

# Bonus point communication plan

## Problem statement:

Many hunters don't understand how FWP's bonus point system functions. This lack of understanding has resulted in confusion from hunters and a lack of trust in the system.

## Objective:

Develop outreach plan to alleviate confusion and provide clear, consistent messaging and resources to help hunters understand how the bonus points system works and to rebuild trust in the system.

## Plan :

- Redevelop online resources for hunters to clearly explain the bonus point system and drawing process.
  - New web page to include specific information on the bonus point system and how the drawings work.
    - > More graphical presentation of how bonus point work? Infographic?
    - > Resources for understanding drawing statistics reports
  - A video discussing the drawing and bonus point system that will be included on the new web page and promoted across FWP communication platforms, including social media, direct emails, and other outlets as appropriate.
- Develop a one-page information sheet clearly explaining the bonus point system and drawing process.
  - This one-page sheet will be emailed to all licensed hunters from the previous year.
  - Be available at all FWP offices during the application window.
  - Distribute to all public-facing staff likely to interact with hunters and anglers.
- Develop a simple poster for license providers to display with information from the one-page document and a QR code that will take people to the web page with the more robust online resources.
- Promote all information via press releases and social media posts.

## Evaluation:

- We will monitor public feedback on our outreach. This will include questions we receive about the bonus point process.
- Consider edits to materials, including the web page, to refine our outreach.

