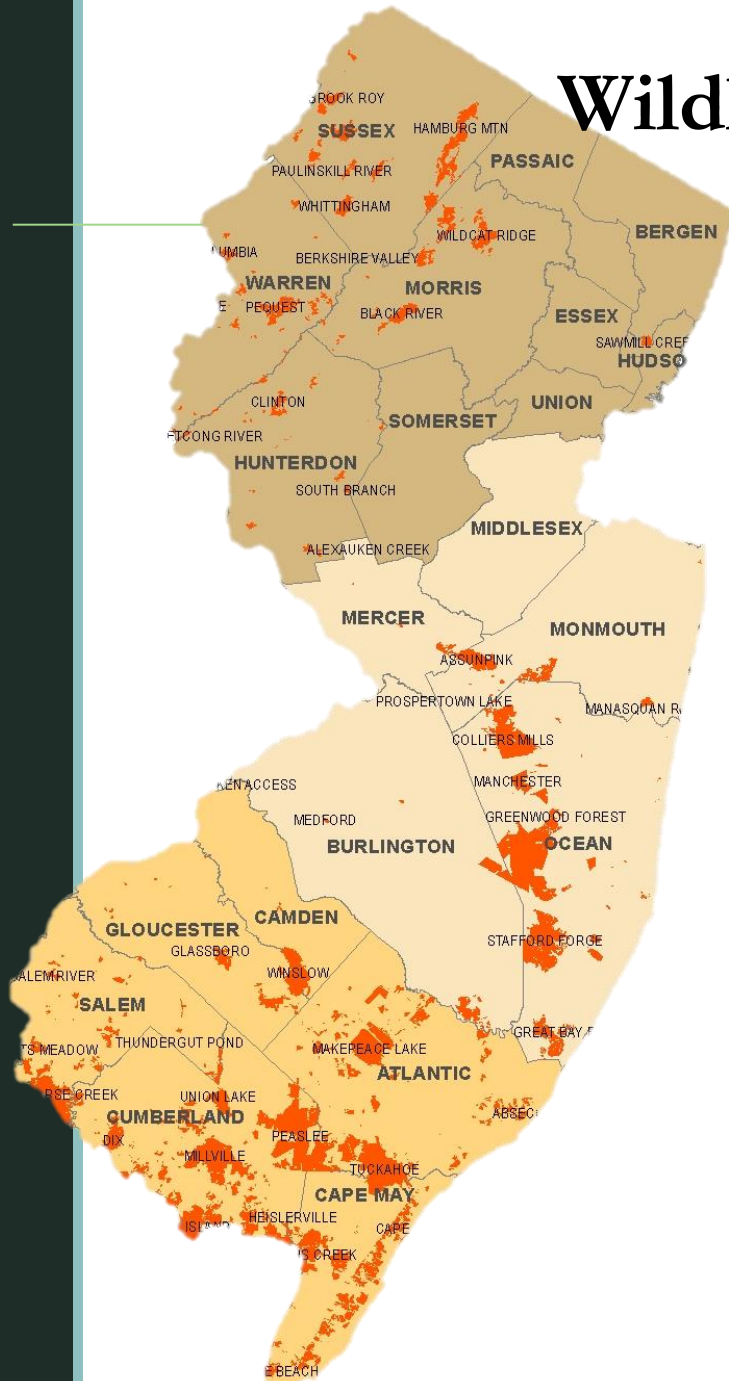


Wildlife Habitat Supporter Program



Wildlife Habitat Supporter Program



- Voluntary donation program.
- **Next step** in implementing recommendations from the 2018 *NJ Wildlife Management Area User Survey Final Report*.
- Geared toward **non-license buying WMA users** to generate revenue for fish and wildlife conservation efforts and allow more people in NJ to contribute.
- Program launches on **November 23, 2021**, with a multi-media **marketing campaign**.

