

R3 for Hunters and Recreational Shooters

IWLA's Role in Implementing a National Strategy

April 25, 2017

Overview

- What is “R3?”
- What’s the problem?
- Why a national plan?
- What’s the plan?
- What’s IWLA’s role?
- Why does it matter?

What's R3?

- **Recruitment**
 - Recruiting new participants into the sports
 - New demographics key
- **Retention**
 - Keeping participants engaged over time
- **Reactivation**
 - Bringing lapsed hunters and recreational shooters back to sports



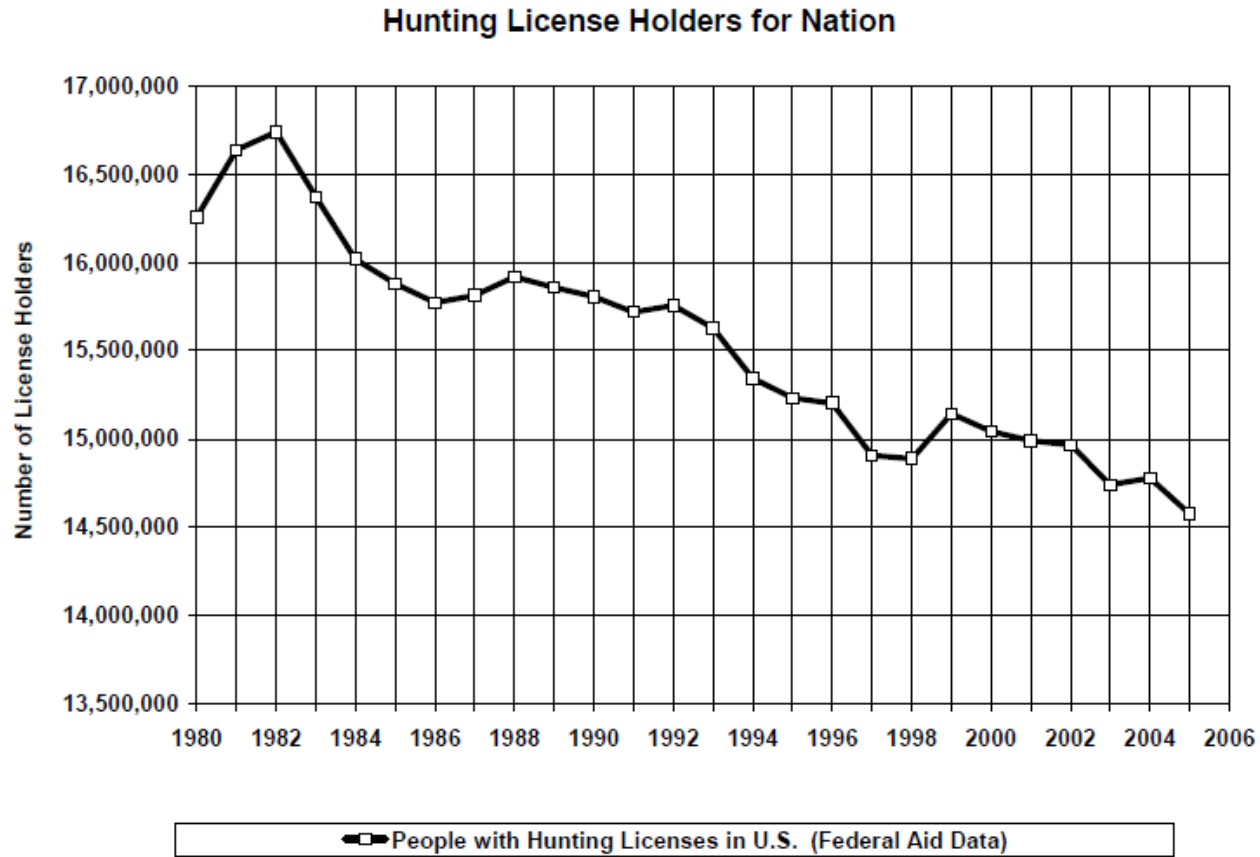
Recruit | Retain | Reactivate

What's the problem?



