



*The Mission of the Mule Deer Foundation is
to ensure the conservation of mule deer, black-tailed deer
and their habitat.*

July 12, 2024

Payton Schild
Montana, Fish, Wildlife & Parks
Licensing Bureau
P.O. Box 200701
Helena, MT 59620-0701

RE: Proposal for one (1) 2025 Montana Mule Deer Lottery License

Dear Mr. Schild:

Please accept this letter as our official application for one (1) 2025 Montana Mule Deer License, which will be raffled off with a campaign that will begin immediately upon notification that the Mule Deer Foundation (MDF) has been awarded this coveted license. This campaign will continue into 2025 up to, but not exceeding, the date established by MT FWP in which the raffle winner's information will need to be reported.

The Mule Deer Foundation is a non-profit wildlife conservation organization whose mission is "To Ensure The Conservation of Mule Deer, Black-Tailed Deer and their Habitat". Headquartered in Clearfield, UT, the MDF has members from across the United States and has been in operation since 1988. Our objectives center on restoring, improving and conserving mule deer and black-tailed deer habitat, resulting in sustainable, healthy, free-ranging and huntable deer populations. MDF achieves its goals through partnering with state and federal wildlife agencies, other conservation groups, businesses, private landowners and individuals, to fund and implement habitat enhancement, research and conservation education projects. Currently, MDF is actively partnering with USFS on 3 service agreements in western Montana totaling \$5.5 million to perform habitat improvements on over 8,000 acres, with BLM on the Hi-line to remove 6 miles of unsafe livestock fencing and replace it with wildlife friendly design, and private landowners in eastern Montana to improve grazing infrastructure and management that will benefit wildlife habitat on approximately 20,000 acres. Attached is a list of our Montana chapters that are vital to our fund-raising efforts and assisting us in bringing awareness to issues impacting mule deer and other wildlife here in Montana.

MDF's well-staffed communications & marketing department will spearhead a national campaign to promote the raffle of this Mule Deer License by offering unlimited chances at \$20 per ticket, allowing everyone the opportunity to win this highly sought after tag. In addition, we will utilize our 2025 Western Hunting & Conservation Expo (WHCE), held in Salt Lake City, UT during February, to offer the

opportunity to purchase raffle tickets to both our show attendees and vendors. Our 2024 WHCE Expo, had nearly 68,000 guests and 555 vendors, both event records! We will also utilize all Montana chapter banquets, secondary events and social media pages as well as our MDF National Website (www.muledeer.org), national social media pages and our national MDF Magazine (that goes out to all of our members nationwide), to promote this very important fund-raising event. MDF is confident that our promotional campaign for this Mule Deer License will exceed previous revenues raised for this coveted tag. MDF would retain 10% of the raffle proceeds to help offset advertising costs and the remaining 90% will be provided to MT FWP for use in mule deer conservation & habitat work in Montana. MDF would lend our total support to FWP in locating, evaluating and administering these projects.

We appreciate the opportunity to apply for the 2025 Mule Deer License and hope that MT FWP will consider our request. Our ongoing partnership with MT FWP is greatly appreciated and together, we can secure a strong future for Montana's mule deer and other wildlife.

Sincerely,

Chris Fortune

Chris Fortune
MDF Senior Regional Director – Montana

Encls.

Montana MDF Chapters

- Northern Rockies Chapter – Kalispell, MT
- Dark Horn Chapter – Missoula, MT
- Sapphire Range Chapter – Hamilton, MT
- Beaverhead Chapter – Dillon, MT
- Treasure State Chapter – Butte, MT
- Lewis & Clark Chapter – Helena, MT
- High, Wide & Heavy Chapter – Great Falls, MT
- Madison County Chapter – Ennis, MT
- High Plains Chapter – Havre, MT
- Missouri Breaks Chapter – Lewistown, MT
- Bridger Bucks Chapter – Bozeman, MT
- Boulder River Bucks Chapter – Big Timber, MT
- Big Sky Chapter – Billings, MT
- Beartooth Chapter – Red Lodge, MT
- Milestown Muleys Chapter – Miles City, MT
- Badland Ghosts Chapter – Glendive, MT
- Black Gold Chapter – Baker, MT
- Northeast Montana Chapter – Sidney, MT