

**Wisconsin Department of Natural Resources  
Natural Resources Board Agenda Item**

**SUBJECT:** The Cherish Wisconsin Outdoors Fund - An Update on the First Year

**FOR:** December 2014 Board meeting

**TO BE PRESENTED BY:** Kurt Thiede, Land Division Administrator & Ruth Oppedahl, NRF Executive Director

**SUMMARY:**

September 2014 marked the one year anniversary for the Cherish Wisconsin Outdoors Fund (Fund). The Fund was created by WI Act 148, which resulted in a public/private partnership between the DNR and the Natural Resources Foundation (NRF). A report was created to highlight our successes and document our commitment and efforts to the Fund.

The NRF created an endowment program to support the voluntary donations. The funds will support habitat management activities on lands owned or managed by the state. It will likely be a number of years until the first distributions are made from the endowment, but work will begin in 2015 to create an advisory committee and criteria.

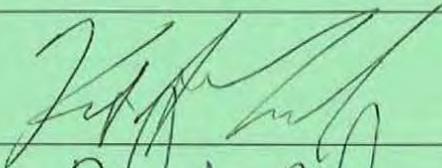
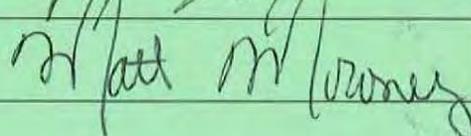
Donations to the Fund have exceeded our expectations for the first year. The team has worked collaboratively to create and implement a program; develop marketing materials; promote the Fund and conduct outreach; and monitor progress. A new marketing plan is currently under development, it will focus on continued outreach, and will also include paid advertising. Per our Memorandum of Understanding (MOU), a portion of the funds in the initial years can be used to promote and generate additional contributions to the endowment.

**RECOMMENDATION:** Information only

**LIST OF ATTACHED MATERIALS (check all that are applicable):**

- Background memo
- Cherish Anniversary Report

- Type name of attachment if applicable
- Type name of attachment if applicable

Approved by	Signature	Date
NA Bureau Director		
Kurt Thiede, Land Division Administrator		11/17/14
Cathy Stepp, Secretary		11/25/14

**CHERISH**



**WISCONSIN**  
**OUTDOORS FUND**

Give now. Enjoy forever.

**Cherish Wisconsin**

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A snapshot of DNR  
& NRF efforts from  
Sept. 2013 - today

## Cherish Wisconsin Outdoors Fund

How we got to where we are today



# Cherish Wisconsin

## Donation numbers to date

**\$ 64,332.74 has been donated through DNR's Automatic License Issuance System (ALIS)**

License buyers are asked: "Would you like to donate \$2 or more to the Cherish Wisconsin Outdoors Fund?"

- Licenses can be purchased:
- Online at DNR's website [dnr.wi.gov](http://dnr.wi.gov)
  - At one of DNR's 1,300 license vendors

**\$16,693 has been donated through Reserve America**

**\$9,503.32 has been donated through the CherishWisconsin.org website**

**Year one total - \$90,529**



# Cherish Wisconsin

## Snapshot of outreach efforts

- CherishWisconsin.org website
- Marketing materials displayed at DNR service centers, licensing vendors and Wisconsin welcome centers
- Cherish YouTube video
- Cherish Wisconsin News Release – Sep. 2013
- Wisconsin Natural Resource magazine article – Oct. 2013 & Dec. 2015
- Gov. Walker's E-Newsletter - Feb. 2014
- WI Conservation Congress Pamphlet
- Bridges Newsletter
- Presence at trade shows

