



 NATIONAL
FISH HABITAT
PARTNERSHIP

Communications
Committee Update
3/7/18



Update on Committee Activities

- **Priority A: Website Update**
- **Priority B: NFHP Marketing**
- **Priority C: NFHP Outreach**
- **Priority D: Waters to Watch**
- **Priority E: Legislation**
- **Priority F: Beyond the Pond Reports**





PARTNER

3% of your purchases from RepYourWater with Driftless, Iowa, Illinois or Wisconsin designs goes to the Driftless Area Restoration Effort.





Campaigns

Templates

Lists

Reports



Ryan
The National Fish Habitat P...

Reports

Campaigns

Comparative

Automation

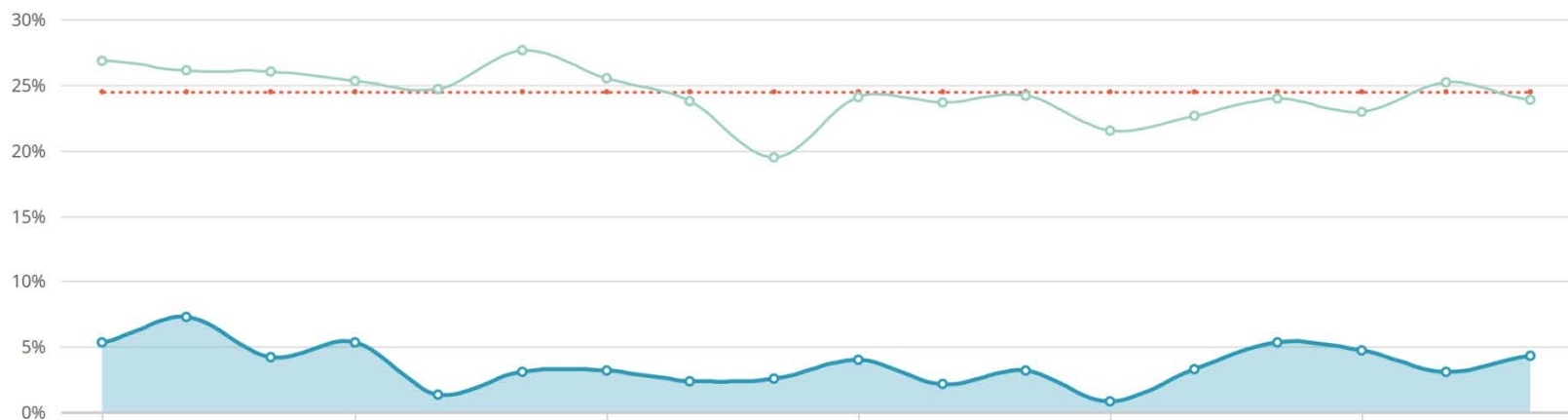
Landing Pages

Overview

Revenue

All Lists

Open rate Click rate Industry avg. open rate





View Results



OVERVIEW EDIT PROMOTION

DESKTOP NEWS FEED

MOBILE NEWS FEED

MORE ▾

Please rate the effectiveness of this promotion.



You targeted **men and women, ages 20 - 55** who live in **7 locations**, and have **10 interests**.

Show full summary



This promotion ran for **7 days**.



Your total budget for this promotion was **\$30.00 USD**.

2,609

People Reached [?]

6,100

Engagements

\$30.00

Total Spend [?]

Actions

People

Countries

Video Views

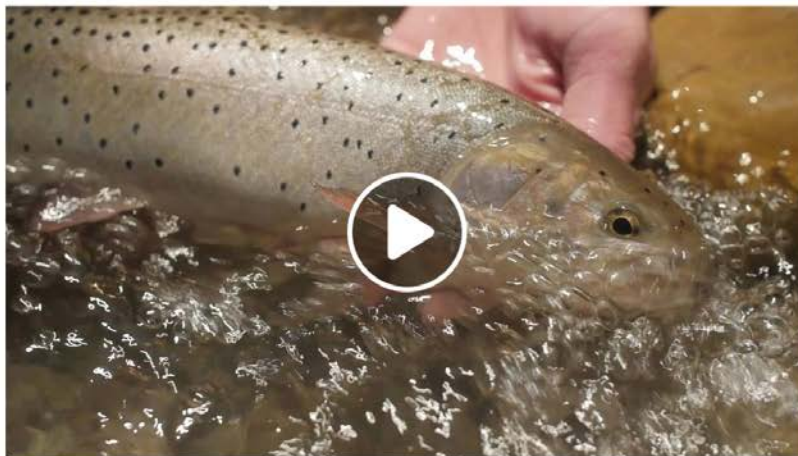
6,100



National Fish Habitat Partnership

Sponsored · 🌐

Our story started in 2006. This video reflects on 10 years of the National Fish Habitat Partnership and our outlook for the future! Special thanks to Bass Pro Shops for helping us tell our story! #FishHabitat



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Beyond the Pond Update



- 501(c)3 Non-Profit Organization
- Fish Habitat Partnerships are Chapters
- Bylaws and Articles of Incorporation Established
- Board Established (Overlap with National Board)
- Online Donation Page Established
- <http://beyondthepondusa.com>

3/7/18

Partners



- Worked with Bass Pro Shops in celebrating the 10-Year Anniversary of the National Fish Habitat Partnership



- 3% of purchases from from RepYourWater with Driftless, Iowa, Illinois or Wisconsin designs, goes to the Driftless Area Restoration Effort



Financial Update (As of 1/1/18):

Cash in bank \$237,359.50

Outstanding contracts

Sage Lion Media (3,875.00)

University of Maryland (154,963.17)

Fishers & Farmers Partnership (36,363.64)

Eastern Brook Trout Joint Venture (ACH) (735.40)

Eastern Brook Trout Joint Venture (check donation) (1,034.84)

Southeast Alaska Fish Habitat Partnership (ACH) (105.10)

Unobligated funds in bank \$40,282.35

Find Us



<http://fishhabitat.org>



<http://beyondthepondusa.com>

