

Charitable Giving and Corporate Engagement Strategy



CONSERVE. CONNECT. PROTECT.

DWR Partnerships & Sponsorships...up till now

- ❑ Partnerships at DWR come in ***two forms***: Sometimes it's just as beneficial for private/NGO sector to act on our behalf, as it for DWR to act on their behalf.
- ❑ ***Them leveraging Us***: Master Naturalists, DU, Delta Waterfowl, NWTf, Ward Burton Wildlife Foundation, SWVA Sportman's Association, First Hunt, Holiday Lake 4H Center, Wildlife Grant Program, "Better Together" partners, Bear Wise.
- ❑ ***Us leveraging Them***: Monquin Creek Outdoors, DU, ASA, TNC, NWTf, Retailers, Industry.



Moving Beyond (just) Traditional Partnerships

- ❑ **Standardizing** existing event/initiative sponsorships and “traditional” partnerships and sponsorships
- ❑ Increasing \$\$\$ and in-kind contributions from “**private**” sector, and structuring \$\$\$ contribution levels
- ❑ Consolidating individual and corporate giving under a **single banner** (e.g., Restore the Wild); Establishing **capital** partnerships/campaigns and Defining **value** for contributions
- ❑ Partnership **Investment** Fund



Areas of Contribution and Support

- 1.General Charitable Giving: Restore the Wild**
- 2.Corporate Contributions: Charitable Giving and Sponsorship Program**
- 3.Capital Campaigns**



Restore the Wild



Virginia's wildlife needs your help!



RESTORE
the
Wild



From the forests of the Blue Ridge to the shores of the Chesapeake Bay, Virginia is home to a remarkable diversity of wildlife. But these natural treasures are under growing threat. Habitat loss, pollution, and environmental changes are putting increased pressure on the animals and ecosystems that make our Commonwealth so special.

Help us safeguard Virginia's wildlife and its habitat for future generations to appreciate and enjoy. Consider donating to the **Restore the Wild** program today.

Learn more, contribute, and join the movement to keep Virginia wild at dwr.virginia.gov/restore-the-wild.



SCAN
TO GIVE

Corporate Contributions

Where are we right now:

- Total \$ Raised since 2024: \$276,478
- New opportunities for organizations to partner and work with us
- Gathering partner/corporate info: Partner Survey – Summer '24

Current Examples

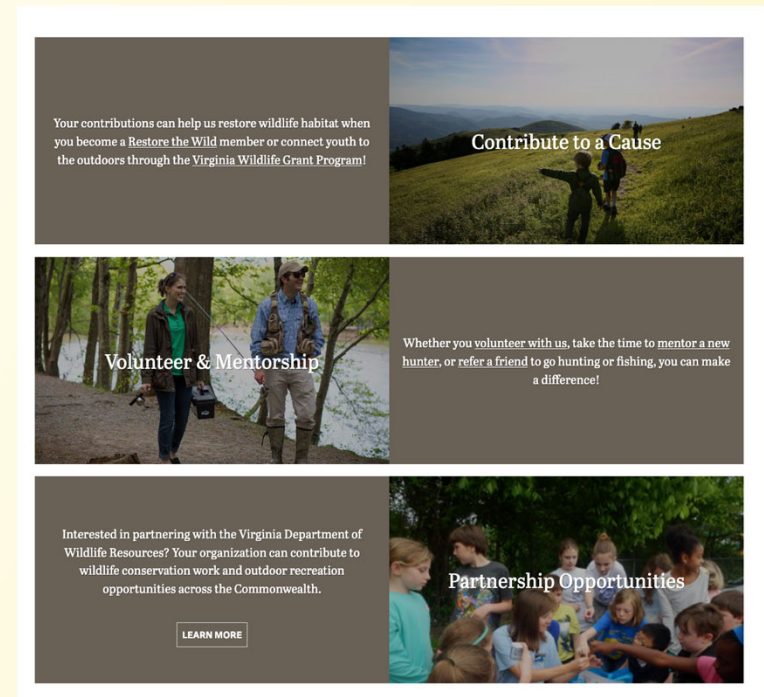
- In Kind Fiscal: Devil's Backbone



Corporate Contributions

In Kind/Charitable Support

- In Kind: Donated Materials, Physical Items, and other non-fiscal contributions
- Fiscal contributions
- Capture current external contributions
- Facilitate new relationships and more meaningful contributions
- Divisions can leverage support of external partners and/or continue current support
- Defined Recognition Levels on communications channels



