



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

**CURRENT STATUS
OF
RECRUITMENT & RETENTION
PROGRAMS
IN
NON-GOVERNMENTAL
ORGANIZATIONS**

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Introduction

In 2005, the Association of Fish and Wildlife Agencies (Association) received a Multistate Conservation Grant to assess and inventory the best recruitment and retention programs currently used by state fish and wildlife agencies (herein referred to as state agencies) and non-governmental organizations (NGO's). The purpose of the project was to identify:

- Methods currently employed to recruit and retain hunters, anglers, archers, boaters and shooters;
- Commonalities and those practices that are most effective and efficient;
- Outstanding and innovative examples of current programs; and
- Areas where resources and results could be shared.

As a result of the project, the Association will develop recommendations for recruitment and retention programs, provide information about innovative programs or techniques, and present findings and recommendations using published reports and public presentations.

The project was conducted in two phases. The first phase included a survey of state agencies that asked respondents to list up to five of their agency's hunting and shooting recruitment and retention programs or activities, and a second survey asked the same for angling and boating. These surveys were conducted in the fall of 2005, with a final report published on April 13, 2006. (See References Cited for more information.) The second phase of the project consisted of a survey of NGO's, which asked similar questions as the state agency survey. The details of the second phase are included in this report.

The Association's intent is to use the results from both reports to help guide state agencies and their partner NGO's as they develop, improve and implement recruitment and retention programs.

Methods

An online survey was developed and distributed to the president or key contact person at target shooting, hunting, archery, fishing or boating related NGO's in June, 2006. The questionnaire had 22 questions and also requested contact information for each of the organization's recruitment and retention programs. As with the state agency survey, the NGO survey asked the respondent to list his or her organization's top five recruitment and retention programs.

This survey expanded upon the state agency survey because not only did it include questions that asked respondents to list up to five recruitment and retention programs, but it also asked more specific information on what it was they considered their organization's most important retention and recruitment program. In addition to what was asked on the state agency survey, this one also gathered information about target audiences, what activities were included in the program (e.g., fishing, hunting, etc.), total participation, evaluation and program strengths and weaknesses. (See Appendix A for survey questionnaire.)

A draft of the survey was provided to the Association for final approval and was also reviewed by the National Shooting Sports Foundation (NSSF), the Recreational Boating and Fishing Foundation and Safari Club International (all members of a select recruitment and retention panel that serves as part of the Hunting and Shooting Sports Participation Committee of the Association).

The survey was sent on June 7, 2006 via e-mail to 62 NGO's by Mile Creek Communications, LLC, which was hired by the Association to conduct the survey, analyze results and provide a report. The distribution list was compiled from lists provided by the Recreational Boating and Fishing Foundation, Safari Club International and Mile Creek Communications, LLC. The e-mail included a hyperlink to the online survey, which resided on the servers of the National Shooting Sports Foundation. The data was collected on the NSSF server.

A second e-mail reminder was sent by John Cooper, President of the Association on June 14, 2006. (Copies of both e-mails are available in the Appendices.) The deadline for completing the survey was June 20, 2006. Completed surveys were forwarded to Mile Creek Communications, LLC from NSSF for data tabulation and analysis. (See Appendices for a copy of both e-mails.) Results were compiled by June 30, 2006.

Once data collection was complete, it was found that there had been technical difficulties with the NSSF server. Unfortunately, several of the respondents' answers to survey question #3 and/or #13 may not have been recorded. In an effort to try to gather the possibly lost information, an e-mail was sent to those respondents who may have experienced technical difficulties offering an opportunity to resubmit their list of programs. (See Appendices for a copy of the e-mail.) Although some did resend their list, others did not. If no response was received, it is assumed that they either did not send one in the first place, did not wish to rewrite the lists a second time or they did not have the opportunity to respond.

Results

Of the 62 possible respondents, 20 NGO's completed the survey. This reflects a response rate of 33%. Because of the small sample size, detailed statistical analysis could not be performed. Following is a basic review of the results.

As with the state agency survey, there was some variation in responses. For example, some respondents answered all the questions, while others did not. Some listed their most important program and others listed none, but then answered the remainder of the survey based on either their only program or their most important. Based on this, it is assumed that while some NGO's listed only their most important program, others listed the only one they have. Also, because the survey asked about the availability of reports and evaluations, some respondents indicated the availability of a report without further explanation, while others failed to address that portion of the question. It is possible that many of the programs listed do have reports available, even though few were identified.

For comparative purposes, the results here are reported similarly to how they were reported in the state agency final report, with additional analysis supplied based on the expanded survey questions. When reviewing this analysis, please note that the data reflects what respondents said about their most important program. In other words, although they were asked to provide a list of up to five programs, the answers for this analysis refer to only their most important program. (See Appendices to review each organization's entire list of programs.)

Recruitment Activities

Eighteen of the 20 respondents indicated some type of recruitment activity. The following analysis presents results for hunting and target shooting with a gun or bow separately from angling and boating recruitment.

Hunting and Target Shooting Recruitment

Table 1. Hunting and Target Shooting Recruitment Programs with a Gun or Bow by Number of Organizations and Percent of Total Respondents

	No. of organizations	Percent of respondents
Education	4	20%
Marketing and outreach	2	1%
Hands-on activities	5	25%
Financial support to other projects	2	1%
Safety	2	1%
None	1	.05%

Various hunting and target shooting recruitment efforts fell into five different categories, with none having more than five organizations with the same type of activity. The category with the highest percentage of respondents was “hands-on activities,” with 25% of the organizations having this type of recruitment activity. The categories with the fewest number of respondents were “marketing and outreach,” “financial support for other programs” and “safety” – all with 1%. Two organizations stated they did not have a program. (To view the responses in their entirety, refer to Appendix B.)

Angler & Boater Recruitment

Table 2. Angling and Boating Recruitment Programs by Number of Organizations and Percent of Total Respondents

	No. of organizations	Percent of respondents
Marketing & outreach	2	10%
Hands-on activities	3	15%
Education	1	.05%

The various angling and boating recruitment efforts fell into three different categories, with each having no more than three organizations with that type of effort. The category with the highest percentage of respondents was “hands-on activities,” with 15% of the organizations having this type of recruitment activity. The category with the fewest number of respondents was “education” at .05%. There were fewer types of angling and boating recruitment efforts than shooting and hunting efforts.

Overall Results

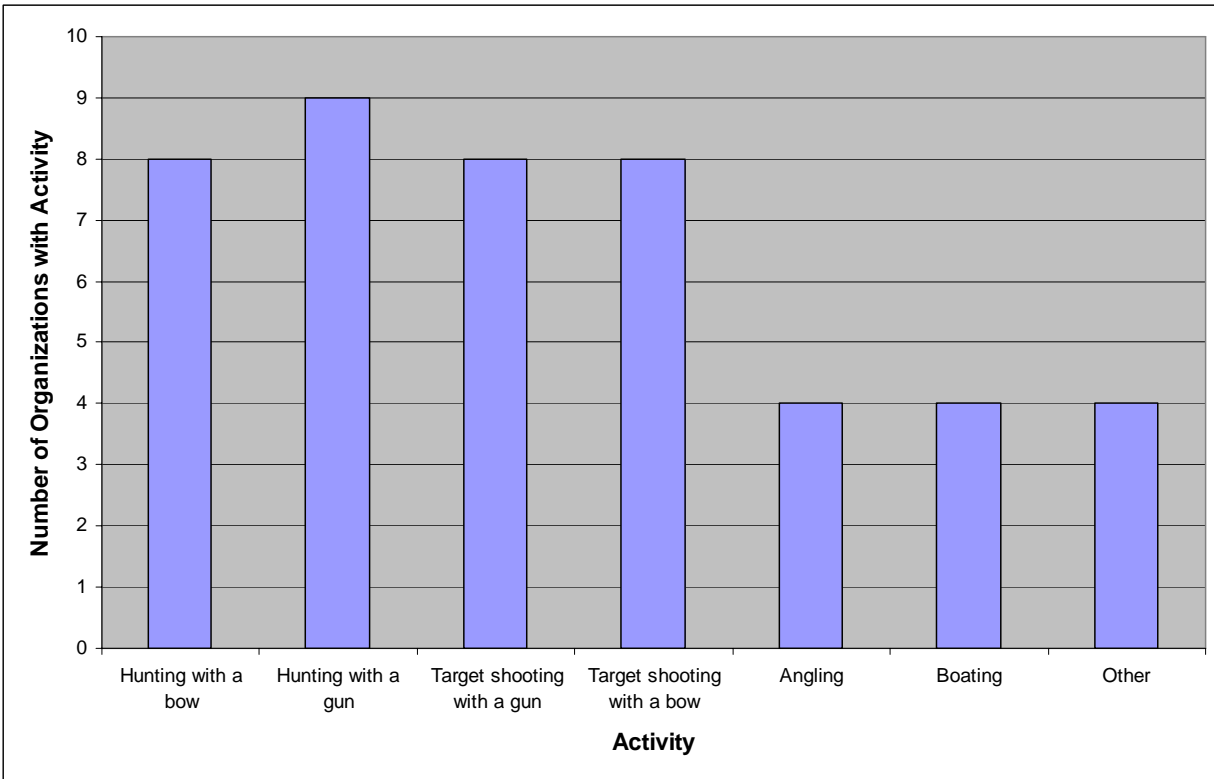


Figure 1. Hunting and target shooting with a gun or bow, and fishing and boating recruitment programs currently in existence and managed by non-governmental organizations.

Respondents most often cited hunting with a gun as their organization's recruitment activity (9 respondents). Hunting with a bow, target shooting with a gun and target shooting with a bow all tied at eight organizations. Angling, boating and other were mentioned least frequently, with only four organizations with each of these types of activities. This could be due to the fact that more organizations with hunting and shooting activities responded to the survey request than those with angling and boating activities.

It is important to note that a majority of organizations include more than one type of activity in their programs (e.g., target shooting with a gun, archery and fishing are all included as part of one program). Additionally, there are several organizations that include all of the possible activities covered by this survey as part of its recruitment program. The Izaak Walton League of America is unique because it is the only organization that includes hunting with a gun and bow, target shooting with a gun and bow, angling, boating and other as part of its program offering. Becoming an Outdoors-Woman and Pass It On - Outdoor Mentors are the only other organizations that offer activities that include hunting, target shooting, fishing and boating. Unlike most of the other organizations, Boat US does not have a recruitment program, but does have a retention program.

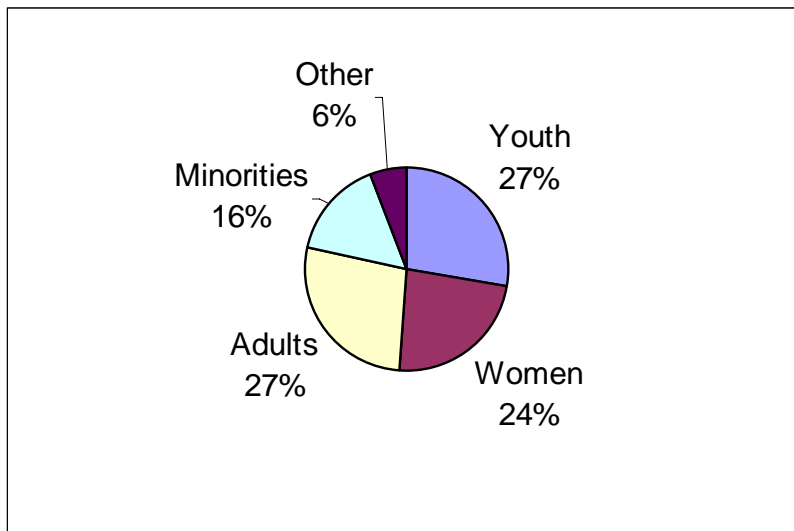


Figure 2. Target audiences for hunting and target shooting with a gun or bow, and fishing and boating recruitment programs.

Fifty-four percent of respondents stated the main target audiences for their organization's recruitment activities are youth and adults (27% each). Women are the next most targeted group at 24%. The least targeted groups are minorities and other

groups, but combined they make up a total of almost 22% percent of targeted audiences.

As with the types of activities offered, a majority of organizations target more than one audience. In some cases they target all of them in some way. For example, programs of Safari Club International and the Texas Wildlife Association are geared towards reaching all the various audiences. Additionally, there are some organizations that target only one audience and apply all resources toward involving that audience in the outdoors. This is the case with Becoming an Outdoors-Woman, the National Marine Manufacturers Association and the American Sportfishing Association.

