



Oregon Conservation & Recreation Fund

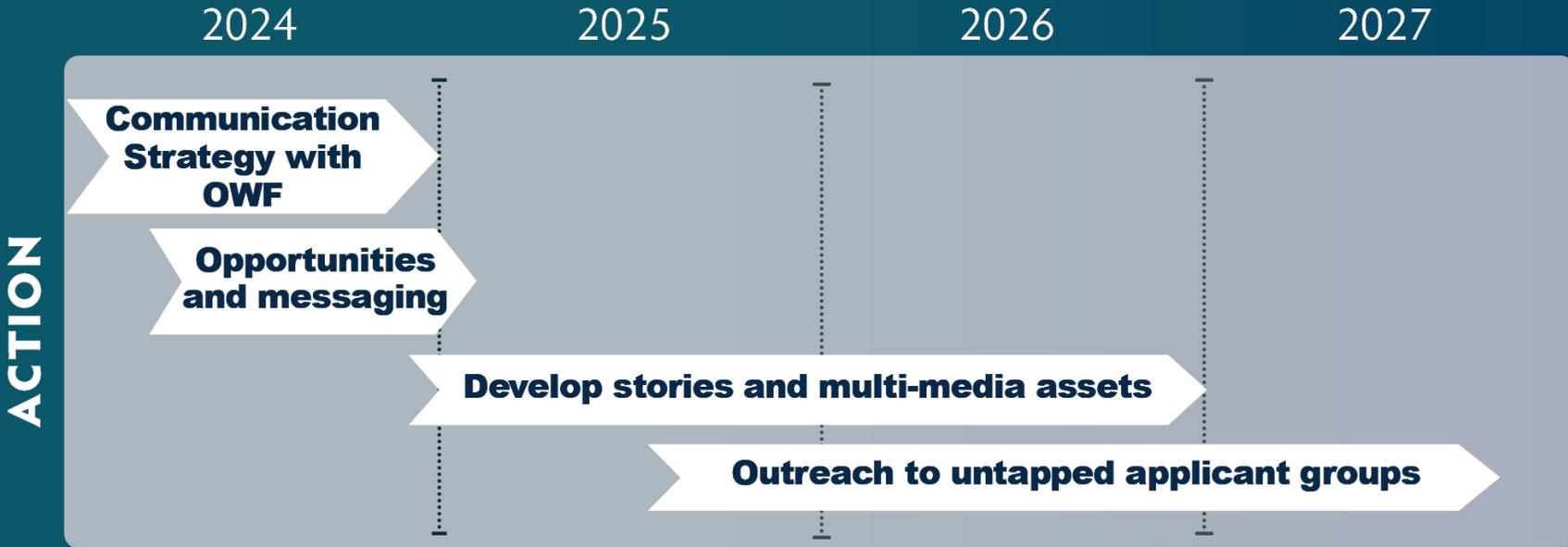
Communication Planning Update

Oct. 7, 2025



OCRf Strategic Plan – Communication Goals

BROADER AWARENESS & UNDERSTANDING



PROGRESS INDICATORS

-  Collaborate with OWF to secure contract with a well-qualified communications consultant.
-  Positive response to updated messaging from multiple and diverse interested parties.
-  Complete minimum two success story narratives and multi-media packages per year.
-  Increase the number applications received from “non-traditional” groups.