Corporate Contributions

Sponsorship Program

- Leverage relevant agency media and communications assets
- Promote and enhance signature agency events, programs, and initiatives
- Select programs and initiatives directed from leadership
- Executed through outreach
- Custom created packages, partner and opportunity based



SPONSORSHIP OPPORTUNITIES:

Sponsorship Tiers	Platinum Sponsorship \$10,000 (Presenting Sponsorship)	Gold Sponsorship \$5,000 (Conservation Exhibit Hall)	Silver Sponsorship \$2,500 (Awards, Demo Range, Iron Buck, T-Shirt)	Bronze Sponsorship \$1,000 (Target, Division)	Friends of DWR \$750
Sponsorship Availability	Limited to 1 Sponsor	Limited to 1 Sponsor	Limited to 4 Sponsors	Limited Availability	Limited Availability
Attendee List Post-Tournament	✓	-	-	-	-
Targeted Email to DWR Newsletter Subscribers	✓	✓	-	-	-
Opportunity to Address Attendees	During Awards Ceremony	During Tournament Opening	-	-	-
Complimentary Exhibit Space	Premium Space	Standard Space	Standard Space	Standard Space*	-
Sponsor Swag Bag Insert/Ad	✓	✓	✓	-	-
Ad in Tournament Program	Full-page Ad	Half-page Ad	Quarter-page Ad	-	-
Company Logo on Target Range Signage or Division Signage	-	-	-	✓	-
Listed on all Tournament Signage and Collateral	Logo	Logo	Logo	Logo	Text Only

* Limited to first 10 sponsors



Corporate Contributions Implementation

Solidifying Interest

- Online form with options to indicate areas of interest and type of support: IE sponsorship, in kind, etc.
- Sign up for partner information and bi-annual updates and opportunities
- Exploratory conversation to talk about partnership opportunities

Methods of Delivery

1. Provide divisions guidelines and resources
2. Personal Emails as follow-up to cold outreach
3. Collect partner and industry email addresses and distribute cause specific campaigns bi-annually

Interested in Partnership Opportunities?

If your organization is interested in learning more about any of these partnership opportunities, please get in touch!

Name *

First

Last



Capital Projects

Project Types

- General themed campaigns/Across Virginia
- Specific projects/Regional

Intended Audiences

- Private industry
- Foundations
- Individuals
- General public
- Regionally based

Suggested Program

- Support levels will vary from project to project based on anticipated, budgeted costs
- Projects will be given estimated completion timeline
- Combining opportunity for sponsorship and charitable giving
- Leverage sponsorship assets, broadly advertised
- Yearly public facing capital campaigns: i.e., Giving Tuesday, etc.



BY THE NUMBERS

166K

SOCIAL FOLLOWERS

Virginia DWR regularly communicates on Facebook, Instagram, LinkedIn and YouTube.

641K

TOTAL CUSTOMERS

Virginia DWR is primarily self-funded and relies on the support of its customers to fund programs and services.

896K

EMAIL SUBSCRIBERS

Notes from the Field is Virginia DWR's weekly email. Each week is a different edition (Hunting, Fishing, Wildlife Viewing, Boating, Law).

10.08M

WEBSITE SESSIONS

Our primary website is dwr.virginia.gov. Our other property, gooutdoorsvirginia.com, is our point-of-sale solution.

*Total Customer Count is from July 1, 2023 – June 30, 2024. Total Website Sessions is from January 1, 2024 – December 31, 2024. Total Email Subscribers and Social Followers is as of June 10, 2025.

