

Get Your Goose On!

at a National Wildlife Refuge



The U.S. Fish and Wildlife Service is providing Friends Organizations across the country with an opportunity to sell special rally towels in support of an educational and outreach program it is launching this summer. The campaign is called “Get Your Goose On!” and it is designed to teach the public – particularly youth – about the Refuge System and encourage them to enjoy the many outdoor recreational opportunities refuges have to offer.

Last year, the Service printed and distributed hundreds of towels to refuge staff around the country – to much fanfare. The towels were a huge hit and we received over a thousand photos and videos from folks proudly posing with the towels. We have since created a video to promote the campaign, and are launching special Get Your Goose On! social media accounts to spread the word.

You can view the photos [here](#), the video [here](#), and the website [here](#).

Now that we have created significant interest in the campaign and are getting ready to launch a robust communications plan that will only create more interest, we want to provide our Friends Organizations with the opportunity to sell towels through their Friends Nature Stores. Based on the overwhelming response we've received thus far, we anticipate these towels will be very popular with refuge visitors.

Towel Specifications:

The towels we originally used were produced using an opaque white ink applied to Anvil T680 Navy Blue Hemmed Hand Towels (16" x 26") using the print flash print process - four to six applications so as to ensure a high-quality and opaque print that is easily readable in photos and videos. The printable area for these towels should be no larger than 11" x 16". In other words, the text and image on the towel should not bleed across those dimensions. For the sake of consistency, we would ideally like all participating Friends Organizations to use the same specs as above. However, we understand that you may be able to obtain cost savings by using towels and printing processes available in your local markets, so as long as your towels and printing dimensions are the same size, similar color, and similar print quality, you may deviate slightly from the specifications above.

Artwork:

The attached file ("Get your goose BW-camera-Ready_NoLogo.pdf") should be given to your printer of choice. Apart from the fact that it does not contain the official USFWS logo, it is identical to the original towels used in the photos and videos and has been approved for use for all Friends Organizations by the Fish and Wildlife Service's head of printing and publishing. It may not be modified (you may not include your own Friends Organization logo, etc.).

Ordering:

Towel prices will be much lower when ordering and printing in bulk, so if you feel this will be a desirable product in your stores, we recommend you order in bulk for the entire year. If multiple Friends Organizations would like to band together to order in bulk, they are certainly welcome to do so. We also suggest ordering 2-3 sample towels prior to placing your order so you can visually inspect the towels for quality. If these towels meet your needs, we suggest donating these sample towels to your local Refuge as "loaner towels" they can make available for check out by visitors. This should generate more interest in towels sold through your Nature Stores.

Pricing:

The retail price of these towels is entirely up to you; however, it may be helpful to know that when we ordered in bulk, our towels cost just under \$6.00 per unit. Selling them for \$12.00 would generate a net profit of \$6.00 per towel. Again, pricing is your prerogative. This example is designed merely to help you understand if this item could be profitable for your Friends Organization.

Contact:

Ryan Moehring is the Service's point of contact for this project. You may reach him at Ryan_Moehring@fws.gov or 303-236-0345, but please feel free to work through your regional Friends Organization Coordinator.