



# We Are Stewards.



## I am more than a sportsman.

I'm also a foreman. When the working day is done, I make sure all the trash on the construction site is picked up. Otherwise, it will find its way to this lake sooner or later. Thanks to me, my company also recycles unused materials. Same goes when I'm on the water—I pack out any trash I find, even if it isn't mine. Now I'm more than a sportsman.

## I am a steward.



## Imagine the impact.

**Across the country, one million people who have agreed to care for their local waters. Who got a simple booklet that explains how to live so our waters are healthier in the first place.**

**One million people with a reusable mesh bag that has a purpose: to make us custodians of our waters.**

**We are protectors. Defenders. Stewards.**

**1 million stewards starts here.**

Let's be honest. Trash is not the biggest problem facing our waters. But it's among the most visible.

It's also top-of-mind for a lot of anglers. Ask them what they see as the biggest problem facing their lake, many will say "trash."

B.A.S.S. Conservation is reaching the higher plateaus of stewardship: invasive species prevention, aquatic habitat development, access issues. But the everyday bass angler still needs a simple, everyday way to engage as part of the solution. This program does that and educates anglers on the more involved parts of the Stewardship Ethic.





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The cost to produce and distribute a bag and stewardship booklet is \$2 each. Shrink-wrapped with biodegradable packaging into an attractive bundle, they are perfect handouts for events.

But once they're handed out, it's not over. We make it fun with an incentive program: a person logs in their cleanup efforts to win prizes through a special website.

The bag creates action, and an identity: "I am a steward."

The booklet educates, and gives us the opportunity to talk about all the meaningful ways we can steward our waters.

The website makes it fun - tell us what you're doing for a chance to win prizes, and get recognition.

**Recycled Fish and B.A.S.S. Conservation can do something powerful together here. On our own, this would be an expensive proposition. Together, we defray costs and gain consistent messaging.**

**How can you use these? Implemented through your clubs? Through your youth events? At sports shows? As fundraisers?**

**Each bag costs us \$2 but we'll make them available for \$1 each to B.A.S.S. Conservation directors - order as many or as few as you like. You can put your own labels on the front to personalize. If we get at least 2500 ordered through B.A.S.S. Clubs (collectively) we'll start hard-printing the B.A.S.S. Conservation logo into the booklets with each run of 15,000.**

**Together we'll send the message loud and clear: anglers - especially B.A.S.S. anglers - are more than sportsmen, we are stewards.**

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