Cultivating Outdoor Recreation in Iowa
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Council Overview

The Council to Advance Hunting and the Shooting Sports

• **Council Purpose:** Ensure support for and active participation in hunting and the shooting sports for future generations.

• **Council Vision:** An America where hunting and the shooting sports are an integral part of mainstream culture and where hunters and shooters are widely recognized as premiere conservation contributors.

• **Council Mission:** Facilitate the promotion and growth of hunting and the shooting sports and the education of the public on the contributions that hunters and shooters make towards wildlife conservation.
Recruitment, Retention & Reactivation

Recruit | Retain | Reactivate
Recruitment, Retention & Reactivation

Nov. 22, 2016
What is R3?

R3 is a PROCESS.

Recruitment → Retention → Reactivation
The R3 Opportunity

“Get strategic about what we’re doing.”

“Improve effectiveness, and string the pearls together.”
Why R3?

“We haven’t been trying to make more ‘hunters’ or ‘anglers;’ we’ve been trying to make more people who look like us.”

~Matt Dunfee, WMI
What is R3?

R3 = Customer Engagement

and

Customer Engagement = Relevancy
Impacts of R3 in Iowa
Impacts of R3 in Iowa

2011: MAFWA R3 Committee started

2011 - 2013: Increased staff for Hunter Education Division
              Growth of NASP, SCTP and other programs
              Online-Only Adult Hunter Education
              Range small grant programs

2014: Expanded online registration for Outreach Programs
Impacts of R3 in Iowa

2015: Increased use of email communication and marketing
       Growth of Shooting Ranges in Iowa

2016: Data Dashboards
       Statewide R3 Workshop

2017: “Cultivating the Future of Outdoor Recreation in Iowa”
       Let’s Go Hunting
       Mission Fishin’
       Iowa R3 Summit
Impacts of R3 in Iowa

• Making it easier for people to participate and stay involved
• Increasing the effectiveness and efficiency of programs and efforts
• Engaging new and different audiences to participate

= Cultivating Outdoor Recreation in Iowa
Future Opportunities

- Increased collaboration and continued growth

Credit: CSG Creative
Growing Outdoor Recreation
National R3 Community

Welcome to the R3 Community

NationalR3Plan.com

Council to Advance Hunting and The Shooting Sports

Wildlife Management Institute
Questions & Discussions
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