

15 July 2025

From: WWA Executive Director

To: WWA Board of Directors

Subj: Guidance on Sandhill Crane Mailer / Fundraiser

1. **Summary:** WWA is the state’s leader in advancing the concept of a state sandhill crane hunt. This leadership role might be leveraged for greater brand awareness and potentially, raising funds. The Board asked that I look into using a “turnkey” mailhouse to produce and send a mailer to engage new members and raise funds for this (and other) endeavors. The return on a relatively significant investment is unknowable, but there are likely immeasurable benefits from promoting WWA’s advocacy efforts to a new hunting audience. The Board should provide direction to the Executive Director to move forward, which could include allocating funds and effort to this initiative.

2. **Background:**

a. Director Ermert provided a costing proposal from [Arena Wins](#), a national direct marketing house specializing in direct digital and mail campaigns, loosely associated with the Republican party or conservative causes. This shown in the graphic below. Arena primarily works in political campaigns and other advocacy work, including fundraising.

<p><u>Letter Package</u></p> <p>Description: #10 outer envelope, personalized 11" x 14" letter with a perforated donation slip at the bottom, #9 return envelope</p> <p>Qty: 10,000</p> <p>Production: \$7,072</p> <p>Postage: \$5,760</p> <p>Total: \$12,832</p> <p><u>All-In-One Response Self-Mailer</u></p> <p>Description: 8.5" x 5" self-mailer opens to reveal a response panel and detachable return envelope</p> <p>Qty: 10,000</p> <p>Production: \$13,996</p> <p>Postage: \$5,760</p> <p>Total: \$19,756</p> <p><u>Printed Booklet w/ return envelope</u></p> <p>Description: 20-page booklet with a contribution form on the last page and a return envelope stitched inside. The overall mailing size of the is 6" x 9"</p> <p>Qty: 10,000</p> <p>Production: \$15,605</p> <p>Postage: \$5,760</p> <p>Total: \$21,365</p> <p>NOTE: this would also double as the 2024 WWA annual report</p>

- b. ED Ross And Director Ermert met with a rep from Arena Wins to discuss process, explore alternative pricing and understand engagement practices.
- c. **Process:**
 - i. WWA would provide 3-4 lists of members (members, donors, EXPO attendees, DNR hunting lists = ~ 20K+) with what we know about their donation practices, addresses etc.
 - ii. Arena would clean the data, merge them and compare to Arena's existing databases for correct addresses and phone numbers, broader donation history, magazine subscriptions, and other proprietary database information to inform the down-select process.
 - iii. Goal: distill down to a list of person most likely to be open to our message and likelihood of financial contribution, no guarantees of course. [Arena would provide both the cleaned up WWA list and this list of most likely to be supportive which we could use for our purposes]. This would take a matter of days. This has a value beyond the mailing IF we are able to reimport and synchronize our database with it... but Kelcy tells us that's a bit problematic with our current set-up.
 - iv. With a distilled list, pared to the population size we want, we would engage Arena (engagement letter attached) with a particular approach and proportionate pricing as shown below, based on numbers we'd want sent to.
 - v. The arena rep made a point that there are typically two complementary but different goals: Brand awareness vs fundraising. Product should be tailored to one or the other. We would need to communicate our desired focus.
 - vi. Arena will develop an appropriate message (approved by WWA) and graphics, print, address and mail.

- 3. **Discussion:** Engaging the one-stop mail house is the easy button. Outreaching in such a manner, especially to a new audience has appeal as we grow the WWA membership and supporter footprint. At the same time this is an unbudgeted expense of some significance, during a short (1-3 month) period where WWA financial income is down and expenses are up. Discussion at the board meeting during the financial report will shed more light on this transient concern.

Bruce Ross

Separate attachment: Arena Wins Master Services Agreement