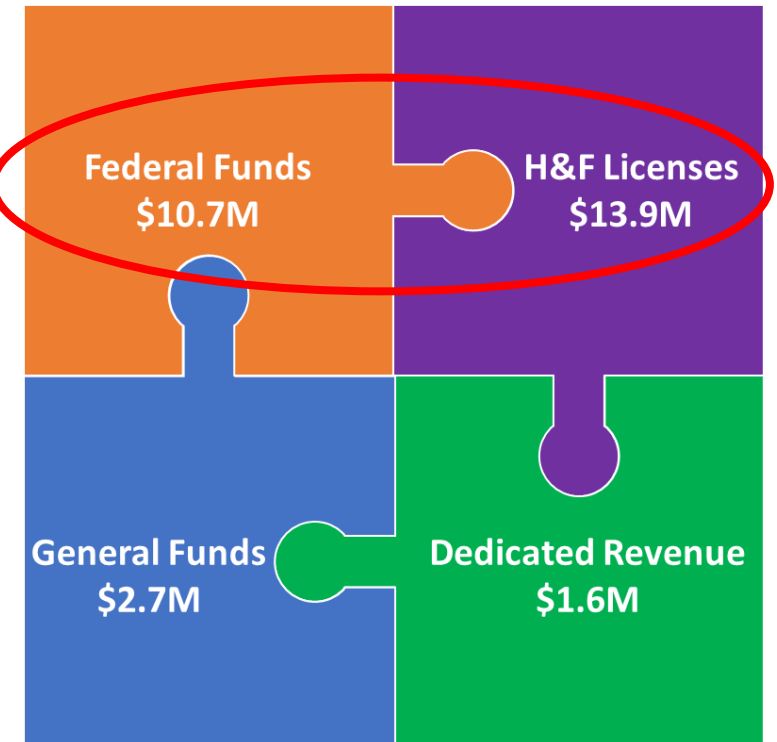
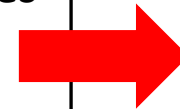
WMA Users



Percentage of respondents that purchased licenses
over the past 12 months

License Holders = 59%

Non-License Holders = 41%



WMA Users Willingness-to-Pay



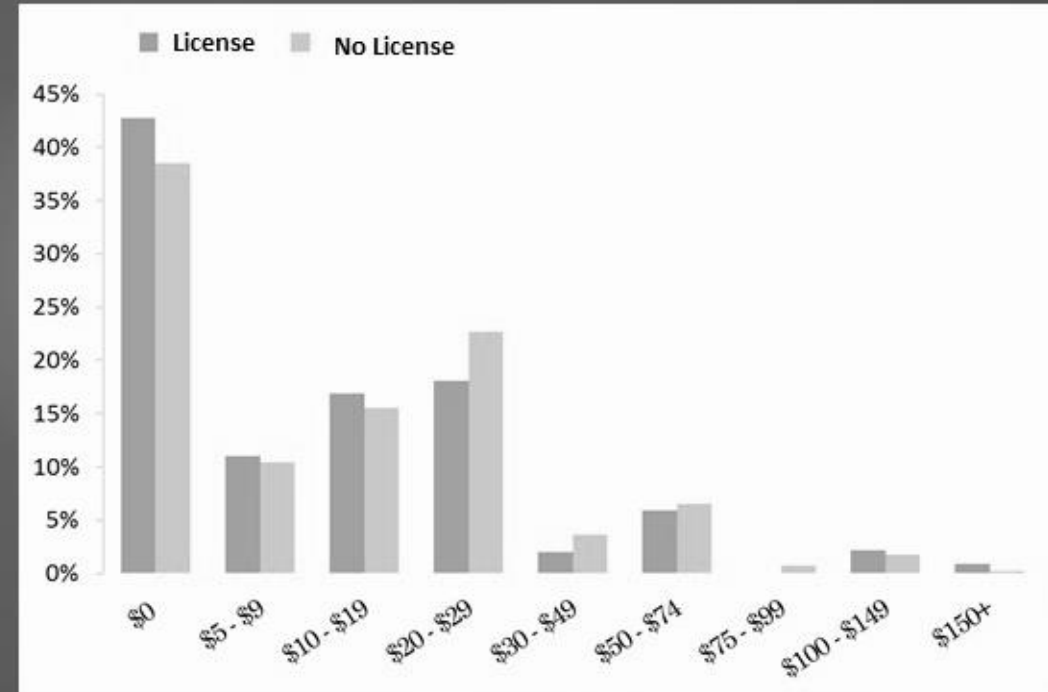
Willingness-to-Pay

Willing to Pay: 59%

WTP (Average Max):

License: \$15.36/yr.

No License \$15.05/yr.