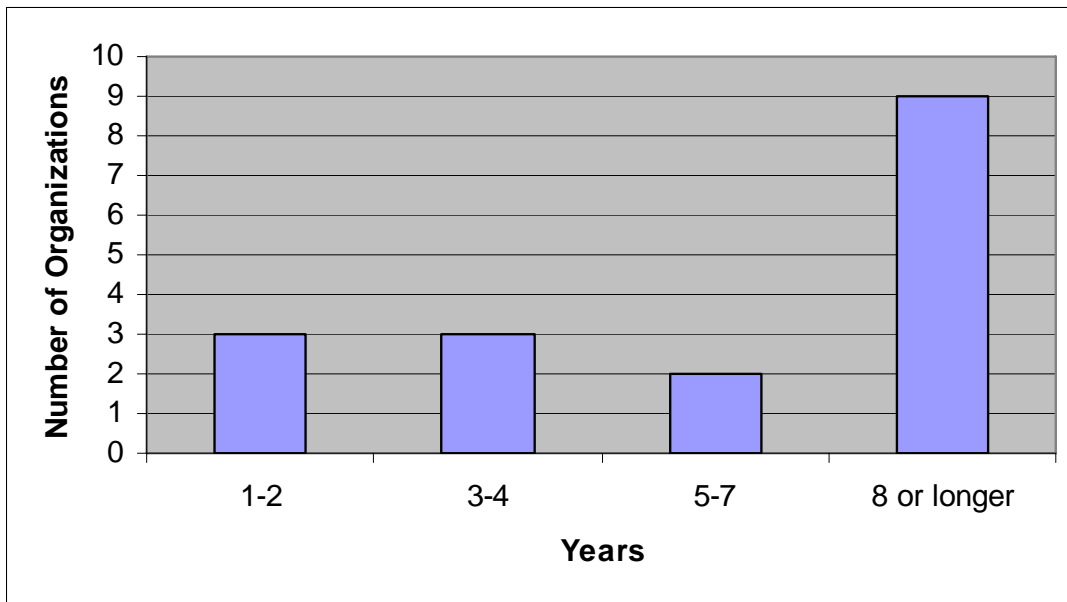


Figure 3. Longevity of hunting and target shooting with a gun or bow, and fishing and boating recruitment programs.

In general, most NGO recruitment programs have been in existence for at least eight years or longer. This is particularly true with the hunting and target shooting programs, whereas most fishing and boating programs are younger programs. Nine

organizations responded that their hunting and target shooting programs have been around for 8 years or more, whereas only five stated the same with angling or boating, with only one being in existence as long as 5-7 years. The youngest recruitment programs belong to the National Bowhunter Education Foundation, the National Marine Manufacturers Association and the North American Bear Foundation, each with their most important program in existence for 1-2 years.

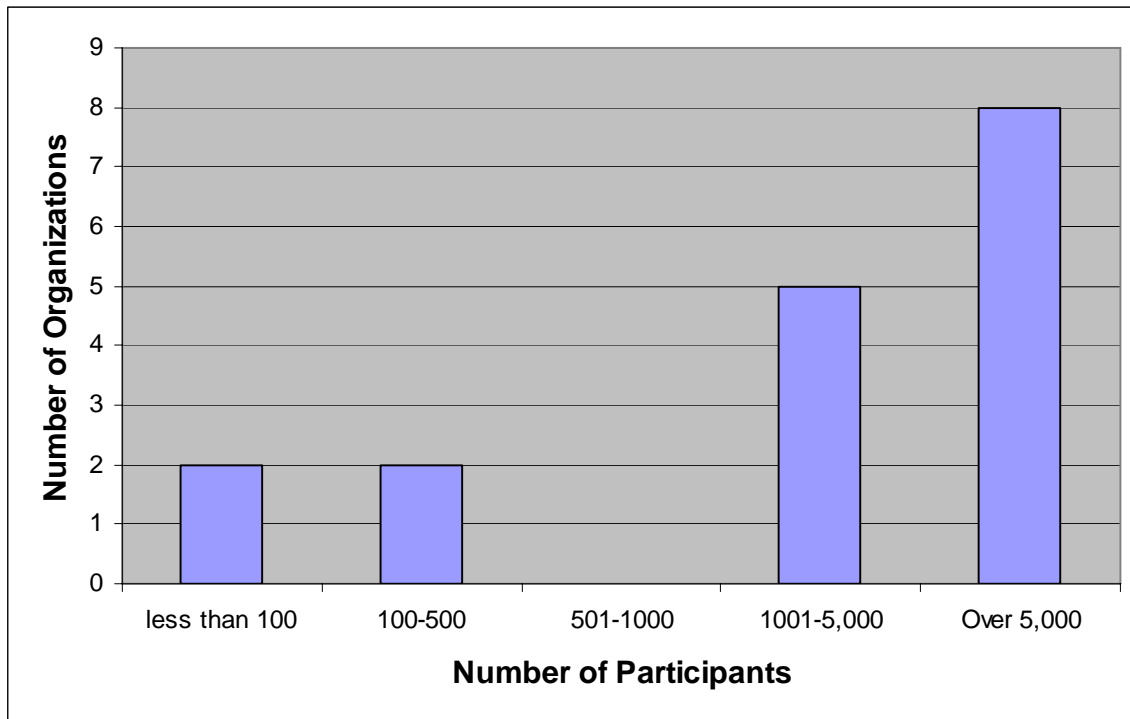


Figure 4. The number of participants in hunting and target shooting with a gun or bow, and fishing and boating recruitment programs.

In regard to participation in the various recruitment programs, a majority have reached over 5,000 participants. The International Hunter Education Association has reached over 5,000 participants. The International Hunter Education Association has reached 750,000 people. Those with the fewest participants to date are the North American Bear Foundation and the Wildlife Management Institute. This could be due

to the nature of the programs and the fact that they are new programs. It is interesting to note that no programs have had 501-1000 participants.

Retention Activities

Nineteen of the 20 respondents indicated some type of retention activity. The following analysis presents results for hunting and target shooting with a gun or bow separately from angling and boating retention.

Hunting and Target Shooting Retention

Table 3. Hunting and Target Shooting with a Gun or Bow Retention Programs by Number of Organizations and Percent of Total Respondents.

	No. of organizations	Percent of respondents
Education	3	16%
Marketing and outreach	2	11%
Hands-on activities	6	32%
Convention	1	.05%
Safety	1	.05%
Record keeping	1	.05%
Improved access to education program	1	.05%
Other	1	.05%
None	1	.05%

Responses in this section fell into nine different categories. “Education” (16%) and “hands-on” (32%) activities were the most frequently mentioned retention programs. “Convention,” “safety,” “record keeping,” “improved access to education program” and “other” were the least frequent response, all at .05% of respondents using these activities. The efforts also fell into different categories than shooting and hunting recruitment, with “convention”, “record keeping” and “other” being mentioned as new categories. “Financial support to other projects” was not a category mentioned

for retention, as it was for recruitment. As with recruitment, one organization did not have a retention program.

Angler and Boater Retention

Table 4. Angling and Boating Retention Programs by Number of Organizations and Percent of Total Respondents

	No. of organizations	Percent of respondents
Dealer certification	1	.05%
Hands on activities	4	21%
Marketing and outreach	1	.05%
All are important	1	.05%
None	1	.05%

Responses to this question fell into five categories. Again, there were fewer types of angling and boating retention efforts than shooting and hunting efforts. “Hands-on activities” was the most frequently mentioned effort, with all the other responses occurring .05% of the time. New categories included in this table that were not in the recruitment table are “dealer certification,” “all are important” and “other.” “Education” does not appear in the retention table.

Overall Results

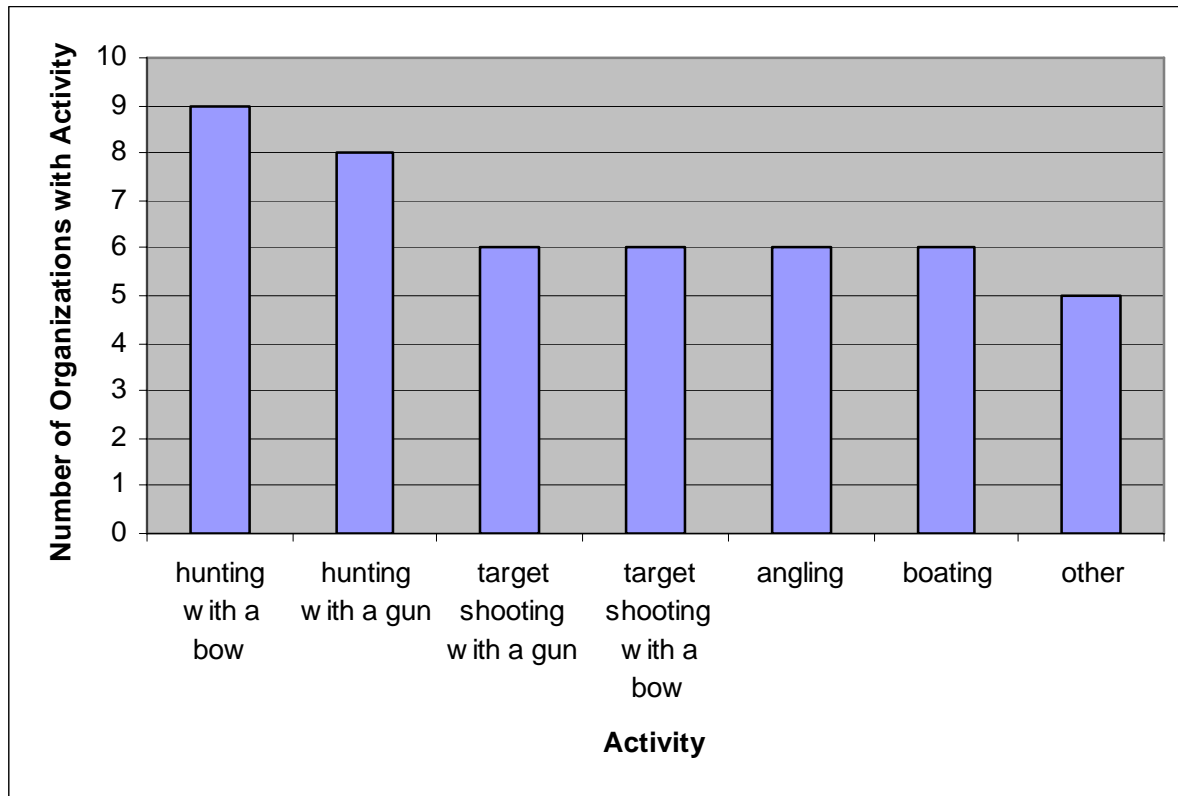


Figure 5. Hunting and target shooting with a gun or bow, and fishing and boating retention programs currently in existence and managed by non-governmental organizations.

The most frequently mentioned retention activity was hunting with a bow (9), followed closely by hunting with a gun (8). Target shooting with a gun, target shooting with a bow, angling and boating all had six respondents stating that their organization sponsored this type of activity. Five organizations include some “other” activity in its most important retention program. The North American Bear Foundation, the Ruffed Grouse Society and the Izaak Walton League of America are among several organizations that stated they use their recruitment program for retention as well.

As with recruitment, it is important to note that a majority of organizations include more than one type activity in their programs (e.g., including target shooting with a gun, target shooting with a bow and fishing). Additionally, there are several organizations that include all of the possible activities included in this survey as part of its retention program. The Safari Club International and Becoming an Outdoors-Woman are unique in this regard because both organizations include hunting with a bow and gun, target shooting with a bow and gun, angling boating and other activities with its retention program.

There is at least one hunting and shooting organization that also includes fishing in its program. This does not appear to occur with archery, fishing and boating organizations.

