



Texan by Nature **Conservation Wrangler** is a catalyst program that accelerates the very best Texan-led conservation projects occurring in the state. Selected projects are science-based and demonstrate a positive Return on Conservation for people, prosperity, and natural resources.

Each year, organizations with on-going conservation projects submit applications to be scored against a wide range of criteria with an emphasis on proven impact. We look for projects that are beneficial to quality of life, economic growth, and natural resources in equal measures. Projects can focus on any natural resource such as wildlife, land, and water, can encompass any Texas geography from urban to rural, and can take many forms as shown in prior year projects detailed on [our website](#).

During each program cycle, Texan by Nature selects up to six Conservation Wrangler projects to support with program management, strategic planning, marketing messaging, metrics capture and analysis, professional content production, and partnership development – whatever is needed to accelerate the project. Texan by Nature publicly announces projects annually on April 1st, and also highlights the projects at the esteemed annual [Conservation Summit and Celebration](#).

The Conservation Wrangler program is **not a grant** and selected applicants are not guaranteed funding through this program.

Conservation Wrangler Project Criteria:

- Texan-led conservation
- Benefits community by providing tangible returns for people, prosperity, and natural resources
- Reaches new and diverse audiences
- Science-based
- Measurable conservation outcomes
- Partnership between community, business, individuals, and conservation organizations

Conservation Wranglers Receive:

- 12-18 months of tailored support
- Recognition and certificate
- Promotion via social media, newsletters, blogs, website, etc.
- Professional content production in the form of videos, collateral, and messaging
- Program management and impact reporting
- Connections to technical, expert, and industry support
- Recognition and participation in annual [Conservation Summit & Celebration](#)

Conservation Wranglers Commitment:

- Collaborative partnership to achieve greatest project impact
- Kick-off meeting (in-person TBD)
- Agreed upon checkpoints throughout the program
- Participation and presentation at [Conservation Summit & Celebration](#)
- Continued devotion to the amazing work and project outlined in the application process

Application Information and Instructions

Please complete this [eligibility quiz](#) to see if the Conservation Wrangler program is fit for your project before proceeding with the application.

The 2022 Conservation Wrangler application is rigorous to collect measurable conservation outcomes to identify the impact that projects have on the people, prosperity, and natural resources of Texas.

Each year, a selection committee uses a stack rank scoring system to assess the impact of submitted projects across a number of quantifiable criteria and then designates between four and six as Conservation Wranglers.

The Texan by Nature team greatly appreciates the time you take in filling out the application.

If your project is NOT selected as a Conservation Wrangler, Texan by Nature may discuss other opportunities for involvement and collaboration with you.

Please fill out **ALL** fields and answer **ALL** questions in the application completely, concisely, and clearly. All answers are used in calculating the total score of the application.

If questions are not applicable to your project, please write “N/A” and specify why the question is not applicable to your project.

Joint projects should collaborate, fill out, and submit **ONE** application—multiple applications for one collaborative project will not be accepted.

If you have supporting materials for your answers in the form of **attachments**, please specify what attachments correspond to what questions and include a summary of the attachments in your answer on the application. Avoid answering questions solely with “see attachment”.

- Relevant attachments include:
 - Project plans and proposals
 - Financial budgets
 - Maps
 - Wildlife management plans
 - Media published
 - Project collateral
 - Photos

Email your completed application in **WORD DOC. format** and any supporting attachments to programs@texanbynature.org with the subject line 2022 Conservation Wrangler Application.

If sending attachments, please use detailed and clear names for the documents.

If you have any questions regarding the application or submission process, please email programs@texanbynature.org.

The deadline to apply for the 2022 Conservation Wrangler program is January 31, 2022

Application

Applicant Name:
Applicant Title:
Applicant Organization:
Applicant Email:
Applicant Phone Number:

Project Name:

Project Website:

Project Social Media Platforms

- Facebook:
- Twitter:
- Instagram:
- LinkedIn:
- Other:

Project Objective

1. Provide a clear and detailed outline of the project goals and objectives. Please include the mission of the project, what issue or problem this project is addressing if applicable, and why this project is important/relevant to conservation in Texas.
2. Specify how support and visibility from Texan by Nature could help you reach your goals and objectives that were outlined in the answer to question one. *(Reminder: The Conservation Wrangler program is not a grant and selected applicants are not guaranteed funding through this program)*

Project Details

1. How did you hear about the Conservation Wrangler program?
2. Location and size of project area—Provide an address for the project and the size of the project area in acres OR provide the cities and/or counties in the state that the project spans and size of the project area in acres.
3. When was the project start date? (Include end date if applicable). In addition, please outline any project milestones or project phases that you have completed or plan to complete. If your project has not started, please detail why, and elaborate on the likelihood / timeline for project start and goal completion.

