



## Corporate Conservation Society

The Natural Resources Foundation of Wisconsin connects generations to the wonders of Wisconsin's lands, waters and wildlife through conservation, education, engagement, and giving. With your help, we can do even more to protect Wisconsin's natural heritage, by restoring thousands of acres of habitat, supporting the recovery of rare and endangered plants and wildlife, and providing environmental education opportunities for thousands of children and adults. With nearly 5,000 members and donors across Wisconsin, the Natural Resources Foundation of Wisconsin offers many ways for your business to reach people who are committed to protecting our state's natural resources, who enjoy exploring the outdoors, and who feel a strong connection to Wisconsin.

- **4,500 members and donors**
- **75% annual membership renewal rate**
- **10% annual membership growth rate**
- **More than 90%** of the Foundation's members are **residents of Wisconsin**
- **More than 50%** of our members have an **income above \$75,000**
- **More than 85%** of our members have an **advanced degree**
- **Nearly 90%** of our members report **"a sense of responsibility to help care for our natural resources"** as their main reason for supporting the Foundation and its mission
- **9,728 total subscribers** across all email marketing segments
- **40% open rate averaged** across all email marketing segments
- **30% average open rate** for our monthly **WisConservation E-news**
- **4,500 average circulation** on our tri-annual **Bridges** magazine

*"The Natural Resource Foundation of Wisconsin is a shining example of an organization that not only delivers results, but has formed many statewide collaborations with other conservation organizations. The reputation that NRF has built over the last 30 years with its members and partners is a wonderful example of how one organization can exponentially impact the preservation and improvement of public lands and their wild inhabitants for current and future generations of Wisconsin citizens."*

– Tom Dott, Vice President – Commercial Banking, First Business Bank

**To find out how your organization can join the Corporate Conservation Society,** visit [WisConservation.org/Corporate](http://WisConservation.org/Corporate) or contact Caitlin Williamson, director of conservation programs at (608) 266-1430 or [Caitlin.Williamson@wisconsin.gov](mailto:Caitlin.Williamson@wisconsin.gov)

# Recognition and Benefits

## **\$10,000 Corporate Conservation Society Membership:**

- Your logo on the **Natural Resources Foundation website**
- Your logo in the monthly ***Wisconservation Update* e-newsletter**
- Your logo in our triannual print magazine, ***Bridges***, and in our **Field Trip Guidebook**
- Your logo in e-communications to **Wayfarers**, our young professionals group
- Recognition of your support in **3 specific social media posts**
- **10 one-year complimentary memberships** to the Natural Resources Foundation for your employees
- **Curated content for your own use** featuring the impact of your support on Wisconsin's lands, waters, and wildlife (e.g. photos, quotes, sample social media posts, short stories to be shared)
- Special invitation to an exclusive **Conservation Connections** Field Trip led by experts
- **Featured blog post** about the impact of your support posted to the WisConservation Blog
- At your request, we will issue a **news release** about your support for NRF
- At your request, we can coordinate a **volunteer opportunity** or on-site **educational program** for your organization

## **\$5,000 Corporate Conservation Society Membership:**

- Your logo on the **Natural Resources Foundation website**
- Your logo in the monthly ***Wisconservation Update* e-newsletter**
- Your logo in our triannual print magazine, ***Bridges***, and in our **Field Trip Guidebook**
- Your logo in e-communications to **Wayfarers**, our young professionals group
- Recognition of your support in **2 specific social media posts**
- **5 one-year complimentary memberships** to the Natural Resources Foundation for your employees
- **Curated content for your own use** featuring the impact of your support on Wisconsin's lands, waters, and wildlife (e.g. photos, quotes, sample social media posts, short stories to be shared)
- Special invitation to an exclusive **Conservation Connections** field trip led by experts

## **\$2,500 Corporate Conservation Society Membership:**

- Your logo on the **Natural Resources Foundation website**
- Your logo in the monthly ***Wisconservation Update* e-newsletter**
- Your logo in our triannual print magazine, ***Bridges***, and in our **Field Trip Guidebook**
- Your logo in e-communications to **Wayfarers**, our young professionals group
- Recognition of your support in **1 specific social media post**
- **3 one-year complimentary memberships** to the Natural Resources Foundation for your employees
- **Curated content for your own use** featuring the impact of your support on Wisconsin's lands, waters, and wildlife (e.g. photos, quotes, sample social media posts, short stories to be shared)
- Special invitation to an exclusive **Conservation Connections** field trip led by experts

## **\$1,000 Corporate Conservation Society Membership:**

- Your name on the **Natural Resources Foundation website**
- Your name in the monthly ***Wisconservation Update* e-newsletter**
- Your name in our triannual print magazine, ***Bridges***, and in our **Field Trip Guidebook**
- Your name in e-communications to **Wayfarers**, our young professionals group
- **2 one-year complimentary memberships** to the Natural Resources Foundation for your employees
- **Curated content for your own use** featuring the impact of your support on Wisconsin's lands, waters, and wildlife (e.g. photos, quotes, sample social media posts, short stories to be shared)