gage their interest in helping to launch this campaign.

Reference material: Informational two-pager provided to NOAA (Tab 2)