Female Visitors: 64% willing, Avg = \$14.60

Urban Visitors: 60% willing, Avg = \$26

Data from *NJ Wildlife Management Area User Survey* Final Report

National WMA Permits & Voluntary Donation Structures

A) Examples of WMA Permit & Voluntary Donation Structures

State	Annual Pass Cost	Daily Use Pass Cost	Passes Sold	Estimated Total Sales	Notes
California	\$24.33 \$25.92 (2019)	\$4.32 \$4.58 (2019)	2,007 annual; 12,325 daily in 2018	\$108,470 (2018)	They sell a \$5 Warden Stamp sticker to raise funds for LE
Delaware	\$32.50 (Resident) \$65 (Non-Resident)	\$10 (Resident/3-Day) \$20 (Non-Resident/3-Day)			
Florida	\$26.50	\$3 (person) \$6 (vehicle)	33,000+ total annually sold from 2015-2018		5-yr permit available to residents. Also offer a combo license. Donation options also available through ELS.
Georgia	\$19	\$3.50 (3-day)			
Mississippi	\$15 (Resident) \$30 (Non-Resident)	\$5 (person) \$10 (vehicle)			
New Mexico	\$20 \$15 (eliminated 2016) \$4 (Current)	\$9 (5-day) \$4 (5-day) eliminated 2016	512 annual; 633 (5-day) in 2015	\$10,212 (2015)	
Oklahoma	\$26	\$15 (3-day)	500 (250 of ea. in 2020) 700 3-day; 450 annual (2019)	\$10,250 (2020) \$22,200 (2019)	
Oregon	\$30	\$10			

Vermont Habitat Stamp (Voluntary)

2017: **\$100,000 revenue** (92% of donors were license buyers)

2018: **\$110,000 revenue** (94% of donors were license buyers)

2019: **\$134,000 revenue** (9,600 donations received)

Tennessee	\$74/(Resident) \$233 (Non-Resident)	\$15.50 (Resident) \$37.50 (Non-Resident)	213 annual res.; 2449 1-day res.; 59 annual non-res; 6018 1-day non-res. (Total sold)	\$288,638 (total sales)	Timeframe sold unknown
Texas	\$12		6,384 (2019 est.)	\$76,608+ (2019)	
Vermont	\$15 (donation for sticker)		9,600 donations (2019)	\$100,000 (2017) \$110,000 (2018) \$134,000 (2019)	Voluntary stamp program. \$13 average donation. 90%+ are license buyers.
Virginia	\$23	\$4		\$40,000/year	More "daily" sold. In 2019, began bundling the permits.
Washington	\$35	\$11.50			


*Figures from NJ WMA User Survey Summary Report and 2019 and 2020 e-mail responses obtained by NJDFW.

ELS allows people to quickly and easily donate and receive a vinyl decal sticker for \$25 or more.

Internet Sales

uatnj.aspirafocus.com/main/internetsales

HOME FIND A LICENSE AGENT LICENSING & FEES PURCHASE LICENSES PERMIT AVAILABILITY REPORT A HARVEST CONTACT US FAQs



Customer Login

Last Name

Date of Birth(MM/DD/YYYY)

Next To purchase a license or permit, click NEXT to create your account or log in.

Donate Now Click Donate Now to make a contribution to the Wildlife Habitat Supporter Program.

Welcome to the NJ Electronic Licensing System

You can purchase New Jersey Fishing, Hunting, and Trapping licenses, stamps and permits here, and submit lottery applications for turkey, beaver, and other permits. Harvest reporting is also located here. You can also donate to the Wildlife Habitat Supporter Program and help support fish and wildlife conservation in New Jersey. For more information about how to use this site, visit [Frequently Asked Questions](#).

License Availability / Agent Locations

Not all licenses are available online at this time. Items not available online may be purchased by visiting one of the 200 authorized [License Agents or DFW Sales Office locations](#) statewide. A description of the [Licenses and Fees](#) and a list of participating Agents can be found by selecting the related links.

Notice of Login Change

You must enter either the last four digits of your SSN or your Driver's License number. Please use the DL number only if it has previously been recorded in the system.

ONLINE LICENSE SALES - BEFORE YOU START

Currently shopping for:

Guest

Add New Profile

View Cart

Thank you for donating to the NJDFW. Add your chosen donation amount to your cart to check out. You'll be asked to enter your name and contact information. Individuals who donate \$25.00 and above will be mailed a decal as a thank you gift. Please make sure to print your receipt and thank you letter upon completing your purchase.

