

**Habitat Stamp Re-Authorization  
Generating a Greater Involvement from the General Public**

**SB 235 – Building on Lessons Learned**

**Product – Price – Place - Promotion**

**SB 235 allows for flexibility and diversity of approaches for engaging the general public to support the Habitat Stamp Program. (page 6 line 18)**

- Presently, running all sales through the license system is a hindrance to selling the program to the general public.
- The general public does not seek out license vendors.
- Current legislation does not synergize with USFWS policies and financial record keeping
  - Non-consumptive license sales are viewed as “program income” by the USFWS
  - Resulting in no net gain of revenues from “non-consumptive” stamp sales
- The new fund is necessary to allow CDOW partners to
  - create a new more attractive PRODUCT
  - PRICE the product competitively
  - sell the product in the most strategic PLACES, and
  - PROMOTE the product and program appropriately.

**Marketing Money Critical (page 7 line 6)**

- SB 235 as proposed allows for only those dollars entering the new “Passport” fund to be spent on promotions and marketing in order to further expand and enhance the contributions of the general public to the Habitat Stamp Program.
- Funds raised through traditional license sales would not be spent on marketing.

**Matching Funds Required to Receive Habitat Stamp Grants (page 8 line 2)**

- SB 235 requires a match from any grant applicant to be proven prior to the issuance of Habitat Stamp funds – no such requirement exists in the current legislation.
- Ensures that hunters and fisherman will not have to “foot the bill” for the entire program in the future. Outside support will leverage the commitment of sportsmen and women.

## **Program Ideas**

### **Flexibility provided in SB 235 Allows CDOWs Partners to Think "Outside the Box"**

#### **Wildlife "Roundup"**

- Similar program to Safeway's "round up" for breast cancer research
- Every October customers are given the chance to round up their grocery bill with the proceeds going to breast cancer research
- 2008 – Safeway donated \$425,000 to Susan G Komen's "For the Cure" Denver Affiliate
- Program could be pitched to a more local grocery chain (like Sunflower Markets) or to the myriad Outdoor Retailers that operate in Colorado.

#### **New Spin on "Green" Stamps - "Green" Card – Wildlife "Passport"**

- Purchase "Green" stamps (at checkout) and as you accrue stamps they can be redeemed for discounts to museums, state parks, stores, and participating retailers.

#### **Common Cents for Conservation or the "Keep It Colorado" Fund**

- Model Programs support the Land Trust of the Upper Arkansas and the Gunnison County Land Preservation Fund
- Businesses collect a 1% voluntary donation on every sale they conduct.
- Some businesses make a personal donation each month.
- Businesses who work with cash registers generally add a line to appear on the receipt that indicates to the customer that a voluntary 1% donation has been made to the program.

#### **CORSAR Card "check-off"**

- 12,000 cards sold annually
- Currently 1 year (\$3) and 5 year (\$12) options
- Check-off amounts could be \$1 and \$2 dollars, respectively

#### **Keep It Colorado's - Adopt-an-Acre Program**

- Personalized certificate for the land protected (generated from priority landscapes)

#### **"Governor's Tag"-style Raffle**

- Grand prize would be an "all inclusive" eco-vacation or a John Fielder Workshop, etc.