



**Contract for BearWise Program Operations**  
for the Southeast Association of Fish & Wildlife Agencies (SEAFWA)

**January - December 2021**

***Marketing / Branding***

- Create resources for member states (i.e. state BearWise logos, state-branded flyers)
- Periodic email campaigns to our subscribers
- Basic social media: Facebook, Instagram & Twitter
- New educational materials and branded products for the BearWise store (digital downloads and physical products)
- Media materials and guidelines for member states
- Review, monitor, enforce BearWise registered trademark usage

***Website***

- Keep site fresh, interesting and relevant
- Develop new content as needed
- Expand, update and revise as needed, including a more robust About Us page
- Maintain website; ongoing SEO (search engine optimization)

***BearWise Store***

- Manage store operations: add new products, process orders and credit cards, communicate with customers
- Coordinate custom printing & drop shipments from vendors direct to customers
- Ship small orders directly

***Account Service***

- Communicate with committee members by phone, email
- Respond to emails sent to [support@bearwise.org](mailto:support@bearwise.org)
- Prepare reports: monthly web traffic reports to steering committee; detailed quarterly and annual reports to SEAFWA

*continued...*

**Image Resource** PO Box 149 Masonville, CO 80541

**Linda Masterson** (970) 231-7500 [Lmastercom@aol.com](mailto:Lmastercom@aol.com) | **LaVonne Ewing** (303) 810-2850 [support@bearwise.org](mailto:support@bearwise.org)

***POSSIBLE NEW PROJECTS (as budget allows):***

**Expanded Social Media**

**BearWise Recognition Program** for communities, businesses, neighborhoods

**Guidelines for Establishing and Working with State Chapters**

**BearWise Bulletins** (printable handouts, i.e. *Attract Birds, Not Bears*)

**Interactive Tools**, such as “How BearWise Are You?” Quiz for website and field use

**BearWise-Branded Video Channel on YouTube**

**BearWise Testing Program information to the website**

**BearWise Kids Club & School Program**, a fun and useful way to engage kids, parents, teachers, and interpreters who present kid programs.

***POSSIBLE NEW PROJECTS that could help fund BearWise:***

**Gift Donations** (via PayPal donate button)

**Members, Sponsors, Partners** (annual fees)

**Licensed BearWise Products** (earn 5% to 10% royalties)

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**How BearWise is Currently Set Up to Generate Revenue**

<b>Store Customer</b>	<b>Discount on Retail Prices</b>	<b>Royalty Paid to BearWise</b>
Store Sales from Members (i.e. State Agencies)	10%	10%
Store Sales from General Public	-	20%

**Regional BearWise Program Operations for 2021:**

**Creative & Technical Work, Marketing,  
Account Service, Store Management** \$40,000

**Expenses:**

Website & shopping cart software \$1,000

Pre-buy store inventory \$1,000

**Estimated Total** **\$42,000**

**\* Does not include**

- Conference meeting preparation time or tradeshow booth/supplies
- Travel expenses to workshops/conferences
- Conference sponsorships (IBA, HBCW, EBBW)

**Terms:** **Quarterly payments of \$10,000 due**  
on January 15, April 15, July 15, October 15

**Expenses due upon receipt.**

*If the project requires more time than expected, we will notify you of the status. Any work authorized outside the scope of the approved proposal will be billed separately.*

*This contract may be cancelled by either party with a 30-day notice.  
Any unpaid hours will be invoiced and paid accordingly within 30 days.*



Linda Masterson December 16, 2020



LaVonne Ewing December 16, 2020

**We accept your proposal.**

Accepted by SEAFWA / LCWG

Date