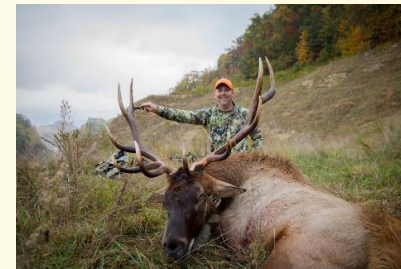


CREATIVE SERVICES

The Department of Wildlife Resources (DWR) Creative Services team is responsible for telling the Agency's story. They bring DWR's projects to life by combining multimedia, storytelling, and technical skills. In short, they're the team that transforms DWR's initiatives into compelling content people can see, read, and engage with.

Our award-winning team specialize in:

- **VIDEO AND PHOTOGRAPHY**
- **CONTENT CREATION**
- **GRAPHICS AND LAYOUT**
- **WEB DEVELOPMENT**
- **MULTICHANNEL MARKETING**



MEDIA KIT



OUR CHANNELS

WEBSITE

E-NEWSLETTER

SOCIAL MEDIA

Virginia Department of Wildlife Resources • www.dwr.virginia.gov

E-NEWSLETTER

Edition	Total Subscribers (as of June 13, 2025)	Average Open Rate (Jan 1 - Jun 12, 2025)	Average Click Rate (Jan 1 - Jun 12, 2025)
Hunting	366,823	44.8%	3.4%
Fishing	731,091	45.4%	2.4%
Wildlife Viewing	55,388	47.2%	4.7%
Boating	3,132	50.9%	6.9%
Law	6,564	56.6%	6.7%

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WEBSITE

Stats

- Average total users per month: ~391,602
- Average page views per month: ~3,373,032

Promotional Opportunities

- Website Promo Graphic
 - Segmentation available by category: Hunting, Fishing, Wildlife Viewing, Boating or Law
 - Specs:
 - Desktop: 300 KB or less and saved as JPEG. Minimum size: 1200x400; maximum size: 1600x523
 - Mobile: 300 KB or less and saved as JPEG. Minimum size: 1200x500; maximum size: 1600x1007
 - Rate:
 - \$1000 per one category per month
 - Add on additional categories +\$250/month
 - Add on Explore the Wild - \$500/month

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SOCIAL MEDIA

Stats

- Followers as of May 2025
 - Facebook: 110K
 - Instagram: 28.8K

Promotional Opportunities

- In-Feed Post
 - Includes copywriting up to 3000 characters, inclusion of up to six photos or one video
 - Rate:

	1X	2X	3X
Facebook	\$2500	\$4750	\$7000
Instagram	\$2000	\$3750	\$5500

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OPPORTUNITIES

Promotional Opportunities

- Editorial Collaboration Rate:
 - \$5000
 - Add on inclusion in one Notes from the Field e-newsletter +\$250
- Website Promo Graphic Rate:
 - \$1000 per one category per month
 - Add on additional categories +\$250/month
 - Add on Explore the Wild +\$500/month
- Dedicated E-Blast
 - Rate:
 - Hunting: \$5,000
 - Fishing: \$5,000
 - Wildlife Viewing: \$2,500
 - Boating: \$1,250
 - Law: \$1,250
 - All: \$15,000



DWR Staff Featured on the Fishing the DMV Podcast: Shenandoah River Fishing Report



DWR Fisheries Biologist Jason Hallacher joins Fishing the DMV to discuss the 2025 fish sampling survey results for the entire Shenandoah River system. Discover how stocking efforts, habitat changes, and natural spawning success are shaping the future of smallmouth bass, largemouth, walleye, musky, and panfish across the North Fork, South Fork, and Main Stem.

- YouTube
- Apple Podcast
- Spotify



Visit the Vic Thomas Fish Hatchery



Learn how Vic Thomas Hatchery contributes to fisheries such as Philpott Reservoir, Leesville Reservoir, Smith Mountain Lake, and Buggs Island by producing healthy fish through innovative breeding techniques and rigorous tagging practices. This facility's unique operations, including walleye and saugeye production, play an important role in supporting recreational fishing across the Commonwealth.

Overshadowed by bigger-name smaller rivers, these less-celebrated waterways offer great fishing away from the crowds.