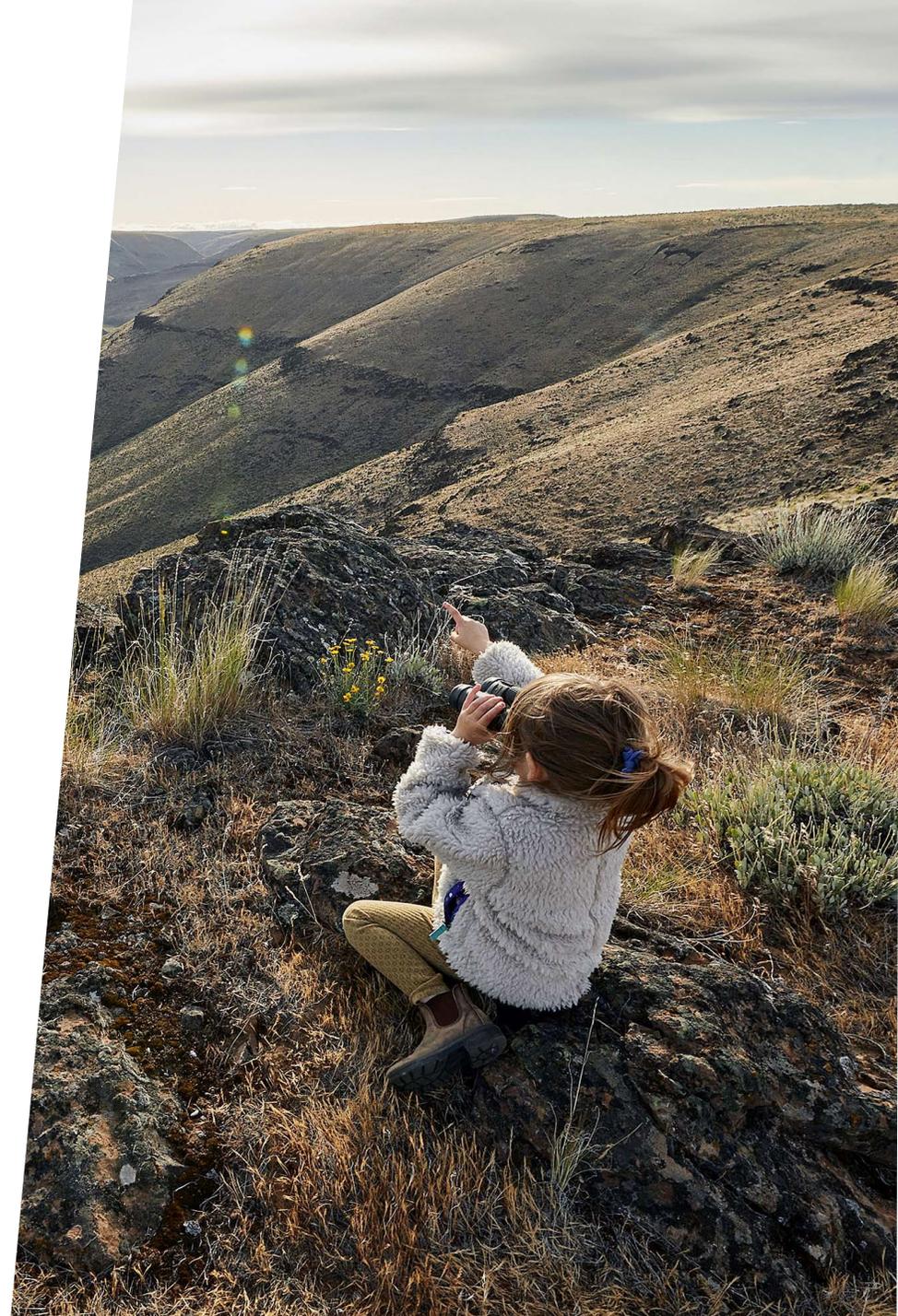
Actively Sharing Stories

- OCRF-sponsored projects and the need to continue and expand these efforts.
- Encourage new participants
- Build a strong case for sustainable funding



Strategic Communication Plan developed by Quinn Thomas

- Broaden awareness
- Attract diverse applicants
- Promote the program's purpose and benefit
- Share successes with stakeholders
- Identify strategies for attracting private sector funds



Research Findings from QT:

- Current marketing efforts primarily reach those already aware of OCRF
- Content focuses on funding announcements rather than project milestones
- Logo is often unreadable
- Need to better reach diverse and underserved communities and tailor content for donors.



Recommendations

- Increase content & project success storytelling frequency
- Further develop OCRF brand
- Be intentional to reach diverse audiences
- Be deliberate in connecting with potential donors



Products from QT

- Comms Plan
- Roles and responsibilities
- Messaging
- Fact Sheets
- Success stories
- Owned Media – Toolkit
- Reporting Process
Recommendations



What's next for ODFW and Committee?

- Identify upcoming events
 - RFP in December
 - Legislative Session Feb '26
 - ODFW will build a comms calendar
- Refine/build stories
- Identify key target communities and untapped audiences
- Identify metrics
- Share, engage, and measure our success



ODFW Strategic Campaigns

- Addressing Oregon's biodiversity crisis
- Elevating Oregon's State Wildlife Action Plan
- Oregon is Worth Protecting
- Everyone Belongs Outdoors



Thank you!



**Oregon Department
of Fish and Wildlife**

