

TAKING ACTION FOR WILDLIFE

STEP-BY-STEP GUIDE How to Conduct Outreach, Education & Communication about Wildlife

STEP 1: Involve Community Members

- Invite community members to participate in planning meetings. Use community newsletters, newspapers, posters, and e-mail.
- If you are planning a [Natural Resources Inventory](#) (NRI), get community members involved early on in the process. Provide opportunities for them to give input to the NRI. This helps to build support for future actions to conserve resources, such as wildlife, that are important to the community.

STEP 2: Organize community workshops

- Invite speakers to present workshops on special topics, such as Wildlife Habitats, other important natural resources in your community, Land Conservation Options, etc.
- See [Contact Us](#) for a list of UNH Cooperative Extension and NH Fish & Game staff who are available to give community presentations.

STEP 3: Organize outdoor workshops on conserved properties or town-owned lands

- Field workshops as option during the warmer months – people often enjoy getting out and learning in the field. Use this opportunity to discuss management practices for wildlife habitat or to visit specific habitats

STEP 4: Use as many communication outlets as you have available to publicize events and send information

- Use the town website and online newsletters for your area.
- Place articles in the local paper and/or newsletter.
- Use social media such as Facebook or Twitter to get the word out.
- Post notices of meetings and special events in public spaces (with permission), such as libraries, schools, post offices and local stores.
- Mail flyers to residents as needed.

STEP 5: Engage the entire community

- Involve school teachers and students, holding presentations in local schools
- Hold presentations in the library and other community gathering places.

STEP 6: Use ideas from other communities' outreach events

- Review successful outreach events conducted by other communities in your region or elsewhere in the state, and build your outreach programs on these successes. Find ideas in [Success Stories](#) and in [Resources & Publications](#).

STEP 7: Sponsor educational events for landowners to learn more about how to protect wildlife habitats and species

- The Taking Action for Wildlife Team ([Contact Us](#)) may be able to provide speakers to participate in such educational event.
- Trained volunteers are available through the [Speaking for Wildlife](#) program to deliver wildlife presentations and lead field walks.