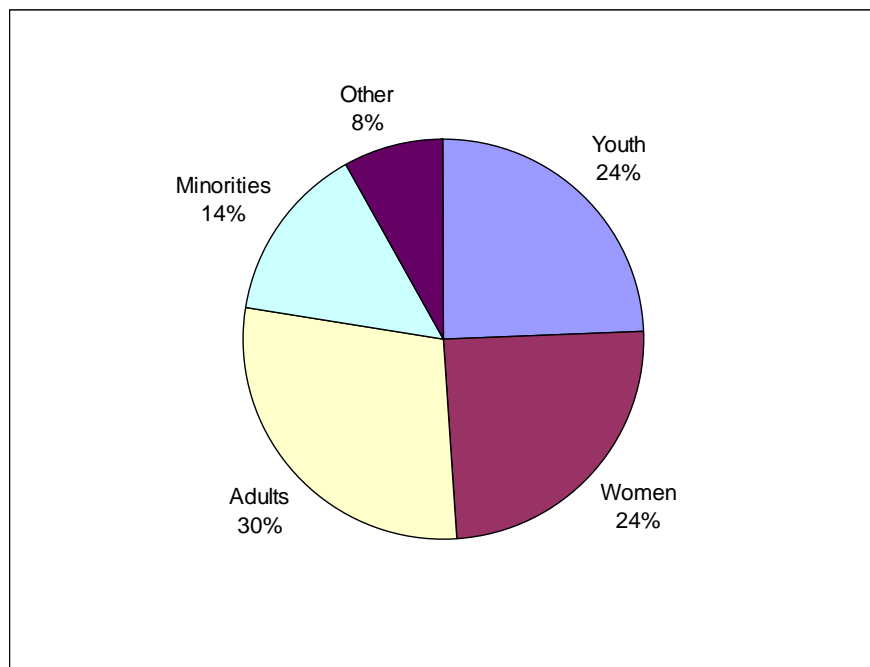


Figure 6. Target audiences for hunting and target shooting with a gun or bow, and fishing and boating retention programs.

In contrast to the results for recruitment programs, the majority of respondents stated that the main target audience for its organization’s retention program is adults (30%).

Tied in second place are retention programs for women and youth, both at 24%. In this case, minority programs receive less emphasis with 14% of respondents stating its program's target audience is minorities.

The majority of organizations target more than one audience with their recruitment programs. The Texas Wildlife Association, the Wildlife Management Institute and Pass It On - Outdoor Mentors target all audiences with its retention program. Boat US targets all the various audiences using only a boating program. The National Marine Manufacturers Association, the Recreational Boating and Fishing Foundation and the Foundation for North American Wild Sheep all specifically target adults with their retention programs.

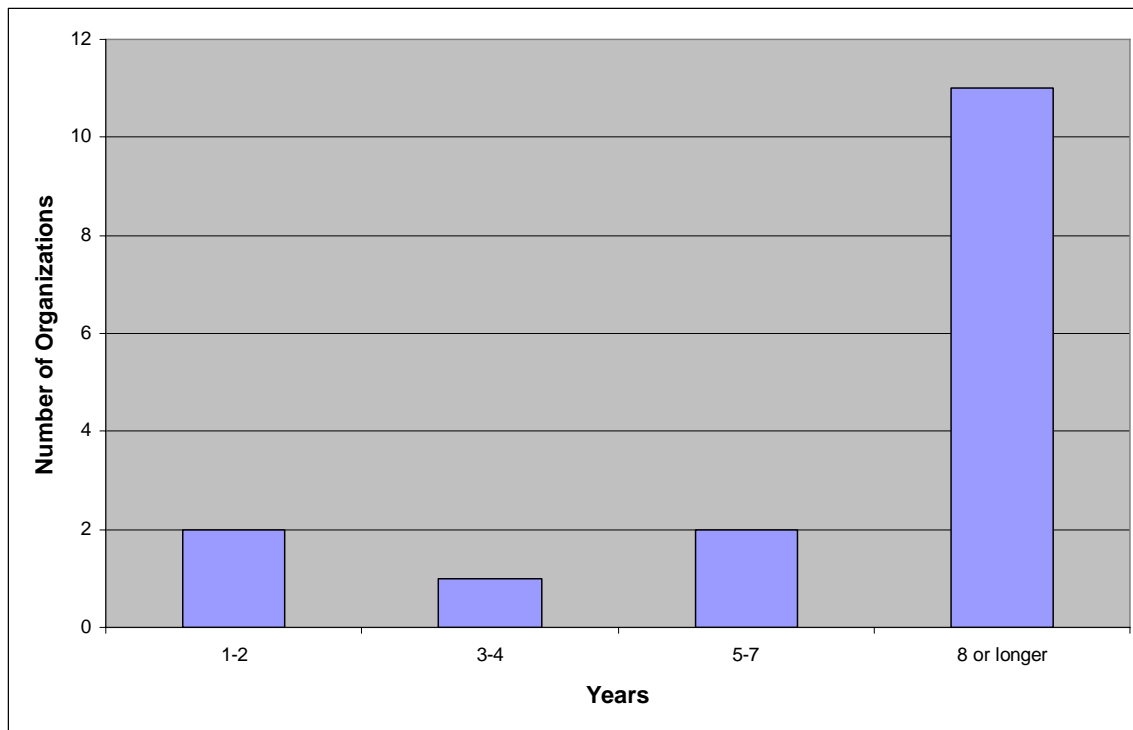


Figure 7. Longevity of hunting and target shooting with a gun or bow, and fishing and boating retention programs.

As was seen with recruitment programs, a majority of organizations have had its retention program for eight years or longer. In fact, there are more retention programs that fall into this category than recruitment programs. Additionally, there are also fewer fledgling retention programs. There are only five programs that are less than seven years old. The youngest are programs of the National Bowhunter Education Foundation and the National Marine Manufacturers Association.

Ten of the oldest programs (such as those of the Dallas Safari Club, Orion – The Hunter’s Institute, and the Pope and Young Club) include hunting and/or target shooting as part of them, while only one includes boating or fishing. As with recruitment programs, several of the youngest retention programs offer a mix of boating, hunting, angling and target shooting while others focus on only one activity (such as with the International Hunter Education Association and the American Sportfishing Association).

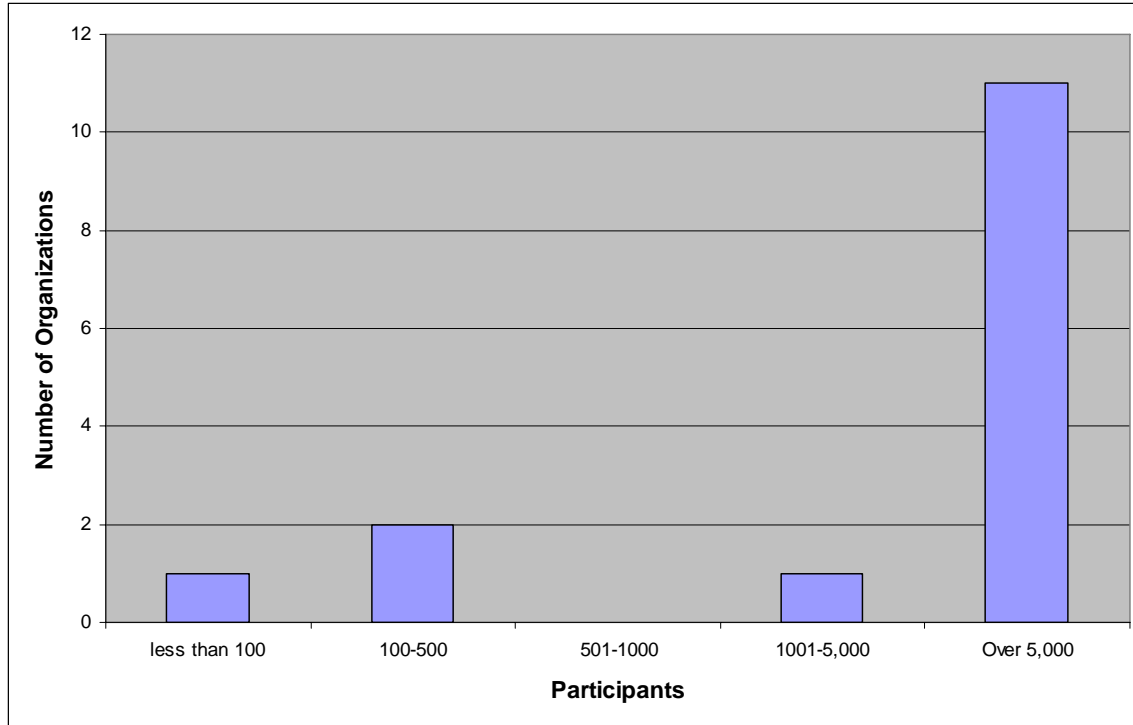


Figure 8. The number of participants in hunting and target shooting with a gun or bow, and fishing and boating retention programs.

Well over a majority of organizations have had over 5,000 participants in their retention programs. The National Shooting Sports Foundation has the highest number, with 500,000 people participating in its program. Others like the Pope and Young Club and the Izaak Walton League of America have had 20,000 to 60,000 participants in their program. Four organizations have had less than 5,000 participants (they are the Wildlife Management Institute, the National Bowhunter Education Foundation, the National Marine Manufacturers Institute and Pass It On - Outdoor Mentors). This could be due to the nature of the program and the fact that these are also among the newest programs. As with recruitment programs, no programs have had 501-1000 participants.

Program Evaluation

Because part of the goal of this project is to determine the commonalities between programs and those practices that are most effective and efficient, this survey gathered information about whether or not evaluation has been conducted on the NGO recruitment and retention programs. As part of the survey, respondents were asked to identify the recruitment and retention programs' strengths and weaknesses. (This information is available in Appendix B.)

Recruitment Programs

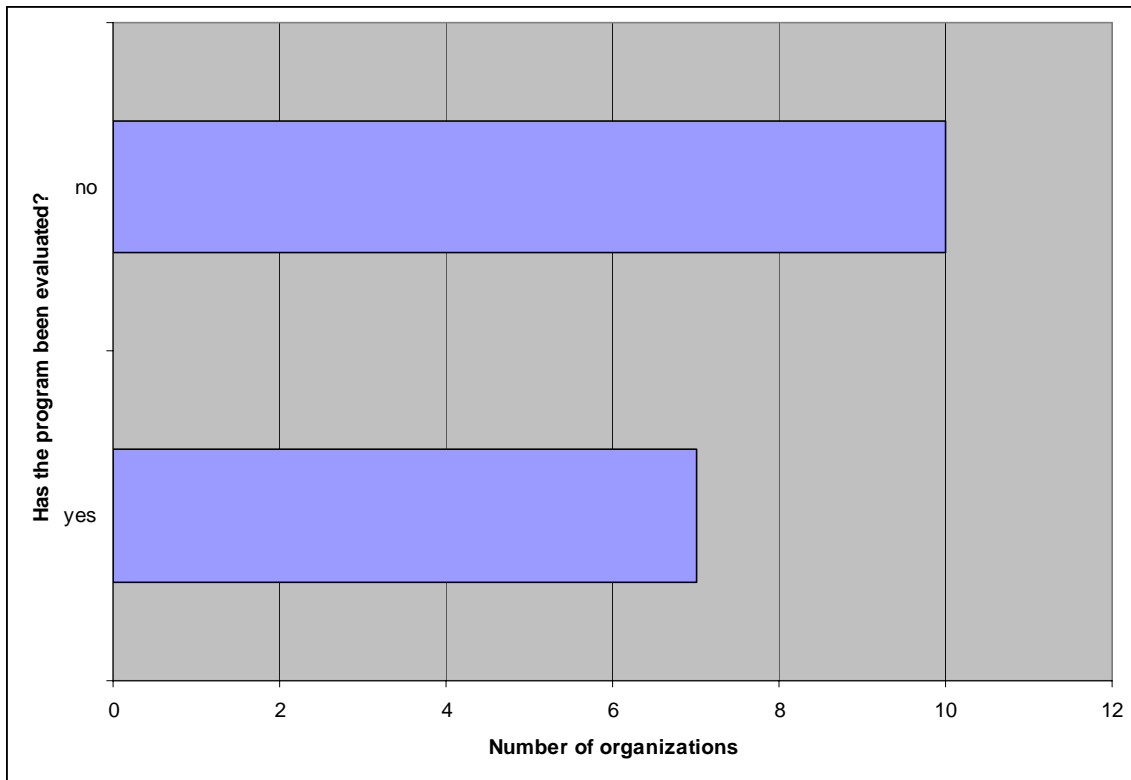


Figure 9. The number of organizations that have conducted evaluation on their recruitment program.

The majority of organizations (10) responded that their recruitment program has not been evaluated. Of the seven respondents who answered that their organization has

not conducted evaluation, many of them said their program was too new to evaluate, or that they were in the process of conducting one. Several of them used secondary data and/or anecdotal evidence to determine the success or failure of their program. For example, the International Hunter Education Association has seen a reduction in the number of hunting incidents per participant and uses that fact to evaluate its program. The Pope and Young Club considers support from its members as a way to determine the success of its program, as does the Foundation for North American Wild Sheep when it tracks the number of junior member renewals and comments it receives from regular members. The Ruffed Grouse Society utilizes qualitative assessment by its local chapter to gauge success, as does the Dallas Safari Club.

