The NWTF has been investing in hunter recruitment for decades with programs like Women in the Outdoors, JAKES and Wheelin’ Sportsmen. The Recruitment, Retention and Reactivation (R3) of hunters and shooting participants led the NWTF to expand programming to focus on mentored hunts and Learn to Hunt Clinics, diversifying audiences and moving toward a multi-pronged approach. The key ingredient to our success has been partnerships. Working with NWTF volunteers/members, state and federal partners, outfitters, industry and other nongovernmental organizations, we’ve made strides in our R3 work.

Tackle the decline of hunting license sales, which impacts conservation funding in America and threatens the preservation of our hunting heritage.

- Diversify audiences at our events and hunts
- Evolve the NWTF’s Hunting Heritage Programs to include hunter education and adult/family/college mentored hunt programming as well as food-centered recruitment events
- Recognize different motivations among audiences
- Recruit dedicated mentors and landowners
- Expand active partnerships between state agencies, the outdoor industry and NGOs

OUR CHALLENGE

KEYS TO SUCCESS

SPONSOR HIGHLIGHT

Protecting the outdoor lifestyle, teaching the next generation of hunters and improving habitat with sound conservation methods is what the NWTF has made a top priority. It takes financial support to help continue these efforts. The Bass Pro/Cabela’s Outdoor Fund provides financial support to nonprofit organizations that support these areas of advocacy, education and conservation. This funding has helped support learn to hunt events, field to fork, hunter education and mentored hunts conducted each year by NWTF volunteers and staff.

When customers round up on their purchases at Bass Pro/Cabela’s stores and online, they are helping to make a real change for the outdoors!
For several years the NWTF partnered with the IDFG to deliver this workshop in person, but due to COVID-19, Project Wild Coordinator Lori Adams approached us about making this workshop virtual. NWTF gave IDFG access to our education box resources, including videos. Educator guides were purchased for each participant. We also worked with Kalkomey to offer Idaho teachers a discounted rate to access our Turkey 101 virtual turkey hunter course. Teachers were able to take hunter education AND earn professional development credit!

This Project Wild workshop could also be adapted to meet your state’s needs. If you or a Project Wild coordinator would be interested in learning more about creating a Wild About Turkey workshop, contact Lori Adams (lori.adams@idfg.idaho.gov).

Since 2014, the Gator Gobblers Chapter has been partnering with the Florida Wildlife Commission (FWC) to host youth hunts each year. As we work to bring in new audiences, the two groups decided to host a collegiate Field to Fork Deer Hunt. FWC took 35 participants through a course of hunter safety, basic gear, blood trailing and scouting, tree stand set up, biological overview, hunter’s role in conservation, hunter ethics, crossbow demonstration and range time. Hunt organizers drew 12 participants for a deer hunt the following day, and the NWTF Gator Gobblers hosted the hunt near their base camp in Hawthorne, Florida. Hunters sighted in crossbows before departing for the hunt. All of the hunters saw deer and two of them were fortunate enough to come back with meat to put on the table.

“Kudos are well-deserved to Missie Schneider and the dedicated NWTF volunteers at the Gator Gobblers Chapter. FWC appreciates their dedication and willingness to work together in our joint efforts to continue the heritage of hunting in Florida by developing safe, responsible, knowledgeable and involved hunters,” said Bill Cline, FWC’s section leader for hunter safety and public shooting ranges. – Bill Cline
JOIN OUR MONTHLY ZOOM MEETINGS AS WE DISCUSS HUNTING HERITAGE PROGRAM UPDATES AND STRATEGIES

COVID-19 produced many new hunters across the nation, and it’s been said that 2021 is the year of retention. We’ve got a lot of new people hunting, how do we keep them? Join us on our monthly Zoom calls held on the first Tuesday of each month at 7:30 p.m. ET, to discuss ideas and share your passion as we explore ideas to Recruit, Retain and Reactivate hunters through NWTF’s JAKES, Wheelin’ Sportsmen and Women in the Outdoors program. If you are interested in joining these calls please send your name and email address to Teresa Carroll (tcarroll@nwtf.net).

R3 VOLUNTEER AND STAFF POSITIONS

State Save the Hunt Volunteer Coordinators comprise a strong network of outstanding leaders across the nation who help Recruit, Retain and Reactivate hunters. This team provides chapter leadership and assists in building a strong foundation to ensure the success of the NWTF’s Save the Habitat. Save the Hunt. initiative.

