



Everyone at Your State Agency Plays a Role in Recruiting, Retaining and Reactivating (R3) Outdoor Participants

Growing participation in hunting, shooting, fishing, and boating is critical to the success of your state wildlife agency and its conservation goals. Thanks to the Sport Fish Restoration Fund, the more active hunters and anglers in your state, the more funds your state agency receives to put back into your wild places. The keys to driving participation in outdoor sports are **recruitment, retention and reactivation (R3)**.

RECRUITMENT:

Reaching
new potential
participants

RETENTION:

Engaging with
current participants
to keep them
participating

REACTIVATION:

Motivating lapsed
participants to come
back to the sports



Strong Fishing and Hunting Participation Supports Your State Agency's Conservation Efforts

Each year, new and returning anglers, boaters, hunters and shooting sport enthusiasts pay into the funding pool that states use to create and maintain recreational opportunities, and implement important conservation initiatives to ensure we have clean water and healthy habitats.



RECREATIONAL
BOATING & FISHING
FOUNDATION

www.takemefishing.org/corporate/



COUNCIL
TO ADVANCE HUNTING AND
THE SHOOTING SPORTS

<https://cahss.org/>



Outdoor Sports that Fund Conservation

- ✓ **Fishing** (*Licenses & excise tax on gear*)
- ✓ **Boating** (*Registrations & motor-boat fuel tax*)
- ✓ **Hunting** (*Licenses & excise tax on gear*)
- ✓ **Shooting Sports** (*Excise tax on firearms & ammunition*)

Conservation Funding Supports these Activities in Your State

- ✓ Research, studies and testing
- ✓ Protection of the state's natural resources
- ✓ Habitat restoration
- ✓ Access creation for outdoor recreation
- ✓ Educational courses
- ✓ Outreach events
- ✓ Regulation of recreation use through policies and laws

Outdoor Sports Participation, and Thus Conservation Dollars, are Not Guaranteed, Without Everyone's Help.

Agencies should remain committed to all 3 – recruitment, retention and reactivation strategies to keep participation high. This can help compete against increased competition among outdoor and indoor activities and prevent years where more participants are lost than recruited. It can also help bring in a broader audience to ensure the next generation of participants.



How Can Everyone in Your State Agency Support R3?

- **Biologists:** Provide expertise on improving habitat, managing all wildlife species, keeping fishing and hunting opportunities robust, and ensuring regulations are easy to understand and followed.
- **Educators:** Teach classes and share knowledge to ignite participation; incorporate the importance of participation for conservation.
- **Marketers/Communicators:** Showcase the joys and benefits of fishing and hunting through news, social media, advertising and more; send reminders for license renewals to current and lapsed participants.
- **Front Line Staff:** Provide a welcoming environment to customers; encourage license sales and renewals; and answer questions to make participation easy.
- **Law Enforcement:** Provide positive experiences with participants on-the-ground; share information and resources needed to participate legally.
- **Technology:** Ensure an up-to-date, user-friendly licensing system; collect input from participants online; share feedback and opportunities with other team members.
- **Engineers:** Build friendly access points for participants to use waterways, public hunting lands, shooting ranges and more.
- **Finance:** Provide support to keep all aspects of the agency's finances running smoothly which helps other roles execute recruitment, retention and reactivation efforts.
- **Executive Leadership:** Encourage agency team members to support R3 initiatives; be a public voice about opportunities within the state and resources to help them participate in hunting, fishing, boating and sport shooting.