



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

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

Public Acceptance of Active Management Practices



Ruffed Grouse Society

Core Messaging

- I. Forests follow a Natural Cycle



Ruffed Grouse Society

Core Messaging

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



Ruffed Grouse Society

Core Messaging

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



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Thank you