Because there was no formal evaluation conducted on these programs, it could be difficult to determine success or failure in a scientific sense. However, these programs have been in existence for a number of years, so clearly there are elements of the program that could be considered when developing recommendations for successful programs in the future.

Seven organizations have conducted evaluation of its program, but each utilized different processes for the evaluation. Because there was no guidance in the survey as to what constituted evaluation, respondents answered the question in regard to what their organization used to evaluate its program. For example, the National Bowhunter Education Foundation has maintained student data (statistics), the Orion – The Hunter’s Institute has utilized peer views, Texas Wildlife Association conducted a human dimensions study, Safari Club International conducted graduate student research projects, the American Sportfishing Association utilized independent

evaluations, the Recreational Boating and Fishing Foundation used a pre- and post-wave campaign and the National Shooting Sports Foundation developed case studies.

Therefore, there is a lot of variety in how evaluations were conducted, making comparisons between programs difficult. The majority of those who did conduct evaluation also have written reports available for review. These reports can provide insight into the success of the program. (See Appendix B for a detailed list of reports.)

Retention Programs

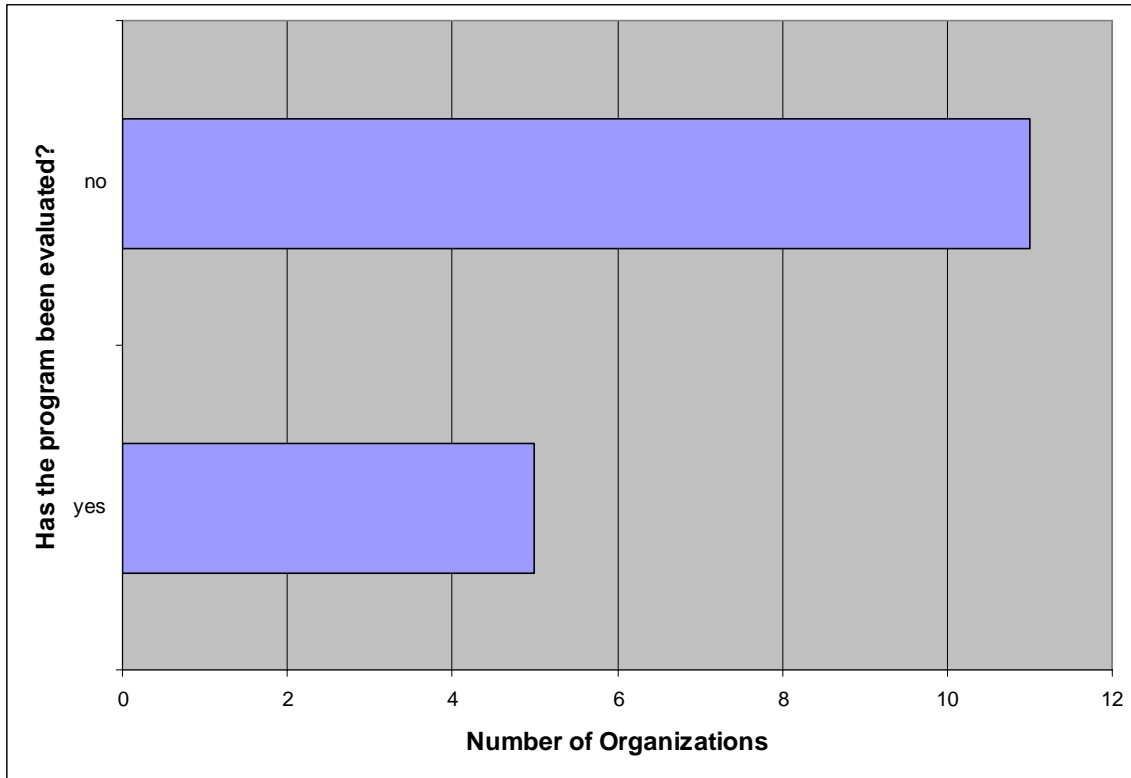


Figure 10. The number of organizations that have conducted evaluation on their retention program.

When analyzing the results for evaluation of retention programs, the data shows a similar representation. An overwhelming majority of retention programs also have not been evaluated.

Eleven respondents answered that their organization has not conducted evaluation, and of those thirteen two of them said their program was too new to evaluate. Again, the majority used secondary data and anecdotal evidence to determine the success or failure of their program. For example, the International Hunter Education Association uses website access numbers to evaluate its program. Pass It On – Share the Outdoors determines success by tracking the number of matches (little brothers or sisters who are matched with an adult mentor) that participate in its events and periodically surveys them to get their input. Several organizations stated that they have not evaluated their program and did not provide any further detail.

A total of five organizations have evaluated their programs. In general, this was done through participation surveys, pre- and post wave campaigns, human dimensions research and peer reviews. It is interesting to note that the National Shooting Sports Foundation has evaluated its retention program in a number of different ways including retention and membership surveys, message testing, participation surveys, and license and equipment purchase tracking. Additionally, the Recreational Boating and Fishing Foundation utilizes heavily researched messages and a highly coordinated advertising and marketing campaign to promote boating and fishing. These elements are then carried through to its program.

In general, very little evaluation has been conducted on recruitment and retention programs beyond basic participation surveys and other secondary and anecdotal analysis.

Considerations

For the purpose of results comparability to the state agency survey, the format of the NGO survey had to be similar. Thus, several of the questions are open-ended and allow for great variation of answers. Additionally, because this survey was expanded to include more detailed questions, the results and recommendations are based upon a greater amount of information and thus don't have directly comparable results to the state agency survey.

The state agency survey provided a valuable learning experience in that it showed the need for additional questions to be added in the NGO survey. It also provided valuable insight as to how it could be conducted more efficiently and effectively. Therefore, the format and delivery of the survey changed considerably.

When reviewing the following analysis, please keep in mind the following considerations:

- The Association did not provide a definition for what it considers recruitment and retention because none exists. Therefore it allowed for variation in the interpretation of what constitutes a recruitment and/or retention program based on either the respondent's personal definition, or their organization's definition.

- This lack of definition might also have caused the exclusion of some programs. For example, one organization may not consider its marketing program a recruitment program and did not include it, whereas another one did.
- This lack of definition may also be the reason why many organizations that have what many might consider well-known programs did not respond to the survey request.
- Due to the fact that conservation professionals are extremely busy during the time the surveys were sent, the Association requested a brief survey in order to encourage more responses. Therefore, the survey was shorter than it could have potentially been.
- This survey and related communications were conducted exclusively online, whereas the state survey and related communications were done in print through the U.S. Postal Service.
- Unlike in the state survey, recruitment and retention were dealt with separately. Each had its own set of questions, which made the NGO survey eighteen questions longer than the state survey.
- Hunting and target shooting with a bow or gun were specifically added as recruitment and retention activities. In the state survey all activities were lumped together.
- Respondents were asked to provide a list of up to five programs, but there were no criteria given or suggested for identifying them. What constitutes a program was subject to multiple and varied interpretations. This was shown with comments from respondents that said “too many to list” and “all are important.”

Analysis

Based on the results of the survey, the following points are offered as an overall analysis of the NGO recruitment and retention status survey:

- (1) To date, there are no accepted definitions for recruitment and retention. Given this, it allows for variation in the interpretation of what constitutes a recruitment and/or retention program.
- (2) A majority of the programs have been in place eight years or longer and have had more than 5,000 participants, some hundreds of thousands, while a minority has been evaluated to determine success or failure and whether goals are being met.
- (3) The management style of NGO's is varied and therefore they have different advantages and limitations for developing, monitoring and evaluating recruitment and retention programs.
- (4) Many of the major NGO's that are widely known to have recruitment and/or retention programs did not respond to the survey and thus are not included in these recommendations. Had they participated, the results could have been quite different.
- (5) The majority of organizations offer more than one activity. This could greatly benefit those organizations because of the potential for crossover participation. For example, an organization that offers both target shooting and hunting as an activity can benefit because although a participant may not enjoy hunting, he or she might enjoy target shooting and want to continue to participate. This creates an opportunity to develop them as a customer/member because they might want to join an organization. They could later decide to try hunting again.

- (6) Many of the wildlife organizations offer angling or boating as part of their programs, but only one of the angling or boating organizations offers target shooting or hunting. The angling and boating organizations could be missing out on an opportunity to gain crossover participation.
- (7) Many NGO's use the same program to recruit and retain participants. There is no way to know whether this approach effectively recruits participants and also effectively retains them, and vice versa.
- (8) Because of the varied ways evaluation is conducted, it is difficult to make accurate comparisons between programs. It may not be necessary to do this because, like the NGO's, all the programs are unique. However, in order to determine the national impact of recruitment and retention on participation, the Association and its partners will need some comparability between programs.
- (9) Similarly to the states, few recruitment and retention programs are evaluated. This includes those that have been in existence for eight years or more. This fact alone provides valuable information as the Association moves forward in working with its partners to find commonalities, and share results and resources to develop or improve programs.
- (10) Considering the longevity of the majority of the programs and the number of people they have introduced, a major opportunity to evaluate program success or failure individually and as a whole has been missed.

Recommendations

Based on the results and analysis of this survey, a thorough review of the results and recommendations from the state agency survey and the expertise from many years of experience in the field, Mile Creek Communications, LLC makes the following recommendations to the Association:

- (1) There is a need for the Association and its partners to define exactly what constitutes a recruitment and/or retention program. Because a standard does not currently exist for either type, recruitment and retention is a “catch all” for any type of program whether it be education, outreach, marketing, hands-on activities, promotion, etc. that could possibly recruit or retain participants either directly or by default. Because of this lack of standard, NGO’s are left to create their own definition of recruitment and retention, which causes so many variations it is difficult to know whether the current body of programs as a whole are effectively and successfully recruiting and retaining new participants.
- (2) Defining recruitment and retention could be accomplished as part of a larger project to develop Best Practices (BP’s) for creating, improving and evaluating existing or new recruitment and retention programs. The Association and/or a NGO partner should commit resources and expertise toward the development of these as soon as possible. As stated in the state agencies’ Recruitment and Retention Survey Report (Lamprecht and Seng, 2006), the Recreational Boating and Fishing Foundation has already created BP’s for fishing and boating recruitment and retention. A larger effort to creat BP’s would complement what is already in existence for fishing and boating.
- (3) Because of the lack of clarity over what defines recruitment and retention, there is a pronounced “gray area” as to whether a program is a recruitment or retention program. Some programs are used for both purposes. This is not to

say that “lumping” programs together is not effective, but there is a need for further study. This could help reduce the amount of confusion and provide guidelines to NGO’s so they can effectively choose exactly what type of program they need.

- (4) Once standards for recruitment and retention are developed, along with the associated BP’s, it is imperative that the Association and the NGO’s work together to educate the entire community on how to implement them. Simply providing a written report will not be enough. There will be a need for training, outreach and education for on-the-ground practitioners so they are aware of and know how to implement the new standards and practices.
- (5) As with state agencies, NGO’s are not evaluating their programs. Therefore, valuable opportunities are being missed that could help their programs more effectively recruit and retain participants. As it currently stands, aside from secondary and anecdotal data, most NGO’s cannot accurately determine the true success of their programs and whether they are reaching measurable goals. The implementation of BP’s could alleviate this problem.
- (6) NGO’s that are evaluating their programs are, in general, publishing their reports for general review and use, though other NGO’s may not be aware of its existence. This information and that gathered from the state agency survey, provides important research and recommendations for developing and improving recruitment and retention programs. Now that the Association is currently the clearinghouse for both NGO and state agency programs, NGO’s and state agencies alike that wish to develop or improve their program should utilize this resource to prevent unnecessary duplication and wasting of resources.

- (7) There should be an effort to evaluate all the existing programs to determine which ones are most effective and what types of programs are still needed to fill-in possible gaps. Once that is accomplished, all future programs or efforts to improve current ones could be based on these widely accepted models.
- (8) NGO's should put more emphasis on using their recruitment programs to attract new members. An exceptional opportunity exists to reach out to newcomers and become the support system they need to continue to participate in their newly acquired pastime. Taking advantage of crossover participation could also assist with gaining new members. Once developed, BP's can provide the guidance needed on how to develop or implement these ideas.
- (9) Because of the disparities between this survey and the state agency survey, there is a need to perform a more extensive survey(s) that could fix these disparities and collect much more detailed (and needed) information about the programs, participants, evaluation, successes, failures, etc. Just expanding the survey to focus more on participants alone could yield information on license and equipment purchases, participations rates, future buying power, membership information, etc.
- (10) Although the Association works closely with many of the NGO's on other issues, it could strengthen its partnership with them in these matters by working with them to improve both state agency and NGO programs. Because the Association represents state fish and wildlife agencies, which also have many years of experience in developing and creating programs, the Association can provide valuable input, knowledge and expertise to NGO's in implementing the recommendations provided herein.