- Number of hunters steadily declining for decades, aging, little diversity
- Participation in recreational shooting is more stable, but little diversity
- Hunters and recreational shooters fund conservation in America
- License fees and excise taxes account for 75% of state wildlife agency budgets

Hunter numbers declining



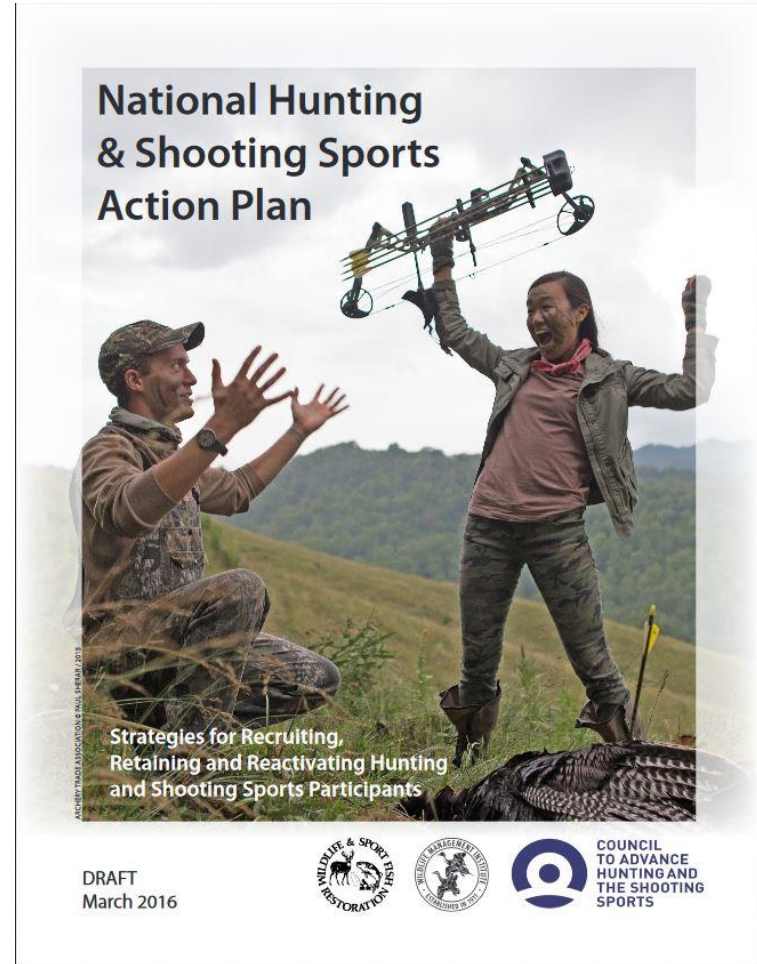
Source: USFWS 2007b

Should We Expect This to Change?

- Experts looking at hunter trends all point in same direction – downward
- Wildlife Management Institute evaluated nearly 500 R3 programs nationwide. Conclusion: programs haven't been trying to make more “hunters”; they've been trying to make more people who look like traditional participants:
 - middle age white men
 - focused on recruiting their sons and daughters – many of whom would have participated anyway
- Country getting more ethnically diverse, more urban every year – but our focus often fails to capture that

National R3 Plan

- Council to Advance Hunting and Shooting Sports
- States; firearms and archery industries; hunting, shooting sports, conservation groups
 - League member
- Plan based on extensive evaluation of problem, effective R3 strategies
- Adopted by Council in June 2016
- View plan at www.nationalR3plan.com



Key Elements National Plan

- **Increase R3 Capacity**
 - Dedicated R3 staff in state agencies
 - Modern tools to communicate w/, track participants
- **Grow and Better Connect the Community**
 - Improve communication between all parties
 - Council to Advance Hunting and Shooting Sports provides coordinating, info-sharing hub
- **Develop and Implement Proven Strategies**
 - Agencies must have a plan
 - Focus on expanding/diversifying audiences
 - R3 programs must target impediments to participation; utilize proven, measurable R3 tactics

