**International Game Warden Association (NAWEOA) & International Wildlife Crime Stoppers (IWC)– Promoting the Wildlife Ethics Pledge**

The **International Wildlife Crimestoppers (IWC)** is proud to partner with the **North American Wildlife Enforcement Officers Association (NAWEOA)** to expand the reach and impact of the **Wildlife Ethics Pledge**, a grassroots initiative to engage outdoor enthusiasts, outfitters, and the broader public in ethical wildlife stewardship.

This collaboration aims to amplify ethical behavior in the outdoors by encouraging individuals and groups to **pledge their commitment to legal, respectful, and conservation-minded wildlife practices**. Through this joint effort, NAWEOA and IWC will promote a shared vision: a continent where wildlife laws are respected, conservation is championed, and violations are actively reported.

**Key Expectations of the Collaboration**

* **Promotion and Engagement**
	+ Actively promote the **Wildlife Ethics Pledge** across both organizations' platforms.
	+ Develop **promotional materials** targeting outfitters, outdoor enthusiasts, hunting and fishing groups, and conservation-minded individuals.
	+ Encourage active **participation from communities, organizations, and individuals** in supporting wildlife laws and ethical practices.
* **Recognition Platform**
	+ Create a **dedicated page on the NAWEOA website** to:
		- Highlight pledge participants.
		- Recognize outfitters, guides, and individuals who demonstrate commitment to wildlife ethics.
		- Serve as a resource hub for locating outdoor services that have taken the Wildlife Pledge.
* **Financial Framework**
	+ Participation in the Wildlife Ethics Pledge involves a **$100 donation**.
	+ Funds will be split **60/40**, with **IWC handling program administration** and receiving **60%**, and NAWEOA receiving **40%**.
	+ The program supports outreach, educational initiatives, and wildlife ethics awareness.
* **Shared Advertising Initiatives**
	+ Costs for targeted promotional campaigns (e.g., **Alaska Guide Magazine**, The Maine Sportsman, other outdoor publications, online hunting and angling communities) will be **shared equally** by both organizations.
	+ Advertising strategies that require a cost will be mutually agreed upon before execution.
* **Annual Program Review**
	+ A **yearly evaluation meeting** will be held to:
		- Assess the program’s reach, success, and participant engagement.
		- Review of financials and advertising impact.
		- Plan for the coming year, including updates to materials or expansion opportunities.

**Shared Mission**

Together, NAWEOA and IWC are building a network of individuals and organizations committed to ethical, lawful, and respectful interaction with wildlife. This collaboration reflects our mutual belief that conservation begins with action—and that those who live, work, and play in the wild can be powerful advocates for ethical stewardship.