

MONTANA OUTFITTERS AND GUIDES EDUCATION INSTITUTE

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EIN: 84-1424925

July 2026

Evan Klein, Licensing Specialist
Montana Fish, Wildlife & Parks
Licensing Bureau
PO Box 200701
Helena, MT 59620

Re: Proposal Submission – 2027 Montana Governor’s Antelope License Auction

Dear Mr. Klein,

Please find enclosed the Montana Outfitters and Guides Education Institute’s (MOGA EI) formal proposal to conduct the auction for the 2027 Montana Governor’s Antelope License, submitted pursuant to the Montana Fish, Wildlife & Parks Licensing Bureau’s May 20, 2026 solicitation.

MOGA EI is a 501(c)(3) nonprofit organization (EIN: 84-1424925) with a 28-year history of conservation education and philanthropic programming in Montana. This is our first proposal for the antelope license auction, a category newly authorized under House Bill 330 during the 2025 Legislature. MOGA EI brings the same proven auction infrastructure, bidder network, and event platform that produced an all-time state record of \$83,000 for the 2026 Governor’s Shiras Moose Tag, remitting \$74,700 to Montana Fish, Wildlife & Parks for moose conservation.

This submission package includes the following:

- Proposal for 2027 Governor’s Antelope License Auction (five pages)
- Articles of Incorporation
- Bylaws
- Certificate of Good Standing (Montana Secretary of State)

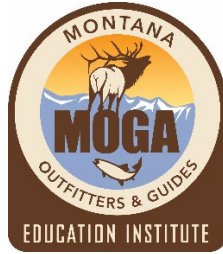
All required documents are submitted in accordance with the solicitation requirements and the July 15, 2026 deadline. Should the Commission have questions, a representative of MOGA EI will be available to attend the August 19, 2026 Commission meeting.

Thank you for the opportunity to submit this proposal. We look forward to bringing the same commitment and results we have delivered for Shiras moose conservation to Montana’s antelope resource.

Sincerely,



Will Israel
Executive Director
Montana Outfitters and Guides Education Institute
501(c)(3) | EIN: 84-1424925
406.449.3578 | director@mogamt.org



To:

Montana Fish and Wildlife Commission
Montana Fish, Wildlife & Parks Licensing Bureau

From:

Montana Outfitters and Guides Education Institute (MOGA EI) | EIN: 84-1424925
Will Israel, Executive Director
406.449.3578 | director@mogamt.org
2021 11th Ave Suite 12, Helena, MT 59601
July 2026

Purpose: Proposal for 2027 Montana Governor's Antelope License Auction

The Montana Outfitters and Guides Education Institute (MOGA EI), a 501(c)(3) nonprofit distinct from the Montana Outfitters and Guides Association (MOGA), respectfully submits this proposal to the Montana Fish, Wildlife & Parks (FWP) Commission to auction the 2027 Governor's Antelope License. With a 28-year legacy of leadership in conservation education and philanthropy, and a proven, record-setting track record auctioning the Governor's Shiras Moose Tag, MOGA EI is well positioned to maximize this license's conservation impact, advance antelope education, and deliver strong revenue to FWP, in alignment with MCA 87-2-821 and ARM 12.3.801 and 12.3.802.

I. Organizational Purpose

Founded in 1998, MOGA EI is dedicated to advancing conservation education and philanthropic initiatives. Our Articles of Incorporation outline our mission to:

- Administer funds to promote science and education in hunting, fishing, and wildlife management.
- Provide grants, scholarships, endowments, and awards to individuals and institutions for outstanding contributions in these fields.
- Stimulate interest in outdoor education, particularly for at-risk youth, through training programs, educational camps, and public classes.
- Collaborate with organizations and officials in hunting, fishing, and wildlife management to enhance youth education services.
- Maintain a library and clearinghouse of information, conduct research, surveys, and demonstrations, and host conferences on wildlife and fisheries management.

Our governance ensures that no net earnings benefit private individuals, guaranteeing that all revenue retained from the antelope license auction (up to 10%) will fund publicly beneficial

conservation and education initiatives, as detailed below. MOGA EI's mission aligns seamlessly with the conservation and education ethos of the Governor's Antelope License, ensuring proceeds advance pronghorn conservation and public awareness.

Attachments: Articles of Incorporation, Bylaws, and Certificate of Good Standing (provided separately).

II. Conservation Involvement for Pronghorn Antelope

While no Montana-specific organization focuses solely on pronghorn antelope (*Antilocapra americana*), MOGA EI has a 28-year record of advancing conservation education for the species that matter most to Montana's hunting and conservation community. Our approach mirrors the model that produced our 2024 Shiras Moose Symposium, which directly preceded MOGA EI's selection to auction the Governor's Moose Tag and its subsequent record-setting results.

Past Conservation Efforts

For over a decade, MOGA EI has hosted well-attended Conservation Sessions at MOGA's annual winter convention, educating the public, agency professionals, and outfitters on wildlife management challenges and best practices. These sessions have influenced policy, enhanced communication, and shaped regulatory development. Notable forums include:

- 2026: Wildlife, Habitat, and Fisheries presented by MT FWP & The Past, Present & Future of Bighorn Sheep & Goats in Montana presented by MT Wild Sheep Foundation
- 2025: Mule Deer Management
- 2024: Shiras Moose Symposium
- 2023: Future of Elk Management
- 2022: Mule Deer Management Challenges
- 2020: Chronic Wasting Disease (CWD) Update and Best Practices
- 2019: Madison River Fisheries Management
- 2018: CWD and Its Impact on Montana Hunting
- 2017: Hunter Access Symposium
- 2016: Challenges in Managing Wild Sheep
- 2015: Sage Grouse Conservation and Politics
- 2014: Modern Predator Management
- 2013: Mule Deer Management Symposium
- 2012: Wolf Delisting: Legal Perspectives

This history demonstrates MOGA EI's consistent ability to organize timely, well-attended conservation programming across a range of species and issues facing Montana's wildlife. No other Montana-based organization matches MOGA EI's track record of facilitating such diverse, impactful conservation education forums.

