

# Chapter Youth Memberships Now \$10



Effective July 1, 2014, chapters will need to pay \$10, instead of \$5, for a Ringnecks or Whistlers membership.

The chapter cost of youth memberships has not increased in more than 10 years and the increase is needed to cover the current costs of the magazine.

## YOUTH MEMBERSHIP FACTS

- PF/QF has almost 18,000 youth members across the country
- Approximately 90% of youth memberships come from chapter events (i.e. banquets & youth events)
- It costs over \$8 to produce and process a youth membership
- The chapter youth membership cost has not changed in 10+ years
- Other conservation groups (DU & NWTf) charge \$10 for a youth membership

This increased membership rate will allow us to accomplish the following:

### *Forever Outdoors Magazine*

- Continue to improve the design of the new *Forever Outdoors* magazine. The new *Forever Outdoors* publication now has a targeted age group of 13 – 17 years of age instead of 8 – 12
- Page count of the magazine has increased from 12 pages to 16 pages
- We want to increase page count and offer content electronically (this will put us in a better position to sell advertising)

### **Pheasants Forever & Quail Forever National Youth Services**

- We have more youth programs to offer chapters than ever before (i.e. Ammo Grants, Adopt-A-Team Program, Young Guns and Pollinator Habitat Project Grants)
- We will continue to offer Focus on Forever trainings, providing opportunities for chapter volunteers to learn about our programs and gain ideas for chapter youth events

Please let us know if you have questions. And thank you for all you do to bring along the next generation of conservationists, outdoor enthusiasts and hunters. What you are doing makes a difference!

**Regular membership (not chapter sponsored) will remain at \$15. At \$10 for chapters, this is still a bargain, so we hope you will continue to promote and support youth members. You cannot invest in anything else that will be delivered for a year and encourage the recipients to get outdoors and have fun!**