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Appendix A. NGO survey questions

NGO R&R Program Status Survey

Welcome to the Association of Fish & Wildlife Agencies' (the Association) NGO Recruitment & Retention Survey. The goal of the survey is to collect data on the current status of hunting, target shooting, archery, angling and boating programs throughout that United States that are managed by non-governmental organizations.

It should take approximately 15 minutes to complete this survey. In combination with results from a similar survey done with state fish and wildlife agencies, the Association will use the results of this survey to compile a status report on recruitment and retention programs throughout the United States. Included with the report will be recommendations for developing or updating recruitment and retention programs in the future.

Note: Target shooters(ing) = target shooters(ing) with a firearm unless otherwise specified.

1. Organization name

2. Main contact information

Name	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
E-mail	<input type="text"/>

3. List and briefly describe the programs or activities that you currently have in place to **recruit** hunters (with a firearm and/or bow), archers, target shooters, anglers or boaters (no more than 5). Please indicate the main contact name and e-mail address for each activity/program.

4. Now, in thinking of the programs you just listed, please write down the one that is most important to your organization in **recruiting** hunters, target shooters, archers, anglers or boaters.

Questions 5-12 refer to your answer for Question 4 --- your organization's most important **recruitment** program.

5. Who is the target audience of the program/activity? (Choose all that apply)

		Youth	Women	Adults	Minorities	Other	N/A
Hunting with a gun program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting with a bow program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting gun program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting with a bow program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Angling program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How long has this program/activity been in place?

- 1-2 years
- 3-5 years
- 5-7years
- 8 years or longer

7. Has this program/activity been evaluated?

- Yes
- No

8. Is a written report available?

- Yes
- No

9. If yes, please write the title below.

10. Approximately how many participants have gone through the program/activity since its inception?

- <100
- 100-500
- 501-1,000
- 1,001-5,000
- over 5,000 please specify

11. If the program/activity has not been evaluated, how was this measured?

12. Please detail the strengths and weaknesses of the program/activity.

13. List and briefly describe the programs or activities that you currently have in place to **retain** hunters (with a firearm and/or bow), target shooters, archers, anglers or boaters (no more than 5). Please indicate the main contact name and e-mail address for each program/activity.

14. Now, in thinking of the programs you just listed, please write which one you think is most important to your organization in **retaining** hunters, target shooters, archers, anglers or boaters.

Questions 15-22 refer to your answer for Question 14 --- your organization's most important **retention** program.

15. Who is the main target audience for the program/activity? (Choose all that apply)

	Youth	Women	Adults	Minorities	Other	N/A
Hunting with a firearm program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting with a bow program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting with a firearm program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting with a bow program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Angling program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating program/activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How long has the program/activity been in place?

- 1-2 years
- 3-5 years
- 5-7 years
- 8 years or longer

17. Has each program/activity been evaluated?

- Yes
- No

18. Is a written report available?

- Yes
- No

19. If yes, please write the title below?

20. Approximately how many participants have gone through the program/activity since its inception?

- < 100
- 100-500
- 501-1000
- 1,001-5,000
- over 5,000 Please specify

21. If the program/activity has not been evaluated, how was this measured?

22. Please detail the strengths and weaknesses of the program/activity.

Appendix B. NGO survey responses

Survey responses from the twenty non-governmental organizations are displayed on the following pages, with the responses for the first twelve listed first followed by the remaining eight.

#	Organization Name	Contact Name	Title	Mailing Address	Phone	Fax	E-Mail
1	American Sportfishing Association	Gordon Robertson	Vice President	225 Reinekers Lane, Suite 420, Alexandria, VA 22314	(703)519-9691	(703)519-1872	grobertson@asafishing.org
2	Becoming an Outdoors-Woman	Diane Lueck	Director	1703 Fourth Ave, Friendship WI 53934	(715)228-2070	(715)228-2070	dlueck@uniontel.net
3	BoatUS	Jim Ellis	President	880 S Pickett St	(703)823-9550		jellis@boatus.com
4	Dallas Safari Club	Gray N. Thornton	Executive Director	6390 LBJ Freeway, Suite 108, Dallas, TX 75240	(972)980-9800	(972)980-9925	gray@biggame.org
5	Foundation for North American Wild Sheep	Raymond Lee	President	720 Allen Avenue, Cody, Wyoming, 82414	(307)527-6261	(307)527-7117	rlee@fnaws.org
6	International Hunter Education Association	Gary Berlin	Executive Vice President	P.O. Box 490 Wellington, CO 80549	(970)568-7954	(970)568-7955	gary@ihea.com
7	Izaak Walton League of America	Paul W. Hansen	Executive director	707 Conservation Lane, Gaithersburg, MD 20878	(301)548-0150	(301)548-0149	phansen@iwla.org
8	National Bowhunter Education Foundation	Marilyn Bentz	Executive Director	PO Box 180757	(479)649-9036	(479)649-3098	mbentz@nbef.org
9	National Marine Manufacturers Association	Thomas J. Dammrich	President	200 E. Randolph Dr., Suite 5100, Chicago, IL 60601	(312)946-6220	(312)946-1042	tdammrich@nmma.org
10	National Shooting Sports Foundation	Melissa Schilling	Manager, Recruitment & Retention	11 Mile Hill Road, Newtown, CT 06470			mschilling@nssf.org
11	North American Bear Foundation	Brian Bachman	President/CEO	9960 390th St. Pillager, MN 56473	(218)746-3774		Brian@nabf.org
12	Orion-The Hunters Institute	Mark Hirvonen	President	P.O. Box 657 Marquette, MI 49855/ P.O> Box 5088 Helena, MT 59601	(406)449-2795	(406)449-9985	mark@huntright.org

#	List and briefly describe the programs you currently have in place for RECRUITING	Most important to your organization	Which category best describes this program / activity?	Other (if noted)
1		Future Fisherman Foundation	Angling	
2		#1 - the BOW workshop itself, as it gives the original opportunity for success and generating interest.	TS with gun; TS with bow; Angling; Boating; Other	learn to hunt classes
3	None	NA	Other	
4		The SAFETY events to date...the archery in the schools program in the future	TS with gun , TS with bow	
5		Making Tracks	Hunting (gun)	
6			Hunting (gun); Hunting (bow); TS with gun; TS with bow	
7	300 chapters, about 200 with land, ranges, hunter safety programs and other activities to attract train and recruit	all are important	Hunting (gun); Hunting (bow); TS with gun; TS with bow; Angling; Boating	
8		Distance learning opportunities	Hunting (bow)	
9	Discover Boating national marketing campaign--Steve Tadd, stadd@nmma.org	Discover Boating	Boating	
10	STEP OUTSIDE, Melissa Schilling mschilling@nssf.org Scholastic Programs (SCTP & SRP), Zach Snow zsnow@nssf.org Hunting Heritage Partnership, Melissa Schilling mschilling@nssf.org First Shots, Cyndi Dalena Families Afield	Hunting Heritage Partnership Program	Hunting (gun)	
11		They all are important and work together But when completed our CD/DVD with reach and effect more people across the country.	Hunting (gun); Hunting (bow); TS with gun; TS with bow	
12	Educate the public on the history of the American Hunter/Conservationist, Agency training programs for the Hunter Education System on Ethics and responsible hunting. Jim Posewitz (orionhi@mt.net)	teaching the lessons of history to engage the hunting public to become more active and recognize the critical importance of funding these programs to continue our heritage	Hunting (gun); Hunting (bow); Other	education

#	Who is the target audience for the program?	Other (if noted)	How long has this program been in place?	Has this program been evaluated?	If YES, detail how the program was evaluated	Is a written report available?	If YES, please write the title of the report	How many participants have gone through the program?	If over 5,000, please specify
1	Youth		Eight or more years	YES	Independent evaluations as part of program grants	YES		Over 5,000	8
2	Women		Eight or more years	NO		NO		Over 5,000	200,000
3	Other	None							
4	Youth, Women, Adults		Eight or more years	NO				1,001 to 5,000	
5	Youth		Five to seven years	NO		NO		1,001 to 5,000	
6	Youth; Women; Adults; Miinorities		Three to four years	NO		NO		Over 5,000	750,000
7	Youth; Women; Adults; Miinorities		Eight or more years		unclear what you mean. local assessments done, assessments of whole not done	NO		Over 5,000	25,000
8	Youth; Adults; Miinorities		One to two years	YES	Statistics (student data) is kept on the distance learning students	YES	Specific information should be requested from the contact information given.	100 to 500	
9	Adults		One to two years	NO	Too early	NO		Over 5,000	20,000
10	You.,; Women; Adults; Miinorities		Three to four years	YES	Case Studies have been in place to show other state agencies a model of how to implement such a program	YES	www.nssf.org/hhp	100 to 500	
11	Youth; Women; Adults; Miinorities		One to two years	NO		NO		Less than 100	
12	Youth; Women; Adults		Eight or more years	YES	peer review through connection with the IHEA	NO		Over 5,000	7,000

#	If the program has NOT been evaluated, how was it measured?	Please detail STRENGTHS of the program	Please detail WEAKNESSES of the program
1		Taught in schools and youth groups by educators who work for schools or state fish and wildlife agencies; programs are long-term, i.e. 1 week to one school year; rely heavily on education, not exposure and are mentor oriented.	Because the program is longterm, finding the time in schools is always challenging. Funding is always a challenge.
2	Each workshop and each class gets written evaluation by students, instructors, and coordinators.	Introductory level, hands-on, non-threatening atmosphere, women only, great instructors, offered by fish/game which gives credibility, 15 years of success.	As an educational effort of the state agency, it is subject to budget/staffing cuts. because of interest, could be expanded if \$\$ were there.
3			
4	In number of students through the program and the responses we received from educator, parents and youth participants.	Introducing a youth AND his/her parent to the shooting sports	It is so labor intensive and hands on (one on one instruction) that we are limited to the number of youth/parents going through the program each year.
5	It is measured by the number of Junior member renewals and comments received from our regular members.	Widespread, fun to read, inserts the "hunting message" casually	Does not reach a broad demographic
6	Reduced number of hunting incidents per participant.	Reduced number of hunting/shooting incidents per participant	Even with the significant effort of all cooperators, the number of hunters continues to decline. Internally, the IHEA is recovering from some significant management problems and will be more able to focus on IHEA core business within
7		community-based	community-based, some programs more inclusive, friendly and open than others.
8		Increased access to our nationally and internationally recognized program.	Program is still relatively new and not all states or foreign countries are currently offering the program.
9	Will be measured on Awareness research, boat sales and boating participation studies.	Large budget--\$15MM, member involvement, great creative, dealer and product certification	Funding collection method
10		The strengths of this program is it allow the state agencies to pilot a R&R program that is specific to their state. After a successful pilot, there is a chance that the programs could receive funding on a federal level b/c if it shows the pilot does work in recruiting new hunters.	Some states will encounter a problem completing outlined goals.
11	In production. It will benefit and be incorporated into all our programs and hopefully will be used by many other organizations and states.		
12		Energizes and activates the Hunter Education Instructor to include history and responsible behavior in their presentation.	Staffing and continued funding

