

TABLE 1

Outreach project materials.

MARKETING VENUE	COST	PEOPLE REACHED (300 NECESSARY FOR SUCCESS)
News Story	\$40	250
Infomercial	\$35	200
Radio Ad	\$30	150
Newspaper Ad	\$25	100
Social Media Post	\$20	Roll the Dice 6 - 250 5 - 200 4 - 150 3 - 100 2 - 50 1 - 25
Flier	\$15	50
NOTE: Social media post reaches a variable amount of people, as the number of people it reaches is based on how many times it is shared.		
MATERIAL	COST	
Colored Pencils	\$5	
Markers	\$10	
Paper	\$5	
Pictures	\$10	
Video Equipment (iPad)	\$20	
Consult DNR		
1. Yes/No Question	\$5	
2. Open-ended Question	\$10	
3. Field Resource	\$20	

TABLE 2

Construction project materials.

MATERIALS	COST	NUMBER/PERCENTAGE OF RABBITS KEPT OUT* (27 OF 30 OR 90% NECESSARY FOR SUCCESS)
Building Plan (required by all)	\$40	
Lattice Fence	\$15 per 400 feet	20 or 67%
Chicken Wire Fence	\$5 per 400 feet	5 or 16%
Moat	\$20 per 400 feet	25 or 83%
Deterring Plants (e.g., Marigolds)	\$10 per 400 feet	10 or 33%
Plants Rabbits Prefer	\$10 per 400 feet	10 or 33%

*Number/percentage of rabbits kept out is dependent on whether all sides of the 800 feet farm field are enclosed.