



Pheasants Forever & Quail Forever's Women on the Wing Initiative will inspire and provide opportunities for women to become engaged, dynamic conservationists. Women on the Wing will draw from our experience and passion to deliver local events designed to cultivate new sportswomen; connect women landowners, farmers and ranchers; and create a community of women dedicated to carrying on our upland traditions and the Pheasants Forever & Quail Forever mission.



Pheasants Forever and Quail Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.



FOR MORE INFORMATION ON THE WOMEN ON THE WING INITIATIVE, CONTACT:

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# CONSERVATION OUTREACH

## ENGAGING WOMEN LANDOWNERS

There are about 1 million women farmers in the United States, owning one-third of all farmland. An additional 87 million acres are owned by non-operating women landowners. There is an opportunity to connect with women landowners and operators. Our Conservation Outreach programs engage landowners and operators through women-tailored conservation workshops and learning opportunities.

## WOMEN CARING FOR THE LAND EVENTS

Pheasants Forever works with the Women's Food and Agriculture Network (WFAN) and drawing on shared experiences of providing conservation outreach. Through WFAN's work, we know that women prefer to learn about conservation from other women in an informal "learning circle" format, and want to see themselves and their values reflected in outreach materials, expressed in non-technical language. The WFAN program serves women farmland landowners who are interested in learning more about conservation. Women Caring for the LandSM and Pheasants Forever has been working to hold these events across several states including Illinois, Iowa, North Dakota and Wisconsin thus far.



## PROGRAMS

### ◆ CONSERVATION OUTREACH ◆

### ◆ WOMEN, WINE & WILD GAME ◆

### ◆ WOMEN ON THE WING CHAPTERS ◆

### ◆ WOMEN'S R3 ◆ *RECRUIT, RETAIN, REACTIVATE*

## WOMEN ON THE WING CHAPTERS

### MAKING A DIFFERENCE IN YOUR COMMUNITY

Women on the Wing chapters have the same goals as traditional chapters

- Chapters determine how 100% of locally raised conservation funds will be spent
- Only national conservation organization that operates through this truly grassroots structure
- Women on the Wing chapters are located across the country – visit our website for more information

Volunteers are integral in our fight to protect wildlife and preserve our hunting heritage. Become involved in a Pheasants Forever or Quail Forever chapter today.

## WOMEN'S R3

### RECRUIT, RETAIN, REACTIVATE

All our women's efforts tie back to recruiting the next generation of hunter-conservationists, be it wingshooting clinics, learn-to-hunt events or Cast & Blast events, we're passionate about providing women opportunities to get afield while educating them on the importance of habitat conservation.

### EVENTS HELD

- Women's Learn-to-Hunt
- Women's Wing-shooting Clinics
- Public lands hunting days
- Partnering with state agencies and organizations to create unique experiences



## WOMEN, WINE & WILD GAME

### GOING BEYOND THE BIRD

Our Women, Wine, & Wild Game events gather women that are interested in sustainable food sourcing, hunting, or who otherwise have an affinity for the outdoors. The events demonstrate the connections between land stewardship and opportunities to hunt wild game, while also fostering a greater understanding of the Pheasants Forever & Quail Forever mission. These events have been used to kick-off Women on the Wing chapters or to engage more women in the organization.

### RECIPE FOR SUCCESS

- Featured wild game recipes
- "Hunters Fund Conservation" presentation
- Personal testimonies of connections to the land and hunting
- Pheasants Forever & Quail Forever mission
- Encourage involvement with the organization

