

**Outreach Campaign**

U.S. Fish & Wildlife Service:  
Creating Awareness of  
“America’s Best Kept Secret”



**Background**

The U.S. Fish and Wildlife Service, National Wildlife Refuge System celebrates its centennial anniversary on March 14, 2003. The anniversary commemorates President Theodore Roosevelt’s founding of America’s first wildlife refuge. This important event is being used as a centerpiece in a campaign to heighten awareness and build enduring support with key stakeholders for refuges. The U.S. Fish and Wildlife Service chose JDG Communications, and our research and strategy partner, marketing and public relations firm, Powell Tate to provide the expertise and resources to help fulfill the promise of the centennial and to plan and execute many aspects of a national outreach campaign.

**JDG’s Solution**

The JDG process began with research-based message development, with primary research and focus groups conducted to gauge current perceptions and test new messages for the National Wildlife Refuge System. The research results led to an intensive message development process, that gave direction to all aspects of the campaign, including the verbal and visual themes used in outreach materials. Key components of the Centennial Outreach campaign include the first official symbol for the National Wildlife Refuge System, a Centennial Outreach Kit that includes a unique pocket portfolio to hold fact sheets, news releases, brochures,

print PSAs, graphic standards, and the Refuge System Visitor’s Guide and map, all created by JDG.

An Outreach Plan was developed to effectively reach all stakeholders, including FWS internal audiences, media, conservation community, Congress, friends organizations, and state and local governments.

The National Wildlife Refuge System is poised for success in 2003, and for the next 100 years, with the support and momentum generated by this campaign.

