



## **R3 and the National Wild Turkey Federation—What you can do to save our hunting and conservation traditions!**

### *What is R3?*

R3 stands for “recruitment, retention, and reactivation” of hunters, anglers, and shooting sports participants.

*Recruitment* refers to the stage in outdoor participants’ lives when they become aware of an activity and decide to try it—for instance, when a novice hears about a Learn to Hunt program and participates in that program.

*Retention* efforts focus on individuals already in the recruitment pool, whether they have taken part in many or just one event. Retention is about keeping these individuals engaged. This happens, for instance, when they take an additional Learn to Hunt (a deer class after taking a turkey class) or an advanced class (wingshooting or muzzleloading).

*Reactivation* refers to individuals whose participation in outdoor activities has lapsed because of some other activity or factor. The goal of reactivation is to provide appropriate resources and support so these individuals can resume hunting and fishing.

### *What is the Outdoor Recreation Adoption Model, or ORAM?*

These 3 Rs are part of the Outdoor Recreation Adoption Model (ORAM). This model shows how avid, license-buying outdoor participants are created via multiple exposures to different species over time—not by a single event. Think back to your own introduction to hunting and angling. You didn’t become an expert overnight. See the ORAM diagram at the back of this packet for more details.

### *Why is R3 important?*

Participation in hunting and angling is decreasing rapidly. Between 2010 and 2015 alone, hunter numbers in the United States decreased by some 2.5 million individuals. Future drop-offs are expected to be even greater.

Aging of Baby Boomer hunters, competition for other interests, and urbanization all contribute to this decline.

These trends are important—and alarming—because hunters/anglers pay for. Without this revenue, conservation of wild places and the lifestyle we cherish are in jeopardy.

### *Why focus on adults?*

In the past, Learn to Hunt and Learn to Fish programs have focused on children. While it's important to make sure *our* children have good grounding in the outdoor tradition, *our* children are already recruited. They hunt and fish because we hunt and fish.

People *outside* this pool are the target audience for Recruitment—adults, families, and, especially adult females. These adults have the resources to put behind conservation—and can in turn educate their friends and family—becoming advocates for conservation along the way.

These new hunters may look and think differently, but they are *new* hunters—part of the solution to this pressing problem.

### *What is NWTF doing for R3?*

The National Wild Turkey Federation is at the forefront of R3 efforts nationwide. While hunter/angler numbers will not return to peak levels of the 1990s, they can—with your help—rebound to levels sufficient to keep the tradition alive and well. Highlights of NWTF R3 efforts include:

- New Focus: Since meeting with industry experts in 2014, NWTF has shifted its focus to recruiting new adult hunters and families
- Save the Hunt Coordinators (volunteers) and R3 Coordinators (staff in select state including WI): these people carry the R3 flag for NWTF in their states—and can help implement effective, adult-focused program in your area
- Cabela's Outdoor Fund and ALPS Outdoor-Z: corporate sponsors partnering with NWTF in the R3 arena
- Pheasants/Quail Forever, Ducks Unlimited, the Ruffed Grouse Society: NWTF partners who help shoulder the R3 load and provide additional R3 experiences
- Pilot programs: campus hunting clubs and Hunt for Food classes targeting new food-motivated adult hunters

### *What can you do?*

Take a *new* adult or family out hunting!

Mentoring is one great way to pass along the tradition, whether one on one or as part of a larger event. You can also help run a program designed to help new adult hunters get started. Classes like these are underway in Green Bay, Wausau, Stevens Point, Viroqua/La Crosse, and in northwest Wisconsin.

Many hands are needed. Get onboard with R3 and help save hunting today!

### *Who do I contact?*

John Motoviloff

Wisconsin R3 Coordinator

[jmotoviloff@nwtf.net](mailto:jmotoviloff@nwtf.net)

(608) 419 0041

# Outdoor Recreation Adoption Model