#	List and briefly describe the programs you currently have in place for RETAINING	Most important to your organization	Which category best describes this program / activity?	Other (if noted)	Who is the target audience for the program?	Other (if noted)	How long has this program been in place?
1	Future Fisherman Foundation programs have some retention components, but this has not been an emphasis.	In fairness, not applicable	Angling		Youth		Eight or more years
2	Same three as recruitment. Diane Lueck, dlueck@uniontel.net Research shows these to be successful retention programs, as the participants who learn these skills have almost no drop out rate.	Becoming an Outdoors-Woman workshop - skills learned in this atmosphere are put into practice!	Hunt (gun); Hunt (bow); TS (gun); TS (bow); Angling; Boating; Other	learn to hunt classes	Women		Eight or more years
3	Too many to list	All	Boating		Other	all	Eight or more years
4	No particular activity although our SAFETY event works to retain hunters/shooters by providing them an outlet to teach and share their shooting/hunting passion with others.	See above	TS with gun , TS with bow		Youth, Women, Adults		Eight or more years
5	Our quartely publications - Wild Sheep and Conservation Connection Our hunter recognition award program	Quarterly publications	Hunting (gun)		Adults		Eight or more years
6	Hunter Education Courses offered on-line, educational information available on-line, continued education and instructor enhancements	Educational information	Other	Educational programs	Youth; Women; Adults; Minorities		Five to seven years
7	same		Hunt (gun); Hunt (bow); TS (gun); TS (bow); Angling; Boating		Youth; Women; Adults; Minorities		Eight or more years
8	Improved access to our program (curriculum). (Contact information the same as previously mentioned.)	Improved access to our program (curriculum).	Hunt (bow)		Youth; Women; Adults; Minorities		One to two years
9	Dealer Certification--Terry Leitz, tleitz@nmma.org Product Certification--Tom Marhevko, tmarhevko@nmma.org	Dealer Certification	Boating		Adults		One to two years
10	STEP OUTSIDE - Melissa Schilling, mschilling@nssf.org Hunting Heritage Partnership Program - Melissa Schilling, mschilling@nssf.org	STEP OUTSIDE	Hunt (gun); Hunt (bow); TS (gun); TS (bow); Angling		Youth; Women; Adults; Minorities		Eight or more years
11	Our programs are designed to do both- recruit and retain. We do not have spcifically designed programs for each at this time as fund are limited.						
12	same as above	same as above	Hunt (gun); Hunt (bow); Other	education	Youth; Women; Adults		Eight or more years

#	Has this program been evaluated?	If YES, detail how the program was evaluated	Is a written report available?	If YES, please write the title of the report	How many participants have gone through the program?	If over 5,000, please specify	If the program has NOT been evaluated, how was it measured?
1	NO		NO				n/a
2	NO		NO		Over 5,000	200,000	Written evaluation following each class and workshop.
3	NO		NO				
4	NO						
5	NO		NO		Over 5,000	20,000	Membership renewals and participation in our ancillary programs
6	NO		NO		Over 5,000		web-site access numbers
7		same	NO			25,000	
8	YES	Student data is available upon request or information can be requested as needed.	YES	See above.	100 to 500		
9	NO	Too soon, too new	NO		100 to 500		Number of dealers certified
10	YES	The program has been evaluated in a number of ways: membership, retention, licenses, participation, marketing messages...	NO		Over 5,000	500,000	
11							
12	YES	same as above	NO			7,000	

#	Please detail STRENGTHS of the program	Please detail WEAKNESSESS of the program
1		
2	Research has shown that skills learned in the BOW atmosphere are put into practice. There is almost no drop out rate from these activities. Participants have a positive attitude about the skills and activites learned.	It would be great to have the opportunity to offer more actual hunts/fishing trips. That is a time intensive effort, and many coordinators don't put these together. Those that do are highly successful.
3		
4		
5	Tailored to the individuals involved	Does not compete well with commercial 'slicks' in the industry
6	Accurate information is being provided to those who visit the web-site	Stale information on our web-site
7		
8	At this time it appears the majority of participants in the distance learning program are in the 21-31 years of age bracket. These are exactly the people that typically have little time to attend a	Not available in all states at this time.
9	Improves business processes and delivers consistent experience to every customer	The cost.
10	STEP OUTSIDE is tailored to fit the needs of the interested partner. SO can be easily implemented into any R&R program with the national credibility. All marketing messages are available for use.	Reporting from partners have been a weakness. The lack of capturing information of participants that attend a STEP OUTSIDE event has been a problem. There is a lot of hesitation from various partners.
11		
12		

#	Organization Name	Contact Name	Title	Mailing Address	Phone	Fax	E-Mail
13	Pass It On -- Outdoor Mentors	Michael Christensen	Director	310 E 2nd, Wichita, KS 67202	(316)253-7221		mchristensen@ksbbbs.org
14	Pope and Young Club	Kevin Hisey	Executive Secretary	PO Box 548, Chatfield, MN 55923	(507)867-4144	(507)867-4144	kevin@pope-young.org
15	Recreational Boating & Fishing Foundation	Stephanie Hussey	Manager, State Outreach	601 N. Fairfax St., Suite 440 Alexandria, VA 22314	703/519.0013	703/519.9565	shussey@rbff.org
16	Ruffed Grouse Society	Dan Dessecker	Senior Wildlife Biologist	P.O. Box 2, Rice Lake, WI 54868	(715)234-8302		rgsdess@chibardun.net
17	Safari Club International and Safari Club International Foundation	Donald J. Brown	Safari Club International Foundation Director of Education	4800 West Gates Pass Road, Tucson, AZ 85711	(520)620-1220	(520)618-3538	dbrown@safariclub.org
18	Texas Wildlife Association	Kirby Brown	Executive Vice President	2800 NE Loop 410, Ste 105, San Antonio, TX 78218	(210)826-2904	(210)826-4933	k_brown@texas-wildlife.org
19	The Wildlife Society	Laura Bies	Associate Director of Government Affairs	5410 Grosvenor Lane, Suite 200, Bethesda, MD 20814	(301)897-9770	(301)530-2471	laura@wildlife.org
20	Wildlife Management Institute	Steve Williams	President	1146 19th St., NW, Washington, DC 20036	(202)371-1808	(202)408-5059	swilliams@wildlifemgt.org

#	List and briefly describe the programs you currently have in place for RECRUITING	Most important to your organization	Which category best describes this program / activity?	Other (if noted)
13			Other	all of the above
14		I would say that, at present, our ability to provide financial support to other worthy projects is the most important, or valuable, effort that we do.	Hunting (bow); TS with bow	
15	<p>1. Take Me Fishing campaign & TakeMeFishing.org - A campaign to position recreational fishing and boating as unmatched leisure activities for true connection to family and friends, with the call to action "Get information and get going at TakeMeFishing.org."</p> <p>2. Anglers' Legacy - A program to mobilize and enfranchise avid anglers with a simple message: "Share Your Passion-Take Someone Fishing."</p> <p>3. Priority States - Partnerships with state fish & wildlife agencies to implement integrated awareness and grassroots education plans designed to increase fishing, boating, and resource stewardship.</p> <p>4. Events Strategy: National Fishing & Boating Week (NFBW), Event Planning Kit, Passport to Fishing and Boating Program - NFBW is an annual, national celebration of fishing and boating. To better enable partners to host events, the Event Planning Kit is designed to make it easy to plan and promote events, and the Passport Program is an easy-to-use interactive program to introduce families to fishing and boating.</p> <p>5. Grassroots Outreach Strategy: Physical Education Grants Program, National Recreation & Parks Association Grants Initiative - These national grants programs make funds available directly to educators.</p>	Take Me Fishing	Angling, Boating	
16	Primary method is Chapter sponsored youth day shoots. We have no primary contact as each event is coordinated by our local Chapter volunteers.	Youth Shoots	TS with gun	
17	<p>A. Safari Club International's TV production, "Expedition Safari" on OLN cable channel. Contact person: Matt Anderson, Director of Marketing and Communications. manderson@safariclub.org</p> <p>B. Safari Club International publications: Safari Times and Safari Magazine: Contact person: Steve Comus, Director of Publications, scomus@safariclub.org</p> <p>C. Safari Club International's Annual Hunters Convention: 20,000 plus attendees in 2006, Contact person: Libby Grimes, Director of Convention, lgrimes@safariclub.org</p> <p>D. Safari Club International Chapter events (fundraisers, youth events, monthly meetings) Contact person: Kim Rappleye, Field Operations Manager, krappleye@safariclub.org</p>	MOST IMPORTANT: SCIF's American Wilderness Leadership School's Teacher Workshops.	Hunting (gun); Hunting (bow); TS with gun; TS with bow	
18		Texas Youth Hunting Program	Hunting (gun)	
19	We are a professional organization, thus have no programs (at the international organization level) to recruit hunters			
20	Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org	Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org	Hunting (gun); Hunting (bow); TS with gun; TS with bow	

#	Who is the target audience for the program?	Other (if noted)	How long has this program been in place?	Has this program been evaluated?	If YES, detail how the program was evaluated	Is a written report available?	If YES, please write the title of the report	How many participants have gone through the program?	If over 5,000, please specify
13	Youth; Women; Adults; Miinorities		Three to four years	NO		NO		1,001 to 5,000	
14	Youth; Women; Adults		Eight or more years	NO		NO			
15	Adults		Five to seven years	Yes	Pre and post wave marketing campaign	Yes	2005 national advertising results	Over 5,000	
16	Youth		Eight or more years	NO		NO		1,001 to 5,000	
17	Women, Adults, Other	Teachers and Educators	Eight or more years	YES	Two graduate projects: Both delt with a pre/post survey concerning the attidute and knowledge about conservation/wildlife management issues, hunters and hunting.	YES		1,001 to 5,000	
18	Youth; Women; Adults; Miinorities		Eight or more years	YES	University human dimensions study and follow-up minority study	YES	Evaluating the Texas Youth Hunting Program (journal article in	Over 5,000	
19									
20	Youth; Women; Adults; Miinorities; Other	all		NO		NO		Less than 100	

#	If the program has NOT been evaluated, how was it measured?	Please detail STRENGTHS of the program	Please detail WEAKNESSES of the program
13	We keep track of the number of volunteers who become Bigs and we track the number of Littles who participate in the various outdoor events we host.	The primary strength of the program is that we are able to provide quality outdoor experiences to children from at-risk environments, children who would probably not have the opportunity to participate otherwise. We involve sportsmen/women from local conservation groups, encouraging them to become involved as Big Brothers/Sisters	
14	our membership support	It leverages money and supports a wide range of different activities	In, and of, itself it is a very minor funding source
15		Multimedia campaign with associated coop program	Needs local call to action
16	Qualitative assessment by local Chapters.	The kids love to shoot and it's very easy to generate support for these events.	We are not necessarily reaching kids that don't have access to shooting.
17	Evaluations are given to each graduate to fill out after returning to their local community. To date 4,277 participants have gone through the program. Copies of letter sent to SCI chapters thanking them for providing a sponsorship and the quality of experience received.	Great resouces and presentations from local land management agencies (BLM, USFS, NPS, Wyoming Game and Fish and USFWS)during on site field trips. Workshops are offered for 2-4 graduate credits from Colorado State University. All participants participate in shooting sports activities, many for the first time, that include 22 rifle/pistol shooting, archery, muzzleloading and shot gun. All participants leave with a better understanding of wildlife management concepts, current issues with multiple use practices and an awarness of the contributions hunting and hunters make that benefit all wildlife.	Better follow-up with graduates once they return to the local communities.
18		(1) Direct youth hunter recruitment, (2) teaching and molding ethical hunters knowledgeable in WL management, safety and hunting, (3) strong minority recruitment, (4) development of volunteer trained Huntmasters (5) youth has to bring at least	(1) Currently limited by administration and program management bottleneck to about 1500 mentored youth hunters each year (2) tendency to recruit kids already interested in hunting (3) general difficulty in finding interested foundations
19			
20	This is a new, national and comprehensive plan that is in development.		

