Rebranding and marketing campaign development for the National Fish Habitat Partnership

Background: The National Fish Habitat Partnership (NFHP), through the Regional Fish Habitat Partnerships (FHPs) - has accomplished a great deal since its inception in 2006. However, to maintain and build upon these successes, and to foster a stable and successful program, in both the short- and the long-term, it will need to garner increased investment from both old partners, and new.

Creating clear and easily understood messages about NFHP, and the role of individual FHPs could go a long way in garnering long-term support for the program by state and federal agencies, NGOs, corporations, foundations, and other groups. However, creating awareness and inspiring conservation actions at the regional level are the ultimate goals of this project. Successfully shifting to this new way of thinking requires guidance and implementation from an external organization with marketing and strategy expertise.

Proposal: The project team will develop a story-based brand for the National Fish Habitat Partnership and implement a targeted campaign that will involve the following:

- A comprehensive review of the program's current branding and messaging activities at both the national and individual FHP levels.
- Working with partners to identify challenges and successes of current messaging/branding implementation
- Revise NFHP's current brand and messaging strategy, leverage and activate industry contacts, networks, customer bases and implement campaign stages.

Products: Revamped outreach materials with a clearly articulated NFHP message, including:

- a new campaign website
- mobile web app
- a marketing strategy to guide all of NFHP communications

The Ask: NFHP is seeking seed money from NOAA to implement this project in the amount of $30k

Potential Challenges to Address:

Q: Have we identified a mechanism for delivering funding from NOAA to the contractor?
A: Through the Association of Fish and Wildlife Agencies, either through an existing cooperative agreement with NMFS or a new cooperative agreement that's in development.

Q: Will increased inreach to individual FHPs and outreach to external stakeholders be necessary to the success of this effort (ie. perspectives, buy-in), if so how will this be achieved?

A: Given our collective challenges, initiating this process is the beginning of a transformation for not only fish habitat conservation, but the conservation community overall. And sponsoring regional

collaborative learning workshops will enable diverse perspectives to be included while providing the necessary buy-in to make this a reality.

Q: Will certain products such as website/social media/ and mobile apps require ongoing support? If so where will this funding come from, and can it be secured?

A: The conservation community will need to make initial investments in order to see future returns, and will need to share ownership with partners. Effectively improving how NFHP communicates requires investments and needs to be seen as a dynamic process. The products that will be produced will not just serve as electronic fact sheets, they will require ongoing support; however, by creating the necessary buy-in from private sector partners will help to close this gap and will also serve as a source of funding.

Q: What role will NFHP Communications Coordinator and NFHP Communications Committee play in the long-term implementation of this effort?

A: The NFHP Communications Coordinator and Communications Committee will continue to assume key roles during the transitional phase as well as the long-term implementation of this effort. During the transitional phase, the NFHP Coordinator with the help of the Communications Committee will maintain the critical continuity of NFHP's Communication efforts. And in the long-term, the NFHP Communications Coordinator, with the help of the Communication Committee, will oversee and coordinate a comprehensive strategy that will include the activation of the new brand through a national campaign, providing assistance to and coordinating with the Regional FHPs and growing the overall support for NFHP.