

Grant Proposal: Moose Out

Mission Statement: To protect the moose population in American from hunting and other population eliminators by increasing awareness.

The Moose Out Foundation started in fall of 2009. Three students from James Madison University were selected to go on an Alternative Spring Break trip to Wyoming. Among the arrival of the trip the three students saw their first moose. They were intrigued and started to inquire and found out that the species was in danger of becoming endangered. These students were troubled by the information they were learning about. When the students got back to JMU they declared Nonprofit Studies as their minors and enrolled in classes because they knew they could do something to help. In their NPS 320 class they were given the opportunity to come up with a foundation and from this the students started Moose Out. Moose Out is going to promote awareness of the possible dangers of the endangerment of the moose population as well as protecting them from possible endangerment.

Strategic plan:

Audience: Residents of Wyoming, Montana, and Alaska. Animal activists and people in surrounding areas who do not know about moose populations

Environment: Competitors- Other animal rights protection organizations, other moose organizations, hunters, and the government

Marketplace: donors and staff

Partners: sell moose stuffed animals (team up with build-a-bear) and some of the profit goes to our organization to support mission and increase awareness

Message: if moose become extinct a great portion of our ecosystem will be affected (animals they eat will be more abundant and animals who eat them will not have food. They were here in the beginning they deserve to be here now (part of history)

Delivering message: through empathy and pride, through speeches, rallies, parades, mailings, and flyers at hunting grounds

Action: want audience to create awareness and give us time or money

STRATEGY: To educate the American population about the importance of the moose population to the ecosystem in Montana, Alaska, and Wyoming.

EXECUTION: Fundraisers and public speeches to educate the public, public meetings to gain general interest, rallies, mailing lists, and brochures to inform the public/gain interest, start organization to educate and eventually have a separate sector to advocate in the public spectrum against hunting laws of moose in Alaska, Montana, Wyoming

Service population: Moose Out is currently promoting awareness to the people and protecting the moose of Montana, Alaska, and Wyoming.

Government Grants:

ASA Conference Assistance

Description

The Office of the Director responds to requests from its partners for support of select annual conferences and workshops and to pay annual dues to scientific societies or to natural resource professional or educational organizations. The Service has determined this is a single source opportunity under the department policy and no other applications are anticipated

<http://www07.grants.gov/search/search.do;jsessionid=6WvFTk1YrTnnTvPvpJMvQ2ZKwTqv4gYGDRJM5pPqjTTJJk38fbQn!25223394?oppId=42836&mode=VIEW>

-This grant would help us finance a conference to increase awareness of the moose population. We would invite leading animal rights activists, leading members within Alaska, Wyoming, and Montana as well as leading hunting advocates so they could get adequate information. We would open it up to anyone who was interested in finding out information on the endangerment of the moose or about information on Moose Out.

<http://www.fws.gov/endangered/grants/grant-programs.html>

The Endangered Species Program

State Grants:

Foundation Grants:

World Wildlife Foundation (WWF) Conservation Workshop Grant

<http://www.worldwildlife.org/science/fellowships/train/item8955.html>

-This grant would help us finance training program to train our staff members of Moose Out.

Grant Amount: The grant amount of 500,000\$ will help Moose Out purchase resources, such as paper, poster board, computers, ink, copy machine, magnets, a small space to serve as an office for Moose Out, 3 staff members, DIANA FEEL FREE TO ADD ANYTHING ELSE! to help with the development of Moose Out.