#	List and briefly describe the programs you currently have in place for RETAINING	Most important to your organization	Which category best describes this program / activity?	Other (if noted)	Who is the target audience for the program?	Other (if noted)	How long has this program been in place?
13		Match Activities.	Other	all of the above	Youth; Women; Adults; Minorities		Three to four years
14		The Records Program is very important to the Club.	Hunt (bow)		Youth; Women; Adults		Eight or more years
15	<p>1. Take Me Fishing campaign & TakeMeFishing.org - A campaign to position recreational fishing and boating as unmatched leisure activities for true connection to family and friends, with the call to action "Get information and get going at TakeMeFishing.org." Contact: Stephanie Hussey, shussey@rbff.org.</p> <p>2. Anglers' Legacy - A program to mobilize and enfranchise avid anglers with a simple message: "Share Your Passion-Take Someone Fishing." Contact: Stephanie Hussey, shussey@rbff.org.</p> <p>3. Priority States - Partnerships with state fish & wildlife agencies to implement integrated awareness and grassroots education plans designed to increase fishing, boating, and resource stewardship. Contact: Stephanie Hussey, shussey@rbff.org.</p>	Take Me Fishing	Angling, Boating		Adults		Five to seven years
16	Same program as hunter recruitment - Youth Shoots.						
17	<p>A. Safari Club International publications: Safari Times and Safari Magazine: Contact person: Steve Comus, Director of Publications, scomus@safariclub.org</p> <p>B. Safari Club International Chapter events (fundraisers, youth events, monthly meetings) Contact person: Kim Rappleye, Field Operations Manager, krappley@safariclub.org</p> <p>C. Safari Club International's TV production, "Expedition Safari" on OLN cable channel. Contact person: Matt Anderson, Director of Marketing and Communications. manderson@safariclub.org</p> <p>D. Safari Club International's Annual Hunters Convention: 20,000 plus attendees in 2006, Contact person: Libby Grimes, Director of Convention, lgrimes@safariclub.org</p>	SCI annual hunter's convention	Hunt (gun); Hunt (bow); TS (gun); TS (bow); Angling; Boating; Other	Professional guides and outfitters	Youth, Women, Adults, Other	SCI members	Eight or more years
18	Same as before	Wildlife, Sportsmen and Management Field Days	Hunt (gun); Hunt (bow); Other	WL management techniques	Youth; Women; Adults; Minorities; Other	Landowners	Eight or more years
19	Again, no programs currently in place specifically to retain hunters (since we are a professional society).						
20	Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org	Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org	Hunt (gun); Hunt (bow); TS (gun); TS (bow)		Youth; Women; Adults; Minorities; Other	all	

#	Has this program been evaluated?	If YES, detail how the program was evaluated	Is a written report available?	If YES, please write the title of the report	How many participants have gone through the program?	If over 5,000, please specify	If the program has NOT been evaluated, how was it measured?
13	NO		NO		1,001 to 5,000		We track the number of matches that participate in our match events and periodically survey them to get their input on how well they like the events they have attended and to find out what other activities they would like to participate in.
14	NO		NO		Over 5,000	60,000	participation
15	Yes	Pre and post wave marketing campaign	Yes	2005 national advertising results	Over 5,000		
16							
17	YES	Survey of members who attend and did not attend.	YES	A survey is currently being done based on the 2006 SCI Convention for use in 2007	Over 5,000	21,000	Success of exhibitors, funds raised, attendance records,
18	NO		NO		Over 5,000		An evaluation is provided by participants at the end of each field day/seminar
19							
20	NO				Less than 100		This is a new, national and comprehensive plan in development.

#	Please detail STRENGTHS of the program	Please detail WEAKNESSES of the program
13	The match events provide unique opportunities for the matches to participate in activities they might not have the chance to otherwise. In addition, they get to meet other like-minded sportsmen/women who share their interests in the outdoors.	
14		
15	Multimedia campaign with associated coop program	Needs local call to action
16		
17	Brings all members of the hunting and fishing fraternity under on roof (hunters, professional guides and outfitters, equipment and supplies vendors.	Currently turning vendors away due to lack of exhibit space. Growth making it necessary to expand show length in order to fully view and communicate with vendors.
18	Specific audience related topics provided as determined by a broad committee	Very time intensive for planning and putting on
19		
20		

Appendix C. Individual NGO Program Lists & Contacts

The organizations that provided information on up to five of their recruitment and retention programs are listed with the associated contact information below. Additional details, as well as each organization's self-reported strengths and weakness, are available in Appendix B.

Recruitment

- **American Sportfishing Association**

The American Sportfishing Association's Future Fisherman Foundation is a 501©(3) organization whose mission is angler education and recruitment. Its major programs are:

- (1) Hooked on Fishing – Not on Drugs® (HOFNOD); reaches approximately 700,000 students each year and is taught in each state.
- (2) Physh Ed; taught in approximately 30 states in selected public and private schools. Contact Mike Bolinder, Executive Director, Future Fisherman Foundation, 225 Reinekers Lane, Suite 420, Alexandria, VA 22314. (703) 519-9691 Ext. 238.

- **Becoming An Outdoors-Woman**

- **Boat US**

None

- **Dallas Safari Club**

- **Foundation for North American Wild Sheep**

- **International Hunter Education Association**

- **Izaak Walton League of America**

300 chapters, about 200 with land, ranges, hunter safety programs and other activities to attract train and recruit

- **National Bowhunter Education Foundation**

- **National Marine Manufacturers Association**

Discover Boating national marketing campaign--Steve Tadd, stadd@nmma.org

- **National Shooting Sports Foundation**

- (1) STEP OUTSIDE, Melissa Schilling mschilling@nssf.org
- (2) Scholastic Programs (SCTP & SRP), Zach Snow zsnow@nssf.org
- (3) Hunting Heritage Partnership, Melissa Schilling mschilling@nssf.org
- (4) First Shots, Cyndi Dalena
- (5) Families Afield

- **North American Bear Foundation**

- **Orion-The Hunters Institute**

- (1) Educate the public on the history of the American Hunter/Conservationist
 - (2) Agency training programs for the Hunter Education System on Ethics and responsible hunting.
- Jim Posewitz (orionhi@mt.net)

- **Pass It On – Outdoor Mentors**

- **Pope and Young Club**

- **Recreational Boating and Fishing Foundation**

- (1) Take Me Fishing campaign & TakeMeFishing.org - A campaign to position recreational fishing and boating as unmatched leisure activities for true connection to family and friends, with the call to action "Get information and get going at TakeMeFishing.org." Contact: Stephanie Hussey, shussey@rbff.org.
- (2) Anglers' Legacy - A program to mobilize and enfranchise avid anglers with a simple message: "Share Your Passion-Take Someone Fishing." Contact: Stephanie Hussey, shussey@rbff.org.
- (3) Priority States - Partnerships with state fish & wildlife agencies to implement integrated awareness and grassroots education plans designed to increase fishing, boating, and resource stewardship. Contact: Stephanie Hussey, shussey@rbff.org.
- (4) Events Strategy: National Fishing & Boating Week (NFBW), Event Planning Kit, Passport to Fishing and Boating Program - NFBW is an annual, national celebration of fishing and boating. To better enable partners to host events, the Event Planning Kit is designed to make it easy to plan and promote events, and the Passport Program is an easy-to-use interactive program to introduce families to fishing and boating. Contact: Stephanie Hussey, shussey@rbff.org.
- (5) Grassroots Outreach Strategy: Physical Education Grants Program, National Recreation & Parks Association Grants Initiative - These national grants programs make funds available directly to educators and park and recreation agencies to design

and implement boating and fishing related programming. Contact: Stephanie Hussey, shussey@rbff.org.

- **Ruffed Grouse Society**

Primary method is chapter sponsored youth day shoots. We have no primary contact as each event is coordinated by our local Chapter volunteers.

- **Safari Club International and Safari Club International Foundation**

(1) Safari Club International's TV production, "Expedition Safari" on OLN cable channel. Contact person: Matt Anderson, Director of Marketing and Communications. manderson@safariclub.org

(2) Safari Club International publications: Safari Times and Safari Magazine: Contact person: Steve Comus, Director of Publications, scomus@safariclub.org

(3) Safari Club International's Annual Hunters Convention: 20,000 plus attendees in 2006, Contact person: Libby Grimes, Director of Convention, lgrimes@safariclub.org

(4) Safari Club International Chapter events (fundraisers, youth events, monthly meetings) Contact person: Kim Rappleye, Field Operations Manager, krappley@safariclub.org

- **Texas Wildlife Association**

- **The Wildlife Society**

We are a professional organization, thus have no programs (at the international organization level) to recruit hunters

- **Wildlife Management Institute**

Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org

Retention

- **American Sportfishing Association**

- **Becoming An Outdoors-Woman**

Same three as recruitment. Diane Lueck, dlueck@uniontel.net

Research shows these to be successful retention programs, as the participants who learn these skills have almost no drop out rate.

- **Boat US**

Too many to list

- **Dallas Safari Club**

No particular activity although our SAFETY event works to retain hunters/shooters by providing them an outlet to teach and share their shooting/hunting passion with others.

- **Foundation for North American Wild Sheep**

- (1) Our quarterly publications - Wild Sheep and Conservation Connection.
- (2) Our hunter recognition award program

- **International Hunter Education Association**

- (1) Hunter Education Courses offered on-line
- (2) Educational information available on-line
- (3) Continued education
- (4) Instructor enhancements

- **Izaak Walton League of America**

Same as above.

- **National Bowhunter Education Foundation**

Improved access to our program (curriculum).
(Contact information the same as above.)

- **National Marine Manufacturers Association**

- (1) Dealer Certification--Terry Leitz, tleitz@nmma.org
- (2) Product Certification--Tom Marhevko, tmarhevko@nmma.org

- **National Shooting Sports Foundation**

- (1) STEP OUTSIDE - Melissa Schilling, mschilling@nssf.org
- (2) Hunting Heritage Partnership Program - Melissa Schilling, mschilling@nssf.org

- **North American Bear Foundation**

Our programs are designed to do both- recruit and retain. We do not have specifically designed programs for each at this time as funds are limited.

- **Orion-The Hunters Institute**

Same as above.

- **Pass It On – Outdoor Mentors**

- **Pope and Young Club**

- **Recreational Boating and Fishing Foundation**

(1) Take Me Fishing campaign & TakeMeFishing.org - A campaign to position recreational fishing and boating as unmatched leisure activities for true connection to family and friends, with the call to action "Get information and get going at TakeMeFishing.org." Contact: Stephanie Hussey, shussey@rbff.org.

(2) Anglers' Legacy - A program to mobilize and enfranchise avid anglers with a simple message: "Share Your Passion-Take Someone Fishing." Contact: Stephanie Hussey, shussey@rbff.org.

(3) Priority States - Partnerships with state fish & wildlife agencies to implement integrated awareness and grassroots education plans designed to increase fishing, boating, and resource stewardship. Contact: Stephanie Hussey, shussey@rbff.org.

- **Ruffed Grouse Society**

Same program as hunter recruitment - Youth Shoots.

- **Safari Club International and Safari Club International Foundation**

(1) Safari Club International publications: Safari Times and Safari Magazine: Contact person: Steve Comus, Director of Publications, scomus@safariclub.org

(2) Safari Club International Chapter events (fundraisers, youth events, monthly meetings) Contact person: Kim Rappleye, Field Operations Manager, krappley@safariclub.org

(3) Safari Club International's TV production, "Expedition Safari" on OLN cable channel. Contact person: Matt Anderson, Director of Marketing and Communications. manderson@safariclub.org

(4) Safari Club International's Annual Hunters Convention: 20,000 plus attendees in 2006, Contact person: Libby Grimes, Director of Convention, lgrimes@safariclub.org

- **Texas Wildlife Association**

Same as above.

- **The Wildlife Society**

Again, no programs currently in place specifically to retain hunters (since we are a professional society)

- **Wildlife Management Institute**

Hunting Heritage Action Plan - Steve Williams - swilliams@wildlifemgt.org

Appendix D. Survey e-mail requesting NGO participation

From: Jodi Valenta [jodivalenta@charter.net]

Sent: Wednesday, June 07, 2006 11:37 AM

To: 'sdietrich@shootata.com'; 'SheriGriffith@Frontiernet.net'; 'pdillon@acanet.org';
'grassam@fisheries.org'; 'arc@funoutdoors.com'; 'mnussman@asafishing.org';
'mbolinder@asafishing.org'; 'jfrye@nmma.org'; 'jaymcaninch@archerytrade.org';
'noreen.k.clough@bassmasters.com'; 'acsmid@aol.com'; 'cthomas@uwsp.edu'; 'jellis@boatus.com';
'bettas@booneandcrocketclub.com'; 'patruble@bowhuntingpreservation.org';
'ahuggins@buckmasters.com'; 'douglassboyd@yahoo.com'; 'jeff@sportsmenslink.org'; 'JJW-
NO@worldnet.att.net'; 'gray@biggame.org'; 'pltrexler@aol.com'; 'awentz@ducks.org';
'rlee@fnaws.org'; 'rkramer@igfa.org'; 'gary@ihe.com'; 'phansen@iwla.org';
'mchristensen@ksbbbs.org'; 'twc@muledeer.org'; 'mbentz@nbef.org'; 'janet_ady@fws.gov';
'NFAARCHERY@AOL.COM'; 'marilou.livingood@nfwf.org'; 'tschoonen@wondersofwildlife.org';
'lcase@ffa.org'; 'tdammrich@nmma.org'; 'bye@vermontel.net'; 'srecce@nrahq.org';
'office@SafeBoatingCouncil.org'; 'cdolnack@nssf.org'; 'keelimvk@dfw.wa.gov'; 'nabf@nabf.org';
'jim@grousepartners.org'; 'orionhi@mt.net'; 'hvincent@pheasantsforever.org'; 'mws@ctcweb.net';
'DBuckland@qu.org'; 'bmurphy@qdma.com'; 'bmatthews@rbff.org'; 'jdart@rmef.org';
'rgsdess@chibardun.net'; 'scishep@aol.com'; 'k_brown@texas-wildlife.org'; 'laura@wildlife.org';
'mconnolly@trcp.org'; 'lori@treadlightly.org'; 'drogers@tu.org'; 'tom.sadler@tpl.org';
'bpidgeon@ussportsmen.org'; 'pgerl@whitetailsunlimited.com'; 'dgrann@wildlifealways.org';
'swilliams@wildlifemgt.org'

Subject: The Association of Fish and Wildlife Agencies' Survey of Current Practices for Recruiting and Retaining Participants in Hunting, Angling, Boating, Shooting Sports and Archery

MEMORANDUM

TO: Non-Governmental Conservation Organizations (NGO's)

FROM: Jodi Valenta, President, Mile Creek Communications, LLC

CC: Don MacLauchlan, International Resource Director, Association of Fish & Wildlife Agencies (the Association)

DATE: June 6, 2006

SUBJECT: Current Practices for Recruiting and Retaining Participants in Hunting, Angling, Boating, Shooting Sports and Archery

You may recall in November 2005 you were copied on a memo sent from John Cooper, President of the Association of Fish and Wildlife Agencies, to state fish and wildlife agency directors requesting they complete a written survey regarding their recruitment and retention programs. This was a continuation of an effort of former Association of Fish and Wildlife Agencies' President, Tom Bennett, when he surveyed state fish and wildlife agency directors to determine the best practices in use to promote recruitment and retention of hunters and shooters. It was the breadth and depth of

responses from the agencies that encouraged Tom to request funding from the Multistate Conservation Grant Program to expand the survey to include fishing and boating programs.