[Read On](#)



More Fishing Resources

[Workshops & Events](#)

[Wild Game Recipes](#)

Your license purchase helps us protect wildlife, conserve habitats, promote safe outdoor recreation, and keep Virginia's outdoors thriving. By supporting DWR, you're helping protect nature for future generations. It's your outdoors, Virginia—thank you for being a part of it!



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OPPORTUNITIES

PACKAGES

READY	AIM	FIRE
Website Promo Graphic (1 month) \$1000	Website Promo Graphic (1 month) \$1000	Website Promo Graphic (1 month) \$1000
Email In-line Graphic x5 \$3000	Editorial Collab \$5000	Editorial Collab \$5000
Facebook Post \$2500	Email In-line Graphic x2 \$1200	Email In-line Graphic x5 \$3000
	Dedicated E-Blast (Hunting) \$5000	Dedicated E-Blast (All) \$15000
	Facebook Post x2 \$4750	Facebook Post x3 \$7000
\$5,000 (Valued at \$6500)	\$15,000 (Valued at \$16,950)	\$25,000 (Valued at \$31,000)

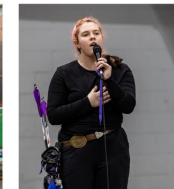


OPPORTUNITIES

EXAMPLES

Custom Event and Program Based

- In Kind Product: Weston
- In Kind Fiscal: Devil's Backbone
- Signature Events: DWR Archery Open
- Signature Programs: Internship Program, VOW, Becoming a Virginia Hunter



OPPORTUNITIES

EXAMPLES

Capital Campaign

General/Statewide: Multi Project Campaigns

- Multi Year
- Multi Project Campaigns
- Lake Thompson (Federal Match Funding)

Regional/Project Based:

- Ragged Island Boardwalk (Federal Match Funding)
- Lake Nelson Fishing Pier (No Match Funding)



A wide, calm river flows through a lush, green forest. The banks are lined with dense trees, their leaves reflecting in the water. In the distance, a forested hill rises under a clear sky. Two people, dressed in blue shirts and hats, are wading in the river, engaged in fly fishing. One is on the left, casting a line, and the other is on the right, holding a rod. The word "Questions?" is superimposed in the center of the image.

Questions?



Triple Crossing Collaboration



CONSERVE. CONNECT. PROTECT.



EDUCATION

Capacity to educate the public about wildlife, conservation, and even habitat management

CONNECTION

Helps the public make the connection between DWR and conservation, and get excited about the work we are doing.

ENGAGEMENT

Has the capacity to not only engage a diversity of constituents, but to do so en masse

GETTING TO KNOW
**DWR'S CURRENT
CAMERA LINEUP**



SHAD CAM

Season: March-May
Location: James
River (Richmond, VA)



FALCON CAM

Season: March-July
Location: Riverfront
Plaza (Richmond, VA)



ELK CAM

Season: August-
December
Location: Vansant, VA



MARSH CAM

Season: Year-round
Location: Hog Island
WMA (Surry, VA)

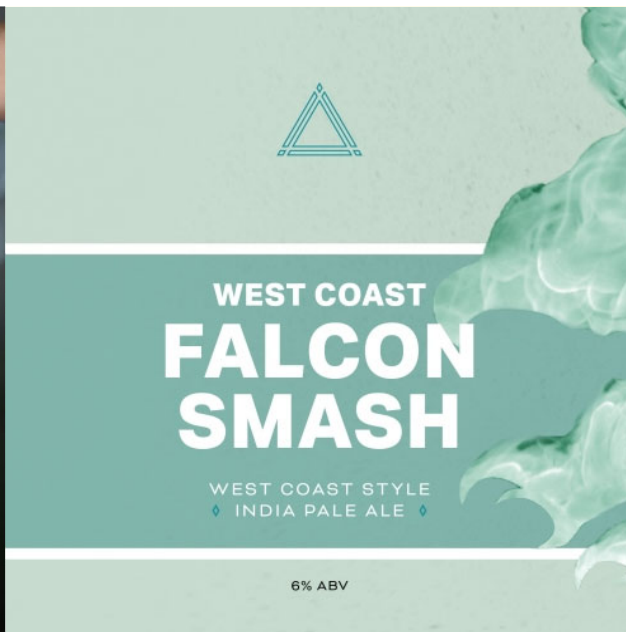


About Triple Crossing

With three locations, Triple Crossing (est. 2014) is a brewer's brewery—focused, intentional, and rooted in classic styles executed with modern precision. They obsess over process and refinement, letting the beer speak for itself without the need for hype or gimmicks.