Catalog Filter

ALL

DONATIONS

Item Catalog

All2021

6 Items Found

*Requires prerequisite for purchase

<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$10.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>	<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$25.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>	<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$50.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>	<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$75.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>
<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$100.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>	<div>2021 - Wildlife Habitat Supporter Donation</div> <div>?</div> <div>\$200.00</div> <div>Valid Dates: 01/01/21 - 12/31/21</div> <div>ADD TO CART</div>		

[HOME](#)[FIND A LICENSE
AGENT](#)[LICENSING &
FEES](#)[PURCHASE
LICENSES](#)[PERMIT
AVAILABILITY](#)[REPORT A
HARVEST](#)[CONTACT
US](#)[FAQS](#)

Guest

[View Cart](#)

Catalog Filter

ALL

DONATIONS

Item Catalog

All

2021

6 Items Found

*Requires prerequisite for purchase

2021 - Wildlife Habitat
Supporter Donation

\$10.00

Valid Dates:
01/01/21 - 12/31/21

ADD TO CART

2021 - Wildlife Habitat
Supporter Donation

\$25.00

Donations will be used
toward NJ's fish and
wildlife conservation
efforts. Donors who
contribute \$25.00 or
more will be sent a
"2021 Wildlife Habitat
Supporter" decal as a
thank you gift.2021 - Wildlife Habitat
Supporter Donation

\$50.00

Valid Dates:
01/01/21 - 12/31/21

ADD TO CART

2021 - Wildlife Habitat
Supporter Donation

\$75.00

Valid Dates:
01/01/21 - 12/31/21

ADD TO CART

2021 - Wildlife Habitat
Supporter Donation

\$100.00

2021 - Wildlife Habitat
Supporter Donation

\$200.00





State of New Jersey
DEPARTMENT OF ENVIRONMENTAL PROTECTION
NATURAL AND HISTORIC RESOURCES
DIVISION OF FISH AND WILDLIFE
P.O. BOX 420, MAIL CODE 501-03
TRENTON, NEW JERSEY 08625-0420
Tel. (609) 292-2965 • Fax (609) 984-1414
VISIT OUR WEBSITE: WWW.NJFISHANDWILDLIFE.COM
David M. Golden, Director

PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

SHAWN M. LATOURETTE
Commissioner

Dear Wildlife Habitat Supporter,

Thank you for your donation to the New Jersey Division of Fish and Wildlife's *Wildlife Habitat Supporter Program*! Your contribution will be used exclusively for the protection, management and conservation of New Jersey's fish and wildlife resources.

Funds raised through this donation program will be used for the management of wildlife and fisheries habitat, enforcing fish and wildlife regulations, restoring and protecting endangered and nongame species, providing educational programs and signage and improving public access to recreational facilities on wildlife management areas.

Your generous donation will make a difference in maintaining New Jersey's incredible diversity of fish and wildlife species at stable, healthy levels while also protecting and enhancing the many habitats on which they depend.

Thank you again for your support.

Sincerely,
Dave Golden, Director
New Jersey Division of Fish and Wildlife

* Your donation may be tax-deductible. Please consult with your tax professional or the IRS.

* The purchase of an item which results in a donation to the Division will not affect the outcome of a criminal or civil matter pending with the Division or the Department.

New Jersey is an Equal Opportunity Employer. Printed on Recycled Paper and Recyclable.



All donors receive a Thank You letter
and if donating \$25 or more, a vinyl decal sticker.

WHS Program Marketing Campaign

Audience

Primary: Outdoor enthusiasts, constituents, conservationists

Secondary: New audiences of non-license holding users who have an interest in activities identified in the DFW Future Funding Alternatives report

