



WOMEN, WINE & WILD GAME



How to Host a Great Event

Our Women, Wine, and Wild Game events engage women that are interested in sustainable food, hunting, or have an affinity for the outdoors. The events are designed to demonstrate the connections between land stewardship, opportunities to hunt wild game, and also foster a greater understanding of Pheasants Forever & Quail Forever (PFQF) and our mission. These events have been used to kick-off women's chapters & engage more women in the organization. They provide participants momentum for continued involvement in our mission.

PLANNING TEAM – Work closely with your PF/QF representative to put together a plan for a successful event. Pick your planning team with diversity in mind; someone who is good at recruiting/inviting others, someone who is good with details/budgets, someone who has great contacts with the food/wine industry, a recognized leader in the community, etc. Plan to have a women-led event with women speakers.

SET REALISTIC GOALS – What does success look like to your team for this event? Are you going to do any fundraising, have a silent auction, speaker, etc.? How many attendees do you want to have? What sponsors will you have and how will they be participating? Some potential outcomes:

- Introduce women to a local network of conservation-minded sportswomen
- Increase their understanding of the connections between habitat conservation, public access, hunting opportunities, and sustainable food sourcing
- Provide a pathway for women to advocate for their passion and the habitat that supports it
- Foster a greater understanding of Pheasants Forever/Quail Forever's mission and culture
- Stand-alone fundraising event for Women on the Wing
- Create momentum for continued involvement (potential women-led PFQF chapter, Learn to Hunt)

ATTENDEES – The most important invitation is a personal ask. You'll want a group size that fits at your location without crowding. Think about friends, family, co-workers and ladies within your sphere as potential attendees. Reach out on social media if you want to increase attendance and have your planning team do so as well.

LOCATION – Choose a central location with an intimate setting. Weeknights can often work well as wineries, breweries, and local restaurants have more availability then.

AGENDA – Develop an agenda that spans no more than 2 ½ hours. Informational support you may want to include: Why We Hunt presentation, Why PFQF brochure, Hunters Fund Conservation information, Recipe Books. Have women attendees prepared to talk about their personal experiences in conservation/hunting. Line up "fun" activities (icebreakers, wildlife bingo, scavenger hunt, trivia, raffles, etc.) to incorporate into the evening.

FOLLOW UP – Have a plan for your "next step" opportunity with this group, is it another event, a "Learn to Shoot" or a "Chapter Start" or a "Fundraising Event." Be sure to send thank-you notes and keep in contact with the attendees.

****WILD GAME NOTE** – Work ahead of time to garner permits needed to serve wild game (might need to buy USDA processed pheasant or quail instead of wild game). Develop a contingency plan in case you can't serve wild game (do cookbook/recipe recommendations, wine pairing advice, etc.).