Proposed 2027 Antelope Conservation Initiative

If awarded the 2027 Governor's Antelope License, MOGA EI will host a Montana Antelope Conservation Presentation during the 2027 MOGA Winter Convention. This session will:

- Educate attendees on pronghorn ecology, migration corridors, and the fence, highway, and habitat fragmentation challenges unique to antelope in Montana.
- Highlight FWP's antelope research and management programs, funded in part by auction proceeds.
- Promote the North American Model of Wildlife Conservation and the role hunters and outfitters play in sustaining healthy antelope populations.
- Distribute informational materials on antelope conservation needs to attendees at the event.

These efforts will build public understanding of pronghorn conservation in Montana and ensure auction proceeds directly support FWP's antelope management programs.

III. Auction Experience

For 19 years, MOGA EI has successfully conducted fundraising banquets and auctions through our Big Hearts Under the Big Sky program, supporting philanthropy for veterans and their families and children with life-threatening illnesses. Our 2026 Helena event generated over \$115,000, with per-plate returns exceeding \$500, outpacing similar organizations. Key strengths include:

- **Proven Platform:** We utilize ABC Live Auction Worldwide / iCollector.com, a commercial online and mobile bidding platform, ensuring seamless, high-yield auctions.
- **Online Expertise:** Extensive experience with online bidding, including auctions for donated hunting and fishing experiences, maximizes accessibility and revenue.
- **Record-Breaking Results:** Our 2026 Governor's Moose Tag auction raised \$83,000, setting an all-time state record and exceeding our 2024 result of \$65,000 by 28%. This track record demonstrates our consistent ability to deliver and grow returns for FWP on a statewide auction license.

Our proficiency in auction logistics, technology, and marketing, proven through our management of the Governor's Moose Tag, positions MOGA EI to execute an equally successful launch of the 2027 antelope license auction.

IV. Auction Execution Plan

1. Timing

The auction will be held during the 2027 MOGA Winter Convention banquet, ensuring maximum attendance and visibility within Montana's hunting and conservation community. Bidding will conclude and revenues will be tallied that evening.

2. Mechanics

- **Platform:** We will utilize ABC Live Auction Worldwide / iCollector.com for online and mobile bidding, allowing registered bidders to participate remotely or in person.
- **Process:** Bidders must register and secure a payment method in advance. The auction will follow standard online procedures, ensuring transparency and accessibility.

- Auctioneer: A professional licensed auctioneer will conduct the live and online auction, maximizing competitive bidding.

3. Marketing Strategy

Our event management staff will execute a strategic campaign to attract high-value bidders, leveraging:

- MOGA EI's established network of outfitters, guides, and international hunting clients.
- Partnerships with the Professional Outfitters and Guides of America, whose members will promote the auction to their networks.
- Targeted advertising via radio, social media, email campaigns, and industry publications to reach prospective bidders across the country, including bidders with specific interest in pronghorn as a newly available statewide license.

Our extensive reach within the global hunting community ensures robust participation and competitive bids, even as this is a newly established license category.

4. Projected Revenue

The Governor's Antelope License, authorized under House Bill 330 during the 2025 Legislature, has no prior Montana auction history to benchmark against. Based on comparable statewide antelope auction licenses in neighboring states, which have generally ranged from approximately \$19,000 to \$40,000 depending on the market and year, and on MOGA EI's demonstrated ability to grow the Governor's Moose Tag from \$65,000 to a record \$83,000 in two years, MOGA EI projects a conservative first-year result in the range of \$20,000 to \$35,000, with strong potential for growth in subsequent years as bidder awareness of this new Montana license builds.

V. Financial Plan and Conservation Benefits

MOGA EI will retain up to 10% of auction proceeds to cover minimal administrative costs, matched by internal funds to offset expenses for the auction and the Montana Antelope Conservation Presentation. All remaining proceeds will be transferred to FWP for pronghorn conservation programs, such as:

- Habitat and migration corridor conservation in key antelope range.
- Research on antelope population trends and movement patterns.
- Enforcement to protect antelope from poaching and ensure sustainable harvests.

The Montana Antelope Conservation Presentation will enhance public education, complementing FWP's efforts and helping build the same kind of public engagement MOGA EI has fostered for Shiras moose.

VI. Conclusion

MOGA EI's 28-year commitment to conservation education, proven and record-breaking auction infrastructure, and full alignment with MCA 87-2-821 make us a strong candidate to launch the 2027 Governor's Antelope License Auction. Our proposed Montana Antelope Conservation Presentation, established multi-channel marketing, and experienced auction team will help this newly authorized license reach its full potential for FWP and for Montana's antelope conservation.

Thank you for considering our proposal. For questions or additional details, please contact Will Israel at 406.449.3578 or director@mogamt.org.

Attachments: Articles of Incorporation, Bylaws, Certificate of Good Standing (provided separately).