



## Ranger Rick – Affiliate Subscription Outreach Program

### Ranger Rick Program Background

Ranger Rick Outreach is partnering with NWF affiliates to expand outreach to children and families and to provide a new fundraising opportunity. Affiliate partners earn a 50% commission for every Ranger Rick subscription they sell. NWF provides the following:



- Manages the subscription: Order processing, printing, mailing the magazines and all customer service calls and mail
- Handles affiliate-specific sales tracking
- Coordinates promotional support: Physical and digital artwork, copy, and order page creation
- Provides monthly sales summaries for all affiliates, hold check-in calls, answer all inquiries and requests
- Pays 50/50 commission split three times a year, plus affiliates receive subscriber data
- Enrolls up to 3 new affiliates into ASOP twice a year

Families ordering through affiliates get a discount on off the regular subscription price so they can enjoy year-round awarding-winning wildlife learning fun for every age:

- Ranger Rick for ages 7+
- Ranger Rick Jr. for ages 4-7
- Ranger Rick Cub for ages 0-3

All the reading fun and fundraising, goes to protect wildlife—All proceeds from Ranger Rick Outreach goes to inspire a new generation to love and care for nature.

### Current NWF Affiliate Partners

- Arkansas Wildlife Federations
- Colorado Wildlife Federation
- Delaware Nature Society
- Indiana Wildlife Federation
- South Carolina Wildlife Federations
- Iowa Wildlife Federation
- Georgia Wildlife Federation
- Nebraska Wildlife Federation
- Conservation Federation of Missouri
- South Dakota Wildlife Federation
- Wisconsin Wildlife Federation
- Arizona Wildlife Federation

### How to Become a Ranger Rick Partner

Have specific questions or inquiries about partnering? Please reach out to Ranger Rick Outreach Marketing Manager, Elysia Phekoo-Chewning ([PhekooChewningE@nwf.org](mailto:PhekooChewningE@nwf.org)).

All ready to join the program? Please reach out to Senior Manager of Affiliate Partnerships, Jessica Holmberg ([HolmbergJ@nwf.org](mailto:HolmbergJ@nwf.org)) to coordinate affiliate sign-up.