We co-fund three NWTF and one partner R3 coordinator positions that are cooperative efforts between the NWTF and state wildlife agencies/partners. Coordinators work in partnership with NWTF staff and volunteers, state and federal agencies, nongovernmental organizations and corporate partners to promote hunting and the shooting sports within their respective states.

SAVE THE HUNT COORDINATORS

AR......Travis Minnie  
CA......Chris O'Brien  
DE......Charles Spray  
GA......Don Jenkins  
IL......Heath Jordan  
IN......Andrew Niedermeyer  
KS......Todd Adolph  
LA......Javis Noel  
MA......Kevin Antonovitch  
MA......Tim Gribbons  
MD......Russ Leith  
MD......Jan Kuhic  
MN......Ralph Warzecha  
MO......Tim Schwent  
MT......Brandon Lavinder  
NE......Amy Schriner  
NE......Justin Setter

NE......Mike Burris  
NE......Shawn VanWormer  
NC......Brent Phillips  
NH......Rob Skrocki  
NJ......Louis Gambale  
NY......Bill Wilbur  
OH......Barry Coffing  
OH......Adam Hollobaugh  
OK......Bobby Armstrong  
PA......Abbie Sherman  
SC......Robert Phillips  
TN......James Wattenbarger  
TX......Tim Webster  
UT......Matthew Sessions  
VA......Jeff McCambridge  
VT......Brett Ledeau  
WA......Richard Mann  
WI......John Cler  
WV......Roger Wolfe

R3 COORDINATORS

AL......Justin Grider (ALDCNR Employee)  
MI......Steve Sharp  
OK......Kase Harriet  
WI......John Motoviloff  

*NWTF/state agency co-funded positions

SEE STATE PAGES ON NWTF.ORG FOR COORDINATOR CONTACT INFORMATION

MANDY HARLING, National Director of Hunting Heritage Programs, mharling@nwtf.net
TRAVIS SUMNER, Hunting Heritage Center and Habitat Manager, tsumner@nwtf.net
TERESA CARROLL, Hunting Heritage Program Coordinator, tcarroll@nwtf.net
NWTF PARTNERS WITH ARCHERY TRADE ASSOCIATION IN R3 VIRTUAL STAKEHOLDER MEETINGS TO PROVIDE NEXT STEPS ACROSS THE COUNTRY

The NWTF continues to work with the Archery Trade Association (ATA) as it hosts virtual stakeholder meetings across the country. The goal is to connect archery efforts and programs within states and expand collaboration with state agencies, community organizations and NGOs to enhance communication regarding R3. Previous stakeholder meetings for the following states (TX, NC, VA, TN, WV, KS, WA, WV, AL, OK, NM) have been recorded and can be found online: https://www.pathlms.com/archery-trade-association/events/2163. If you are interested in participating in these webinars, please contact Teresa Carroll, tcarroll@nwtf.net.

NWTF’S 10-YEAR INITIATIVE TO SAVE THE HABITAT. SAVE THE HUNT.

Conserve or enhance 4 MILLION acres of critical wildlife habitat

We’re bringing focus to our conservation delivery by identifying areas of habitat that provide the most positive impact for wildlife.
8-Year Total: 4,007,920 Acre; Goal surpassed in 2020

Recruit 1.5 MILLION hunters

We’re securing the future of the North American Model of Wildlife Conservation by increasing the number of hunters, who pay for 80% of wildlife conservation through excise taxes on guns, ammunition and more.
8-Year Total: 1,530,162; Goal surpassed in 2019

Open access to 500,000 ADDITIONAL ACRES for hunting

Because lack of access to hunting lands is a main reason people stop hunting, we’re ensuring there’s opportunity for everyone to find a place to go.
8-Year Total: 667,772 Acres; Goal surpassed in 2018

The NWTF is a national sponsor for National Hunting and Fishing Day, which is observed in September of each year. The annual national observance provides an opportunity for organizations to submit grants for upcoming hunting heritage events. The overall goal of the Live It! Grant is to celebrate the rich heritage of hunting and fishing, to allow families to learn new outdoor skills, and to provide practical support for efforts that promote safe, responsible use of off-highway vehicles; education of the public on proper recreational land use and wildlife conservation practices; and the protection of appropriate and sustainable access to public lands.

Congratulations to the following chapters that were awarded Live It! Grants:

- Massachusetts State Chapter
- New Jersey State Chapter
- South Hills Longbeards Chapter (OH)
- Struttin’ Blackbeards Chapter (MN)