Keys to Success

- **Diversify audiences!**
- Break mold of past programs, including hunter education
 - One-size fits **doesn't** fit all
 - Recognize different motivations among audiences
- State agencies have dedicated R3 staff



Keys to Success



- Places to learn and experience sports
- Skilled mentors
 - women
 - younger people
 - different ethnic backgrounds
- Active partnerships between state agencies, industry, and NGOs

Opportunities for IWLA to Support Plan Implementation



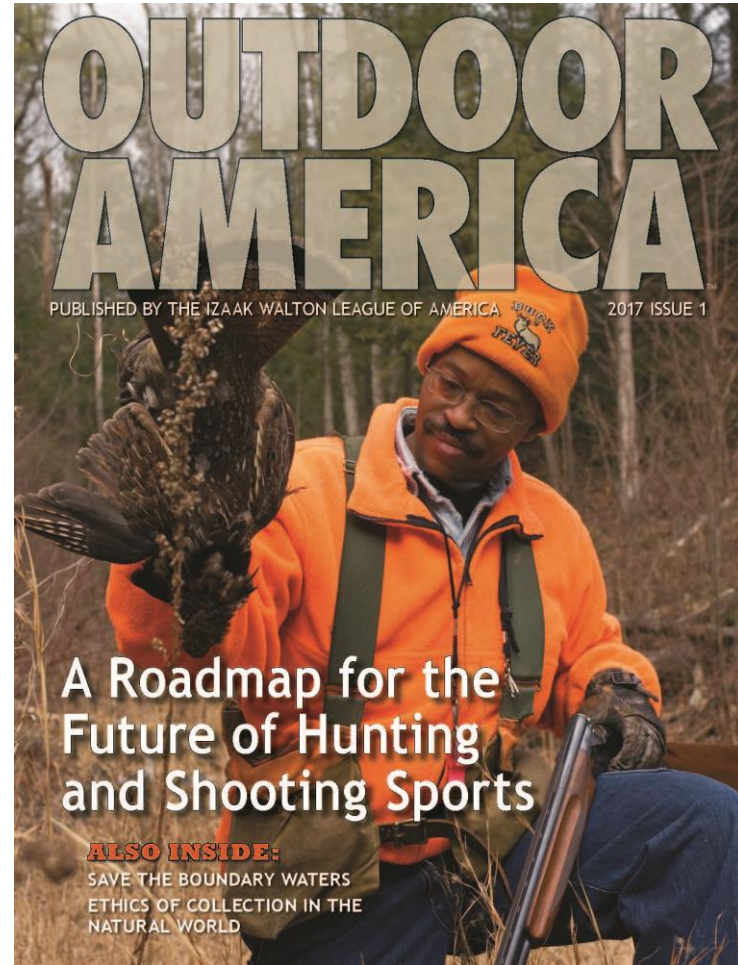
- **Chapters provide the places**
 - In suburbs, urban communities closer than ever
- **Members are the mentors**
 - Playing this role today, foundation to build on
 - Widespread delivery hunter education
- **Strengthen or initiate partnerships w/ state agencies, with broader R3 coalitions emerging in states**
- **Divisions might help fund R3 position in state agency**
 - State agencies can't afford new staff
 - Can receive outside financial support
 - State hires, administers dedicated positions
 - NGOs already contributing in several states

Critical Next Steps for League

- **Determine specific role(s) to play in engaging new participants**
 - Awareness/Interest - Reach out to potential new participants
 - Trial – Provide opportunities for people to initially experience activity, improve skills
 - Continued support – Mentoring participants to sustain participation, become more engaged and committed
- **Communicate and broaden awareness among chapters**
 - Shooting Sports Conservation Committee leadership role
- **Proactively engage with state agencies**
 - National office can help identify opportunities through Council, facilitate engagement with specific states

League Can Lead

- Clear nexus between problem and League – at chapter, division, and national levels
- League's community base is a unique asset
- Only doing what doing now -- isn't enough
- Future of hunting, shooting sports, and conservation important



Thank you for all
YOU do!

Questions / Comments?