



North America's foremost conservation organization dedicated to preserving our sporting traditions by creating healthy forest habitat for ruffed grouse, American woodcock and other wildlife.



# Organization & History

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**Mission:** RGS exists to preserve our sporting traditions by creating healthy forest habitat for ruffed grouse, American woodcock and other wildlife through scientific management of woodlands and active public education

**Addressing Today's Challenges:** Forest conservation is facing increased challenges from unhealthy forest management practices, habitat loss and declining wildlife populations



# Ruffed Grouse Society

## Over 50 Years of Managing Forest Habitat

- Established in 1961
- 15,000+ members in all 50 states
- Over 40% of RGS staff are degreed biologists, including PhDs
- RGS-owned Forest Management Equipment
- Proven Track Record: Over 4 million acres impacted since 1980
- 4-Star Rating for Transparency and Accountability  
(Charity Navigator)
- 86% of funds raised go to program expenses (Charity Navigator)



# Ruffed Grouse Society

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## Public Acceptance of Active Management Practices





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## Core Messaging

### I. Forests follow a Natural Cycle



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## Core Messaging

1. Forests follow a Natural Cycle
2. Intervention is Necessary



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## Core Messaging

1. Forests follow a Natural Cycle
2. Intervention is Necessary
3. Keeps Nature in Balance



# Ruffed Grouse Society

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Thank you