



PROMOTIONAL TOOLKIT

Hunting, fishing, biking, birding, hiking, paddling, camping, and other conservation-related groups can help improve wildlife habitat in Wisconsin's public lands by promoting the Cherish Wisconsin Outdoors Fund.

Thank you for helping encourage outdoor recreation enthusiasts to opt-in to a checkout donation to the Cherish Fund while renewing their licenses! We hope the [Sample social media posts](#), [graphics](#), and more below will make it easy.

If you have questions or are interested in longer-form content, please contact the Natural Resources Foundation of Wisconsin's communications director Shelly Torkelson (shelly.torkelson@wisconservation.org).

What is the Cherish Wisconsin Outdoors Fund?

The Cherish Wisconsin Outdoors Fund is a partnership between the [Natural Resources Foundation of Wisconsin](#) and the [Wisconsin Department of Natural Resources](#).

Founded in 2012, it is a source of permanent support for the care and management of public lands and waters loved by hikers, birders, hunters, anglers and all outdoor enthusiasts. The Cherish Fund is built through **voluntary contributions** from citizens when they purchase their hunting and fishing licenses or make a donation directly.

The fund supports habitat improvement projects in Wisconsin's publicly owned lands and waters. Can you imagine hunting, fishing, biking, birding, hiking, paddling, camping, etc. without Wisconsin's public lands? *Note: The Cherish Fund does not buy land, it supports quality management of existing public lands.*

How Outdoor Recreation Groups Can Help

The majority of donations to the Cherish Fund are **opt-in donations given during checkout when people renew their hunting, fishing, and boating licenses** through the

Wisconsin DNR (via both the online [GoWild](#) system and in-person license agents at stores or service centers).

You and other leaders can help by encouraging members and friends to say YES and donate to the Cherish Fund when renewing licenses. You can also encourage people to donate directly to the Cherish Fund.

When to Share

The best times to raise awareness about the Cherish Wisconsin Outdoors Fund are heavy [license renewal times](#): **late October/early November** (deer) and **March/April** (fishing). However, there are licenses being renewed throughout the year, so there is no “bad” time to talk about Cherish.

Graphics and Photos

Graphics and photos can be found in this [Google Drive folder](#). Please credit the photographer if you use photos (photographer names are included in the photos’ file names).

Hashtags and tags

#CherishWisconsin #CherishWisconsinOutdoorsFund #WisconsinHunting
#WisconsinOutdoors #PublicLands #ExploreWisconsin #WisconsinFishing
@WisConservation (Natural Resources Foundation of Wisconsin)
@wi_dnr (Wisconsin Department of Natural Resources)

Sample social media posts

X/Twitter/Bluesky, Facebook, or Instagram:

VERSION 1 (GENERAL):

Buying a hunting, fishing, or boating license? Say YES and donate \$5 or any amount you choose to the Cherish Wisconsin Outdoors Fund at checkout. You’ll improve habitat at the state-owned fisheries, forests, prairies, streams, and lakes in Wisconsin that we all cherish. Learn more at WisConservation.org/Cherish #CherishWisconsin

VERSION 2 (RECREATION SPECIFIC):

Can you imagine **hunting, fishing, paddling, hiking, etc.** without public lands? Neither can we. Donate to the Cherish Wisconsin Outdoors Fund when you buy your hunting, fishing, or boating license to enhance wildlife habitat in the places you cherish most! 
Learn more at WisConservation.org/Cherish #CherishWisconsin

Facebook or Instagram:

Buying a hunting, fishing, or boating license?

Say YES and donate to the Cherish Wisconsin Outdoors Fund at checkout. You'll improve habitat at the state-owned fisheries, forests, prairies, streams, and lakes in Wisconsin that we all cherish.

The Cherish Fund was co-created by the Natural Resources Foundation of Wisconsin and the Wisconsin DNR in 2012 to support wildlife habitat improvement for our state's public lands and waters. The fund will last lifetimes, because our state's wild places must last lifetimes.

Learn more at WisConservation.org/Cherish

#CherishWisconsin @WisConservation @wi_dnr