

Nimrod Society

How the Nimrod Society is Changing the Face of Hunting

Public perceptions of hunting and hunters play a critical role in the future of hunting, but a majority of people today have very little knowledge about hunting in general, the role hunters play in wildlife management and conservation, and the positive economic impact they have on the U.S. economy.

Hunters in Colorado found that out the hard way in 1998, when a series of anti-hunting ballot initiatives passed in their state. Faced with a public relations campaign being waged against them, hunters decided to strike back with a PR blitz of their own. The result was the “Hug A Hunter” campaign—a fun, friendly series of TV and web ads that convey a simple, positive message about hunting.

This ongoing PR campaign has transformed the hunting landscape in Colorado. Since it has been running, seven out of ten people in the state say they would vote *against* any new hunting restrictions or anti-hunting ballot initiatives—a huge change from the 1990s.

This effort was made possible by legislation establishing a Wildlife Council—complete with a long-term funding mechanism via a hunting license surcharge—solely dedicated to funding and producing an ongoing pro-hunting mass media campaign.

Shortly thereafter, the Nimrod Society was formed with the goal of expanding this successful public education program to every state in the country. Our mission is to positively influence public opinion on hunting and fishing. Building on the success of the Colorado campaign, the Nimrod Society succeeded in passing similar legislation in the state of Michigan in 2014. We aim to do the same in the other 48 states.

These PR programs have been proven effective in educating the non-hunting public about the positive role hunters play. We are telling the hunter’s story to people who need to hear it the most—the non-hunting public.

We need your help to bring these great PR campaigns to the other 48 states—and keep our hunting heritage alive. Learn more at www.nimrodsociety.org or contact Alan Taylor (616-887-0400) or Bob Radocy (303-444-4720).

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Fact Sheet

- The latest survey from the U.S. Fish & Wildlife Service shows that only about 5 percent of Americans are hunters. Hunters are a distinct minority in today's world—but have a huge positive impact on wildlife conservation.
- Hunters and anglers provide the primary source of funding for most state wildlife conservation programs through the purchase of hunting and fishing licenses and habitat stamps as well as federal excise taxes on hunting and fishing equipment, firearms, and ammunition. Sportsmen and women generate millions of dollars for conservation programs that benefit both game and non-game species.
- PR campaigns like Hug a Hunter help the general public understand that funds from hunting and fishing licenses help conserve forests and support wildlife habitats. Hunting and fishing license fees and excise taxes on hunting and fishing gear have funded conservation for everyone—hikers, birdwatchers, and mountain bikers, not just hunters and anglers—to enjoy. Watch these ads here: www.hugahunter.com
- Based on the successes in Colorado and Michigan, the Nimrod Society has developed a resource kit to help hunters in other states promote legislation to develop their own pro-hunting PR campaigns. Visit our website, www.nimrodsociety.org, or contact us for details.

“Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed. Consequently, he who molds public sentiment goes deeper than he who enacts statutes and pronounces decisions. He makes statutes and decisions possible or impossible to be executed.”—Abraham Lincoln, 1858

About the Nimrod Society

The Nimrod Society was formed in 2003 and refers to the Biblical name of Nimrod, the founder of Babylon and “a mighty hunter before the Lord” (Genesis 10:8-12). We are a group of avid sportsmen working to create self-funding state and national programs to educate the public about the important contributions hunters and anglers make to society and conservation.