Regularly ranked as a top brewery in Richmond, Triple Crossing has become a staple to the local craft beer scene.







Partnership Beginnings





What We Did

- Teaser Event
- Falcon Banding Raffle
- Fledge Fest
- Fledging Pale Ale
- Merch
- MOU





Banding Raffle

- 1 Month Run
- 4 Winners
- Two Packages
 - Triple Crossing
 - DWR
- Falcon Banding Day
- Triple Crossing Brew Day





Fledge Fest

- June 13, 2025
- Vendor Market
- Joint participation from local birding and wildlife viewing clubs
- Streamed footage from Fledge Watch
- Earth Quest Live Raptor Demos w/ a peregrine!
- Fledgling Beer Release

fledgling



Inspired by falcons. Brewed by friends.

India Pale Ale | 6%

We've partnered with the Virginia Department of Wildlife Resources for a collaboration that brings together two things we care a lot about: the natural beauty of our home state, and the beloved Falcon Cam we've all been watching for years.



Catch the action live from early to mid-March through mid-June. Tune in to watch as our falcons make their seasonal journey!

WATCH FALCON CAM

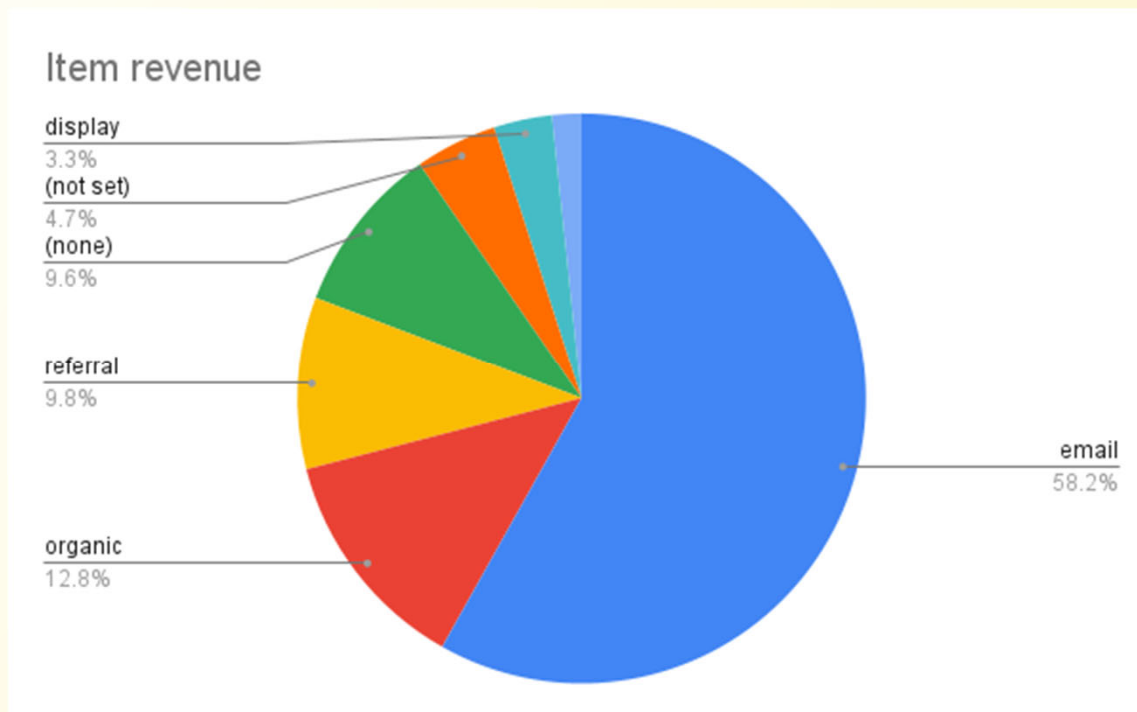