The project as Tom envisioned it would:

1. Re-survey state and Federal agencies and NGO's to determine methods currently employed to recruit and retain hunters, anglers, boaters, shooters and archers.
2. Analyze responses to identify commonality and those practices that are most effective and efficient.
3. Select outstanding examples and then develop recommendations for recruitment and retention programs.
4. Present findings and recommendations using published reports and public presentations.

To date, the state portion of the survey is complete and the Association is seeking your assistance in collecting the NGO portion of the survey. In order to accomplish this, the Association contracted with my firm, Mile Creek Communications, LCC, to develop and distribute the survey, compile results and write a final report.

In an effort to make the survey simple and brief, it is only a click away! Thanks to the generous support of the National Shooting Sports Foundation (NSSF), which provided staff time, use of its survey software and Internet servers, you can complete the survey online quickly and easily. Please follow the link www.nssf.org/share/survey/NGOSurvey/content and take a moment right now to complete the survey.

Please direct any questions to me at jodivalenta@charter.net or (203) 364-7917 or to Don MacLauchlan at (202) 624-3600 or donmac@fishwildlife.org. **It would be greatly appreciated if you would respond by COB Tuesday, June 20, 2006** as the deadline for completing the entire project and submitting the results to the U.S. Fish and Wildlife Service is quickly approaching.

Finally, the Association needs and will greatly appreciate 100% participation. The results should be a great asset to all of us. Thanks in advance for your help.

Jodi A. Valenta
President
Mile Creek Communications, LLC
12 Honey Lane
Sandy Hook, Connecticut 06482
Phone (203) 364-7917
Fax (714) 364-9871
jodivalenta@charter.net

Appendix E. Survey reminder e-mail

From: Jodi Valenta [jodivalenta@charter.net]

Sent: Wednesday, June 14, 2006 9:53 AM

To: 'sdietrich@shootata.com'; 'SheriGriffith@Frontiernet.net'; 'pdillon@acanet.org'; 'grassam@fisheries.org'; 'arc@funoutdoors.com'; 'mnussman@asafishing.org'; 'mbolinder@asafishing.org'; 'jfrye@nmma.org'; 'jaymcaninch@archerytrade.org'; 'noreen.k.clough@bassmasters.com'; 'acsmid@aol.com'; 'cthomas@uwsp.edu'; 'jellis@boat.us.com'; 'bettas@booneandcrocketclub.com'; 'patruble@bowhuntingpreservation.org'; 'ahuggins@buckmasters.com'; 'douglassboyd@yahoo.com'; 'jeff@sportsmenslink.org'; 'JJW-NO@worldnet.att.net'; 'gray@biggame.org'; 'pltrexler@aol.com'; 'awentz@ducks.org'; 'rlee@fnaws.org'; 'rkramer@igfa.org'; 'phansen@iwla.org'; 'mchristensen@ksbbbs.org'; 'twc@muledeer.org'; 'janet_ady@fws.gov'; 'NFAARCHERY@AOL.COM'; 'marilou.livingood@nfwf.org'; 'tschoonen@wondersofwildlife.org'; 'lcase@ffa.org'; 'bye@vermontel.net'; 'srecce@nrahq.org'; 'office@SafeBoatingCouncil.org'; 'cdolnack@nssf.org'; 'mschilling@nssf.org'; 'keelimvk@dfw.wa.gov'; 'nabf@nabf.org'; 'jim@grousepartners.org'; 'hv Vincent@pheasantsforever.org'; 'mws@ctcweb.net'; 'bmurphy@qdma.com'; 'bmatthews@rbff.org'; 'jdart@rmef.org'; 'rgsdess@chibardun.net'; 'scishep@aol.com'; 'k_brown@texas-wildlife.org'; 'laura@wildlife.org'; 'mconnolly@trcp.org'; 'lori@treadlightly.org'; 'drogers@tu.org'; 'tom.sadler@tpl.org'; 'bpidgeon@ussportsmen.org'; 'pgerl@whitetailsunlimited.com'; 'dgrann@wildlife forever.org'

Cc: 'Don MacLauchlan'

Subject: The Association of Fish and Wildlife Agencies' Recruitment & Retention Survey - Second Request



MEMORANDUM

TO: Non-Governmental Conservation Organizations (NGO's)

FROM: John Cooper, President, Association of Fish & Wildlife Agencies (the Association)

CC: Don MacLauchlan, International Resource Director, Association of Fish and Wildlife Agencies

DATE: June 14, 2006

SUBJECT: Current Practices for Recruiting and Retaining Participants in Hunting, Angling, Boating, Shooting Sports and Archery
Second Request

You may recall in November 2005 you were copied on a memo I sent to state fish and wildlife agency directors requesting they complete a written survey regarding their recruitment and retention programs. This was a continuation of an effort of former Association of Fish and Wildlife Agencies' President, Tom Bennett, when he surveyed state fish and wildlife agency directors to determine the best practices in use to promote recruitment and retention of hunters and shooters. It was the breadth and depth of responses from the agencies that encouraged Tom to request funding from the Multistate Conservation Grant Program to expand the survey to include fishing and boating programs.

The project as Tom envisioned it would:

1. Re-survey state and Federal agencies and NGO's to determine methods currently employed to recruit and retain hunters, anglers, boaters, shooters and archers.
2. Analyze responses to identify commonality and those practices that are most effective and efficient.
3. Select outstanding examples and then develop recommendations for recruitment and retention programs.
4. Present findings and recommendations using published reports and public presentations.

To date, the state portion of the survey is complete and I am seeking your assistance in collecting the NGO portion of the survey. In order to accomplish this, the Association contracted with Jodi Valenta, President, Mile Creek Communications, LCC, to develop and distribute the survey, compile results and write a final report.

In an effort to make the survey simple and brief, it is only a click away! Thanks to the generous support of the National Shooting Sports Foundation (NSSF), which provided staff time, use of its survey software and Internet servers, you can complete the survey online quickly and easily. Please follow the link www.nssf.org/share/survey/NGOSurvey/content and take a moment right now to complete the survey. Feel free to forward this e-mail to another person in your organization in order to complete the survey. However, the Association can only accept one completed survey per organization.

Please direct any questions to jodivalenta@charter.net or (203) 364-7917 or to Don MacLauchlan at (202) 624-3600 or donmac@fishwildlife.org. **It would be greatly appreciated if you would respond by COB Tuesday, June 20, 2006** as the deadline for completing the entire project and submitting the results to the U.S. Fish and Wildlife Service is quickly approaching.

Finally, the Association of Fish and Wildlife Agencies needs and will greatly appreciate 100% participation. The results should be a great asset to all of us. Thanks in advance for your help.

Appendix F. E-mails requesting potentially lost data

From: Jodi Valenta [jodivalenta@charter.net]
Sent: Wednesday, July 12, 2006 12:02 PM
To: 'mbentz@nbef.org'; 'gary@ihe.com'; 'Brian@nabf.org'; 'Melissa Schilling'; 'Kirby Brown'; 'dlueck@uniontel.com'; 'rlee@fnaws.org'; 'grobertson@asafishing.org'; 'gray@biggame.org'
Subject: AWFA NGO Recruitment and Retention Survey

On behalf of the Association of Fish & Wildlife Agencies (the Association), thank you for taking time from your busy schedule to complete the NGO Recruitment & Retention Status Survey that was sent to you on June 7, 2006. Your answers will be helpful as AWFA develops recommendations for recruitment and retention programs.

While conducting analysis of the survey results last month, I was made aware of potential technical difficulties with the server at the National Shooting Sports Foundation (NSSF kindly supported this project by collecting the survey data). In reviewing the results of the survey you submitted, I found your answer to question #3 was left blank. It asked you to list and briefly describe your programs and activities to recruit and retain hunters, target shooters, archers, anglers and boaters (no more than five). Because the list will be used as part of the final report, I do not want your programs to be left out if you did answer the question.

If you wish, please take a moment to complete the following question. To make it easy, just forward this e-mail back to me with your answer filled in below:

1. List and briefly describe the programs or activities that you currently have in place to **recruit** hunters (with a firearm and/or bow), archers, target shooters, anglers or boaters (no more than 5). Please indicate the main contact name and e-mail address for each activity/program.

I would most appreciate a prompt response to this e-mail, but can accept it as late as Monday, July 17, 2006. Thanks again for your participation in this important project!

Sincerely,
Jodi A. Valenta
President
Mile Creek Communications, LLC
12 Honey Lane
Sandy Hook, CT 06482
203-364-7917 Office & Cell
714-364-9871 Fax
jodivalenta@charter.net

From: Jodi Valenta [jodivalenta@charter.net]
Sent: Wednesday, July 12, 2006 11:52 AM
To: 'mchristensen@ksbbbs.org'; 'dbrown@safariclub.org'; 'mws@ctcweb.net'
Subject: NGO R&R Survey

Importance: High

On behalf of the Association of Fish & Wildlife Agencies (the Association), thank you for taking time from your busy schedule and complete the NGO Recruitment & Retention Status Survey that was sent to you on June 7, 2006. Your answers will be helpful as AWFA develops recommendations for recruitment and retention programs.

While conducting analysis of the survey results last month, I was made aware of potential technical difficulties with the server at the National Shooting Sports Foundation (NSSF kindly supported this project by collecting the survey data). In reviewing the results of the survey you submitted, I found your answers to questions #3 and #13 were left blank. These questions asked you to list and briefly describe your program and activities to recruit and retain hunters, target shooters, archers, anglers and boaters (no more than five). Because these lists will be used as part of the final report, I do not want your programs to be left out if you did answer the questions.

If you wish, please take a moment to complete the following questions. To make it easy, just forward this e-mail back to me with your answers filled in below:

2. List and briefly describe the programs or activities that you currently have in place to **recruit** hunters (with a firearm and/or bow), archers, target shooters, anglers or boaters (no more than 5). Please indicate the main contact name and e-mail address for each activity/program.

3. List and briefly describe the programs or activities that you currently have in place to **retain** hunters (with a firearm and/or bow), target shooters, archers, anglers or boaters (no more than 5). Please indicate the main contact name and e-mail address for each program/activity.

I would most appreciate a prompt response to this e-mail, but can accept it as late as Monday, July 17, 2006. Thanks again for your participation in this important project!

Sincerely,
Jodi A. Valenta
President
Mile Creek Communications, LLC
12 Honey Lane
Sandy Hook, CT 06482
203-364-7917 Office & Cell
714-364-9871 Fax
jodivalenta@charter.net

References Cited

Lamprecht, Cortney and Seng, Phil. 2006.
Association of Fish and Wildlife Agencies Recruitment and Retention Survey
Report. D. J. Case & Associates. Mishawaka, IN