

# CORPORATE CONSERVATION SOCIETY

Patty Henry

## TOGETHER WE MAKE A DIFFERENCE FOR WISCONSIN

The Natural Resources Foundation of Wisconsin offers many ways for your business or organization to reach people who are committed to protecting our state's natural resources, enjoy exploring the outdoors, and feel a strong connection to Wisconsin.

We customize benefits that complement your marketing priorities, targeted markets and philanthropic goals, and that increase your visibility in the communities that matter to you.

### NRF by the numbers:

- **5,109** members across Wisconsin
- **88%** membership renewal rate
- **9,728** subscribers across all marketing segments
- **40%** open rate averaged across all marketing segments
- **5,101** annual participants in our Field Trip Program
- **\$7.3 million** invested in Wisconsin

## OUR MISSION

The Natural Resources Foundation of Wisconsin connects generations to the wonders of Wisconsin's lands, waters and wildlife through conservation, education, engagement, and giving.

## OUR IMPACT

### PUBLIC LANDS AND WATERS

Wisconsin's public lands protect many rare and globally significant natural communities, and provide habitat for our most threatened wildlife species. We work with conservation partners statewide on landscape-level approaches to conserving Wisconsin's special places, including restoring State Natural Areas, boosting capacity for State Parks, and much more.

### RARE AND ENDANGERED WILDLIFE SPECIES

Wisconsin is home to dozens of threatened wildlife species such as the Kirtland's warbler, American marten, Whooping crane, Poweshiek skipperling butterfly, and Rusty-patched bumble bee. We work with conservation partners to help recover populations of our most threatened species by supporting statewide conservation initiatives, research and monitoring efforts, and habitat conservation.

### ENVIRONMENTAL EDUCATION

We are committed to connecting people to nature by investing in education programs that provide meaningful experiences for children and adults to connect to Wisconsin's great outdoors. From grants for teachers to get their students outside to our renowned Field Trip Program that annually engages thousands of families, we strive to ensure that all Wisconsinites have access to learn about and explore Wisconsin's natural heritage.



*"First Business Bank has been a long-time supporter of nonprofit organizations benefiting the communities we live in. We support statewide conservation organizations and their efforts to preserve and protect our state's valuable natural resources. 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

## RECOGNITION AND BENEFITS

### \$10,000+ LEVEL

- Your **logo** on our website, e-communications, print magazine, and Field Trip Guidebook
- Recognition of your support in **3 social media** posts
- **10 memberships** to the Natural Resources Foundation for your employees
- **Curated content** (e.g., photos, quotes, sample social media posts, etc.)
- **Exclusive invitations** to our Field Trips, Conservation Connections excursions, and special events
- Featured **blog post** about the impact of your support
- At your request, we will issue a **news release** about your support for NRF
- At your request, we will coordinate a **volunteer opportunity** or on-site educational program for your organization

### \$5,000 LEVEL

- Your **logo** on our website, e-communications, print magazine, and Field Trip Guidebook
- Recognition of your support in **2 social media** posts
- **5 memberships** to the Natural Resources Foundation for your employees
- **Curated content** (e.g., photos, quotes, sample social media posts, etc.)
- **Exclusive invitations** to our Field Trips, Conservation Connections excursions, and special events

### \$2,500 LEVEL

- Your **logo** on our website, e-communications, print magazine, and Field Trip Guidebook
- Recognition of your support in **1 social media** post
- **3 memberships** to the Natural Resources Foundation for your employees
- **Curated content** (e.g., photos, quotes, sample social media posts, etc.)
- **Exclusive invitations** to our Field Trips, Conservation Connections excursions, and special events

### \$1,000 LEVEL

- Your **name** on our website, e-communications, print magazine, and Field Trip Guidebook
- **1 membership** to the Natural Resources Foundation for your employees
- **Curated content** (e.g., photos, quotes, sample social media posts, etc.)
- **Exclusive invitations** to our Field Trips, Conservation Connections excursions, and special events

### A PARTNERSHIP WITH NRF WILL:

- Maximize your impact by working with a trusted, Wisconsin-based nonprofit organization.
- Direct your philanthropy to support Wisconsin's most important conservation needs.
- Provide visibility for your company to people who are passionate about Wisconsin's natural resources.
- Leverage partnerships with local, state, and national conservation organizations.
- Meet your sustainability and corporate social responsibility goals.
- Provide opportunities for your employees to volunteer, and to learn about and explore Wisconsin's great outdoors.



## JOIN THE CORPORATE CONSERVATION SOCIETY

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