4. If the project is complete what are the planned on-going project initiatives? What follow up efforts will be made, when, and for how long?
5. Will there be an expansion of the project? If yes, what are your plans to expand the project and its impact? If no, would you be interested in expanding the project in the future?
 - a. Has your project acted a successful model for other projects and/or been replicated in other areas?
6. Specify any risks or concerns associated with the project (e.g., not securing adequate funding, unable to bring on additional landowners or partners, lack of volunteers, etc.).
 - a. Outline your risk mitigation plan for the risks and concerns stated in questions six above. Please include name and/or role of personnel responsible for the risk mitigation. If there are risks that have no mitigation plan, please indicate that no plan / mitigation is available.
7. List important project personnel and their respective duties as they relate to the project. Please include first and last name, email, and phone number for the individuals listed.
8. Please designate **one** person as the **primary project lead and point of contact for regular communication with Texan by Nature**, if different than the specified applicant.
 - a. Project Lead Name:
 - b. Project Lead Title:
 - c. Project Lead Organization:
 - d. Project Lead Email:
 - e. Project Lead Phone Number:
 - f. Project Lead Location:

Project Funding

1. How is the project funded and how much money has been spent on the project to date? How does this amount compare to the original planned budget? Include a financial plan and/or budget.
2. If this is a multi-year project, please specify your funding strategy for subsequent years.
3. Are there any current funding needs for the project that have not been met?
4. What funding strategies are used to secure funds for the project? (e.g., flyers, emails, newsletters, sent out X times a year OR applying for grants X times a year etc.)
5. If you are a 501(c)(3) organization, please submit your 990 with your application.

People Contributing, Impacted, and Reached

1. How many people contribute directly to the project?
 - a. _____ staff
 - b. _____ volunteers
 - c. _____ students
 - d. _____ partners
 - e. _____ other, please specify:
2. How do the people outlined above contribute directly to the project? (e.g., time, supplies, money, etc.)
3. How many people are **impacted** by your project and how are they **impacted**? (e.g., X number of people in the surrounding city are impacted because they have access to clean water).
4. Based on your answers from questions 1 and 3 please share the demographics of the people **impacted** by this project. Please be as thorough as possible and specify the demographics for each group listed (i.e., provide demographics such as: age, race, gender, income, etc.).
5. Who are the target audiences for this project and how are they being reached currently (i.e., social media, word of mouth, collateral, etc.)?
6. Are there audiences that haven't been reached and you wish to reach?
 - a. Is there a strategy in place to reach those audiences?
 - b. If so, what is the strategy?
 - c. If not, what are some strategies that you are considering using?

Project Partners

1. How many partners does the project have? _____ partners
 - a. Out of the total number of partners please specify how many are business partners: _____ business partners (business partners includes for profit industry companies)
 - b. Please list **all** project partners and specify their role(s) as a partner:
2. Are there any connections or partnerships to groups, organizations, and/or businesses you wish to develop? Please list desired project connections:
 - a. How do you envision the partnership(s) helping your project succeed?

Economic Impact of the Project

1. What economic value does the project have? (e.g., ecosystem services, education, recreation, etc.)
2. What conservation or ecosystem services does/will the project provide that can be measured economically? What is your current estimate of this value and how did you calculate it?
3. How does your project impact the local and/or broader surrounding community economically? What is your current estimate of this impact and how did you calculate it? (This could be detailed in money made, jobs created, business growth, tourism established, etc.)

Natural Resources Questions

Ecological Impact

1. Why is the project important for conservation and improving the health and functionality of natural systems?
2. How large is the project area and/or the habitat created (e.g., miles, acres, hectares, square feet, etc.)?
3. Is the project using an ecosystem, species specific, or other approach? Please specify why the project has this approach.
4. What ecosystems are positively impacted by this project? Please specify how the ecosystems are positively impacted and why it is important.
5. How many/what wildlife species are positively impacted by this project? Please specify how the wildlife species are positively impacted and why it is important, note any species of greatest conservation need.
6. How many/what plant species/communities are positively impacted by this project? Please specify how the plant species/communities are positively impacted and why it is important, note any species of greatest conservation need.
7. What bodies of water (rivers, streams, lakes, aquifers, watersheds, etc.) are positively impacted by this project? Please specify how the bodies of water are positively impacted and why it is important.

Natural Resources Data and Monitoring

8. Do you currently collect metrics related to natural resources impacted by this project?
 - a. Please provide a list of metrics collected to date (e.g., native plants planted, wildlife diversity, water quality, acres established, etc.).

- b. How are the metrics collected, used, interpreted, and/or reported? (Please outline tools and methodologies used).
 - c. Why are these metrics beneficial to your project?
 - d. Please provide links to relevant research/studies below and/or attachments when emailing in the application.
 - e. If you are not collecting or reporting metrics/data on your project's impact, please describe why.
9. Do you plan to collect additional metrics related to natural resources impacted by this project?
- a. Please provide a list of metrics you plan to collect and specify how you plan to collect them or who you plan to work with to collect them.
 - b. How will these metrics be collected, used, interpreted, and/or reported? (Please outline tools and methodologies used).
 - c. What is the benefit of collecting these metrics?