

MONTANA OUTFITTERS AND GUIDES EDUCATION INSTITUTE

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406.449.3578 | director@mogamt.org | montanaoutfitters.org
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 Shiras Moose Tag 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 Shiras Moose Tag 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. We have held the Governor's Shiras Moose Tag Auction in prior years, most recently in January 2026, where we set an all-time state record with a winning bid of \$83,000, remitting \$74,700 to Montana Fish, Wildlife & Parks.

This submission package includes the following:

- Proposal for 2027 Governor's Shiras Moose Tag 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 are proud of the record we set in 2026 and are committed to exceeding it in 2027. Please do not hesitate to contact me with any questions.

Sincerely,



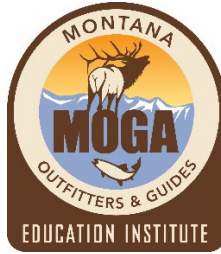
Will Israel

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
June 2026

Purpose: Proposal for 2027 Montana Governor's Shiras Moose Tag 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 Shiras Moose Tag. With a 28-year legacy of leadership in conservation education and philanthropy, MOGA EI is uniquely positioned to maximize the tag's conservation impact, promote Shiras moose education, and deliver substantial revenue to FWP, in alignment with MCA 87-2-724 and ARM 12.3.801 - 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 moose tag 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 Moose Tag, ensuring proceeds advance Shiras moose conservation and public awareness.

II. Conservation Involvement for Shiras Moose

While no Montana-specific organization focuses solely on Shiras moose (*Alces alces shirasi*), MOGA EI has a robust history of advancing conservation education for key Montana species, including moose. In 2024, MOGA EI conducted the Montana Shiras Moose Symposium at the MOGA Winter Convention, featuring five leading presenters who addressed current research, habitat challenges, and management strategies for the species. As leaders in the hunting and conservation community, we are committed to promoting best practices and informing the public about the challenges facing Montana's wildlife, particularly the Shiras moose.

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

Our 2024 Shiras Moose Symposium directly addressed moose conservation, covering population trends, habitat needs, and threats such as climate change and predation. No other Montana-based organization matches MOGA EI's track record of facilitating such diverse, impactful conservation education forums.

Proposed 2027 Moose Conservation Initiative

If awarded the 2027 Governor's Moose Tag, MOGA EI will host five educational sessions presented by Montana Fish, Wildlife & Parks during the 2027 MOGA Winter Convention. These sessions will cover:

- Educate attendees on Shiras moose ecology, habitat requirements, and conservation challenges.
- Fisheries management and conservation across Montana's rivers, lakes, and streams.
- Wildlife management including deer, elk, sheep, moose, goats, mountain lions, black bear, turkeys, and upland birds.
- Licensing structure, draw processes, and tag allocation programs.

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- Habitat conservation, restoration, and the role of healthy landscapes in sustaining Montana's wildlife.
 - Law enforcement efforts to protect Montana's wildlife resources and ensure sustainable, ethical harvest.

These efforts will amplify public understanding of the Shiras moose and ensure auction proceeds directly support FWP's conservation programs, including habitat restoration and population studies.

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 \$118,000, 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.

Our proficiency in auction logistics, technology, and marketing positions MOGA EI to execute a highly successful 2027 moose tag 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.

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- Targeted advertising via radio, social media, email campaigns, and industry publications to reach prospective bidders across the country.

Our extensive reach within the global hunting community ensures robust participation and competitive bids.

4. Projected Revenue

MOGA EI's 2026 Governor's Moose Tag auction raised **\$83,000**, setting an all-time state record. Building on this momentum and our expanding bidder network, we project the 2027 auction will generate a minimum of \$85,000, with realistic potential to reach or exceed \$100,000 as our marketing reach and bidder participation continue to grow.

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 Moose Conservation Presentation. All remaining proceeds will be transferred to FWP for Shiras moose conservation programs, such as:

- Habitat restoration in key moose areas, particularly northwest Montana.
- Research on moose population trends and climate impacts.
- Enforcement to protect moose from poaching and ensure sustainable harvests.

The Montana Moose Conservation Presentation will enhance public education, complementing FWP's efforts and reinforcing the tag's conservation legacy.

VI. Conclusion

MOGA EI's 28-year commitment to conservation education, a proven and record-breaking auction track record, and full alignment with MCA 87-2-724 make us the ideal candidate to conduct the 2027 Governor's Shiras Moose Tag Auction. In 2026, MOGA EI set the all-time state record for the Governor's Moose Tag, raising \$83,000 and delivering maximum value to FWP and to Shiras moose conservation statewide. We are committed to exceeding that mark in 2027.

Our proposed 2027 Montana Moose Conservation Presentation, robust multi-channel marketing, and experienced auction team will maximize revenue for FWP and advance the public's understanding of and commitment to Shiras moose conservation for generations to come.

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 (provided separately).