

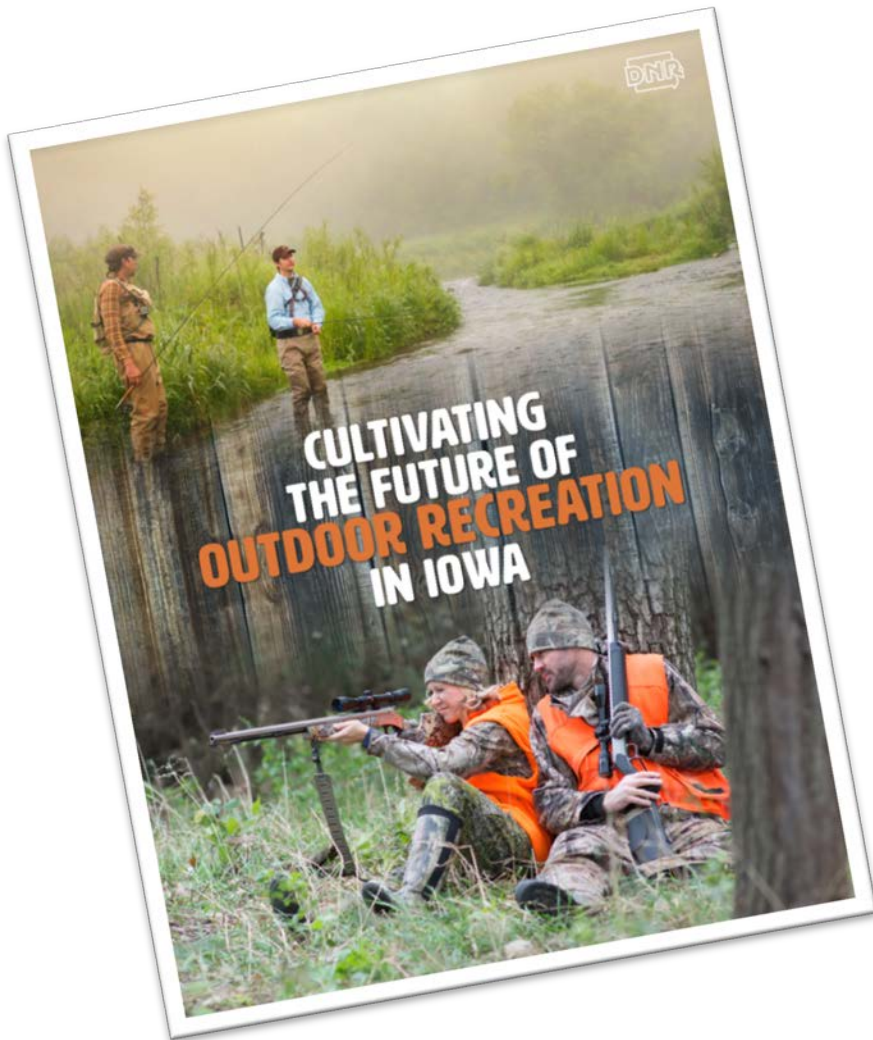
Iowa R3 Summit

November 7-8, 2017

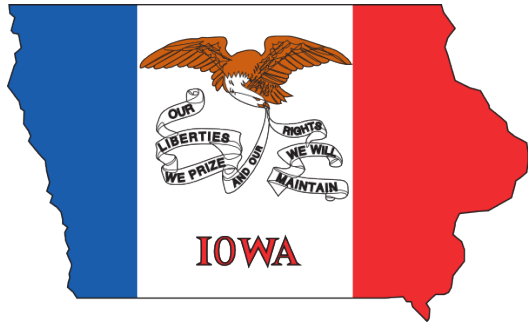
Samantha Pedder
CAHSS



Cultivating Outdoor Recreation in Iowa



Cultivating Outdoor Recreation in Iowa



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



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The R3 Opportunity

“Get strategic about what we’re doing.”

“Improve effectiveness, and string the pearls together.”



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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?

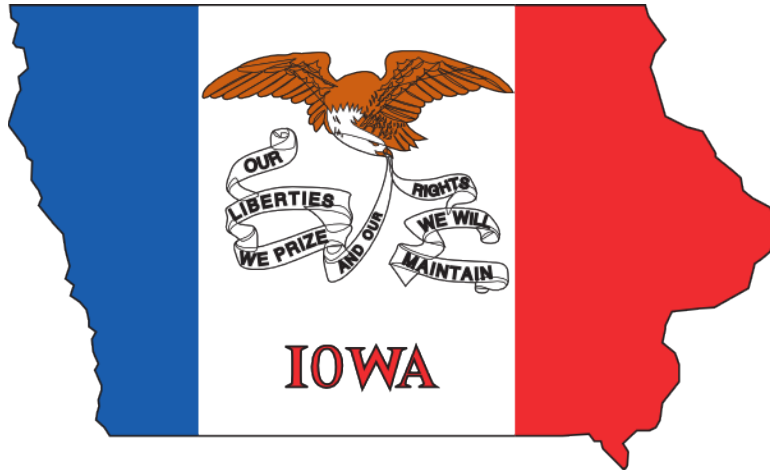
R3 = Customer Engagement

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

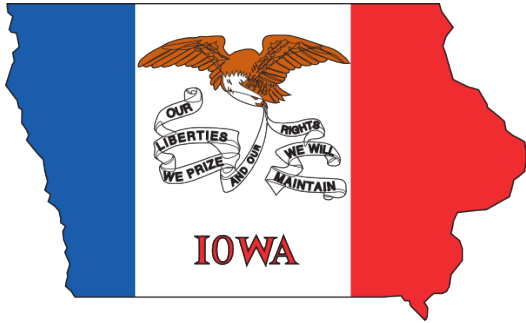
= Cultivating Outdoor Recreation in Iowa



Future Opportunities



Growing Outdoor Recreation



National R3 Community



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Questions & Discussions



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