

8 OCTOBER 2020

(Re)naming the NWF Annual Meeting

Background

The National Wildlife Federation (NWF) Annual Meeting is the longest-running gathering of grassroots wildlife conservation advocates in the nation. For more than 80 years, we have convened delegates from NWF's state affiliates annually to govern our Federation, set policy, and share ideas. The Annual Meeting is crucial to strengthening the relationships among NWF and its affiliates, relationships that exist to advance our shared goals of protecting wildlife and natural resources.

Overview

After several years of planning, we are aiming to launch a new, expanded "Annual Meeting Plus" in 2021. This new meeting will be a more expansive national conservation leadership conference that will convene a broader audience of grassroots wildlife conservation leaders from across the nation. This new annual event will amplify the leadership of our affiliates, give voice to more leaders on more issues, and help us build, broaden, and strengthen an authentic and diverse American conservation movement. This new expanded conference will advance the Federation's objective of growing the "Conservation Army", enhance affiliates' capacity and relationships with each other and with national programs, and continue to provide a venue for meeting NWF governance requirements (board elections, resolutions, etc). Each yearly conference may choose to focus in on a defined theme, oriented around outcomes specific to that year.

Naming Objectives

To launch the new Annual Meeting Plus, we're looking for a new name that is differentiated, reflects the event and its goals, and incites excitement and joy about wildlife conservation.

A good name can help an event stand out in a crowded public agenda. Names like SXSW, Comicon, E3, River Rally, Pheasant Fest, and TED all stick in people's minds, draw more engagement and have a bigger impact than "just another conference." For the (re)launch of the NWF Annual Meeting, we want a name that will similarly claim a strong brand, motivate participants, and define this event as the leading convening in the wildlife conservation movement for decades to come.

Naming Considerations

The name of this annual event should resonate with all audience segments:

- Affiliates
- NWF staff and Board directors
- Partner organizations
- Funders/donors
- Event sponsors

The name should reflect the attributes and overall tone of the event, which are:

- Strategic, collaborative, informative
- Inclusive, welcoming, open-minded
- Unifying, empowering, supportive
- Fun, inspiring, energizing

Other considerations:

- This event is the NWF's flagship event; the new name should align with our mission and reflect our core values.
- We want to avoid acronyms unless they are words that provide additional meaning.

(continued)

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Submission

Submit as many entries as you want. A brief rationale may accompany each submission. Please submit your names to <https://nationalwildlife.survey.fm/re-naming-nwf-annual-meeting>.

Deadline to enter is **November 20**.

Selection and Prizes

The final selection will be announced in early December.

In addition to seeing your suggestion on the masthead of the biggest gathering of conservation leaders in America, the winner will also receive a collection of Ranger Rick Nostalgia T-shirts and a \$200 gift card!