Geographic: New Jersey

General Timeline

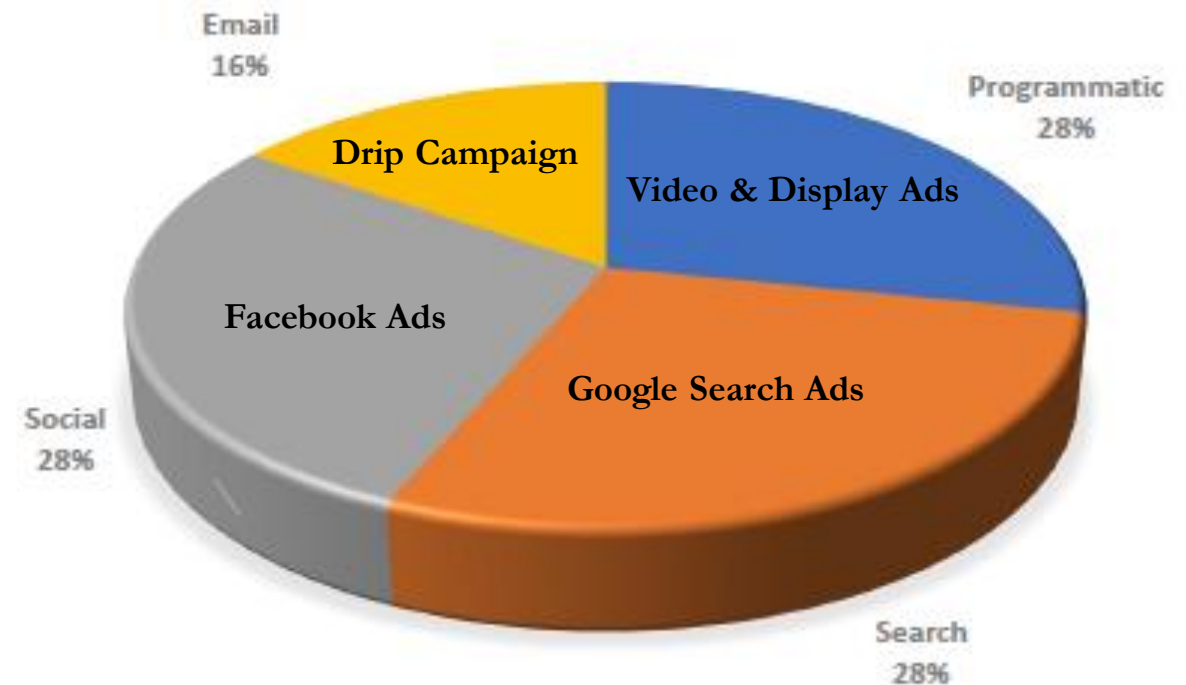
General Awareness: November 23 – November 27

Giving Tuesday: November 27 – December 1

EOY Giving: December 15 – 31

Always On (search): January 1 – ~April 2022

Marketing platform allocations.



WHS Program Marketing Campaign

General Awareness Creatives

1. **Promo Email:** Existing customers and new audience.
2. **Banner Ads:** On Division website prior to Giving Tuesday.
3. **Division Webpage**

Promotional Email

Subject Line: **Be a part of fish and wildlife conservation in New Jersey!**



WHS Program Marketing Campaign

Digital Banner Ads



WHS Program Marketing Campaign

NJDEP Division of Fish & Wildlife x +

njfishandwildlife.org/whsp.htm

njhome | citizen | business | government | services A to Z | departments

new jersey njdep department of environmental protection

Division of Fish & Wildlife

njdep home | f&w home | fish & wildlife links

Wildlife Habitat Supporter Program

Be a part of fish and wildlife conservation in New Jersey!

DONATE NOW

Help protect diverse wildlife habitats from mountain ridges to Pinelands to wetlands and the Jersey Shore.

Become a Wildlife Habitat Program Supporter!

Did you know the New Jersey Division of Fish and Wildlife manages more than 358,000 acres in 122 wildlife management areas throughout the state? These properties protect and conserve fish and wildlife habitat and provide opportunities for outdoor recreation such as fishing, hunting, bird watching, wildlife viewing, hiking and more!

You can help maintain New Jersey's incredible diversity of fish and wildlife species at stable, healthy levels while also protecting and enhancing the many habitats on which they depend.

Donate today to support:

- Management and restoration of fish and wildlife habitat
- Enforcement of fish and wildlife regulations
- Restoring and protecting endangered and nongame species
- Providing educational programs and signage
- Improving public access to recreational facilities on wildlife management areas

DONATE NOW

* Your donation may be tax-deductible. Please consult with your tax professional or the IRS.

* The purchase of an item which results in a donation to the Division will not affect the outcome of a criminal or civil matter pending with the Division or the Department.

DONATE \$25 OR MORE TO RECEIVE THE FIRST EDITION, COLLECTIBLE DECAL

FIRST EDITION

WILDLIFE MANAGEMENT AREA SUPPORTER

WILDLIFE HABITAT PROGRAM

Click to enlarge

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Division Webpage