Beer Release and Website

- Can Imagery
- QR Code
- Falcon Cam Call Out
- Donation Percentage to DWR



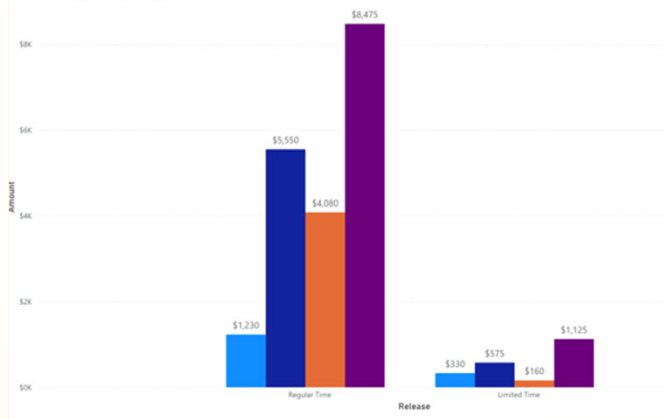
Campaign Promotion

- Social Media
 - Facebook
 - Instagram
 - LinkedIn
- GoOutdoorsVA app
- Press Release
- DWR Website
- Email



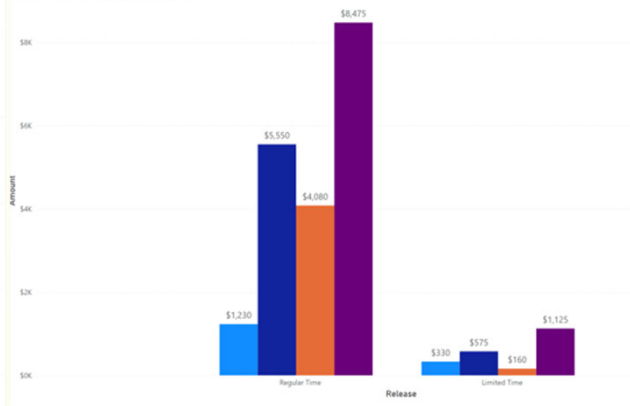
DWR Revenue

Amount by Release and License



\$21,525 in Sales

Amount by Release and License



636 Raffle Entries



\$2,658 Merch Revenue



Triple Crossing Outcomes



\$8,170 in Raffle Sales



\$6,390 in Merch



3rd Highest Grossing Day

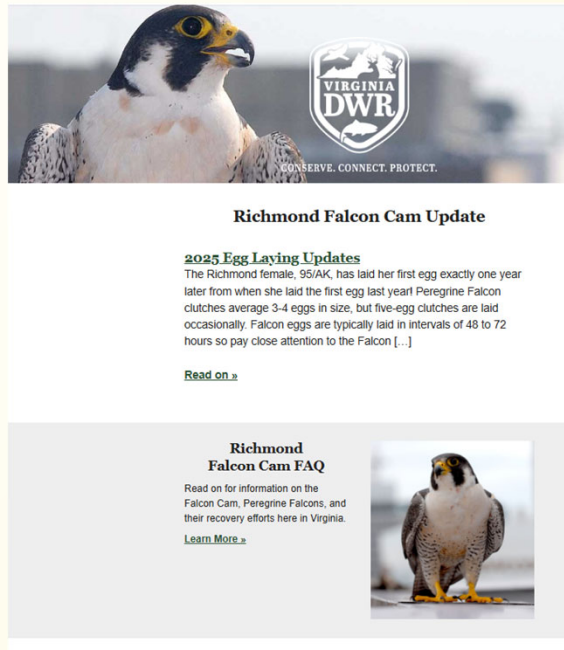


Wildlife Viewing Engagement



Camera Viewership

**2025 saw an increase in
roughly 30,000 views relative to 2024**



Email Sign-Ups

**Ended the season with 6,519 email
subscribers**



Viewer Engagement

**Bolstered appreciation and awareness for
an SGCN and the work of our agency**





Questions?



Outreach Division

Director's Update



CONSERVE. CONNECT. PROTECT.

Hunter and Landowner Engagement Coordinator



David Moore

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