



# Best Practices

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# Badge Use

## **2% Business Member Badge:**

- Put it in your website footer, linked to a page on your website about your support for conservation or your 2% Profile page.
- Put it in your email footer, linked to a page on your website about your support for conservation or your 2% Profile page.
- Put it on your product tags and/or your product packaging or printed materials like proposal packets.
- For your tradeshow booth, add the 2% Business Member decal, or give visitors handouts that share the story of your commitment to conservation and accountability through 2% Certification. Show them that supporting conservation is more than just a marketing strategy for your business and culture.

*\*We strongly recommend having a page on your website specifically about why supporting conservation is important to your company and culture. Encouraging your customers to join you in supporting the causes you care about shows leadership and lightens the load for all.*

## **Don't want to use purple? That's ok!**

Feel free to change the logo to any colors that suit your brands. We're married to the ideology behind the color. You don't have to be.

## **Marketing:**

- All 2% Brands may advertise to 2% Members and followers once per quarter, no extra charge.
- Share at least one post / month that talks about *why* your company supports various conservation causes – just *that* you do.
- Remind your followers that you are 2% Certified at least twice a year. It's important that they see your commitment to fish and wildlife. Communicating the chosen accountability of your membership shows that it's more than just branding.

# Dues Discounts

While our dues are modeled from other certification programs outside the conservation world, we not only reduced them, but we cut them even further for those that rep their certification.

## **Each bullet point will remove 2% of your annual dues:**

- Badge in your website footer.
- " " in your email signatures OR marketing email footers.
- " " on your products / product tags.
- " " in/on your customer packaging.
- " " in your invoicing / proposal packets.
- " " on your work vehicles (including boats).
- " " on your tradeshow booth OR in booth handouts.
- Two posts / year that directly mention your 2% Certification.
- Two media mentions / year (articles, podcasts, etc) regarding your 2% Certification.
- Listing your 2% Certification on your business social media profiles.
- A webpage on your website specifically about why your business is 2% Certified.

***If you do all those things, you will remove 22% of your annual dues as a 2% Certified Business. Check out the next page to see how you can wipe your dues entirely.***

## **Why the discounts?**

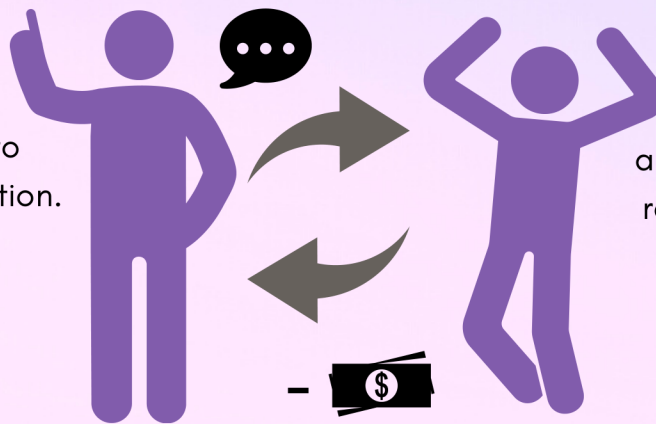
These best practices are not only a sure way to get the most out of your 2% Certification, but also inspire other businesses to follow your lead in taking on the 2% Standard. That will ultimately move the needle in a positive direction for wildlife conservation and future generations more quickly.

# Referral Program

Referring other businesses to accept the accountability and prestige of the 2% Standard is not only a great way to show leadership in your industry and community... but it can effectively erase your annual membership dues.

**If you refer a new business to get 2% Certified, we will waive the value of that new business' annual dues from the your business' annual dues -- up to the cumulative value of \$10,000/year.**

Someone at your business recruits another business to earn 2% Certification.



The rate of their annual dues will be removed from your upcoming dues.

**For example, if your annual membership dues bracket has you paying \$500 / year, and you refer a business in the same bracket, you may elect to pay no dues for your membership that next year.**

*The discount is applied to the upcoming year's dues - we cannot refund dues we have already received.*



## **Conservation is not a competition.**

When businesses work together and advocate for the 2% Standard, everyone wins. 2% Certification moves culture towards a future where we all do our part.