

Iowa Chapter SCI Mission Statement Existing Goals and Incorporating and Prioritizing an R3 Plan into Those Existing Goals

Based on the previous presentation by Dennis Schemmel, you can see how critical R3 is to the preservation of hunting and conservation as we know it. Therefore, let's review Iowa SCI's MISSION STATEMENT and existing GOALS in promoting its mission.

Iowa SCI Mission Statement and (existing) Goals:

Safari Club International is the leader in **(1) protecting the freedom to hunt AND (2) in promoting wildlife conservation worldwide.**

Our (existing) GOALS in implementing our two-prong Mission Statement are as follows:

- a. Providing value to members by shaping policies and legislation that protects the freedom to hunt locally, nationally and internationally.
- b. Keeping members informed regarding issues that impact hunting while educating and entertaining members with engaging articles about the rich heritage of hunting in all forms of the media.
- c. Providing a community for hunters worldwide where camaraderie is enjoyed and expert information is exchanged, and where members are able to participate in a market for quality hunting goods and services.
- d. Promoting a positive image of hunters and portraying them as responsible citizens who fund wildlife conservation, education and other programs which benefit the community.

Incorporating and Prioritizing an R3 Plan into Those Existing Goals:

We should use our Mission Statement and the Goals thereunder as a constant guide in making decisions—and it makes sense to augment and prioritize those Goals from time to time as circumstances materially change in the world of hunting. Never has there been a bigger threat than today when we are facing such a rapid decline in hunter numbers and hunter participation which directly impacts our two-prong MISSION: Without a viable GROUP of hunters, our underlying right to hunt is in extreme jeopardy, AND with the decline in hunter numbers, so does wildlife conservation decline as hunters provide 80 percent of the money used in wildlife conservation. R3 is being put in place on a national level as we speak to INCREASE HUNTER PARTICIPATION nationally, and hopefully internationally, as the R3 initiative gains momentum.

R3 generally stands for the recruitment, retention and reactivation of hunters, fishermen, shooters, etc. in their respective outdoor participation activities. But let's look at it in a little more detail:

Recruitment: The focus of recruitment efforts is engaging new participants in an outdoor activity which spans the awareness, interest and trial stages. Recruitment efforts include those designed to enhance exposure and reduce barriers to initial participation and trial. This includes the education and mentoring process.

Retention: Retention efforts focus on those individuals who have experienced a trial, made the decision to continue pursuing the activity, and/or may have been participating in the activity for some time. Thus, they have been "recruited." These individuals have likely begun or completed forming a self-identity that embraces the activity and may or may not face multiple challenges to continued participation. While this can include mentoring, it also may include an additional social or other support system.

Reactivation: Reactivation describes the process in which the individual lapses in their participation for a period of time due to a variety of reasons. Reactivation efforts focus on providing a targeted suite of support and resources designed to help reactivate and retain an individual in a particular activity

Based upon the foregoing, our Subcommittee believes it is imperative to incorporate R3 into the goal setting for the chapter, and to give it a relatively high prioritization within those goals. Therefore, we recommend we add another Goal to our Chapter as follows:

- e. **Promoting greater hunter participation in Iowa, the U.S. and Internationally, as well as promoting and educating the public about the R3 initiative in all aspects of our Chapter's activities.**

The following items are some immediate strategies that are generally promoted under the R3 framework for the SCI Iowa Chapter to review in implementing our new goal within our Chapter:

Better Marketing

- SCI Trailer - Our SCI Iowa Chapter is already working toward recruitment, retention and reactivation with the SCI Sensory Safari Trailer. This is a fantastic resource and falls right in line with the R3 Plan; however, we believe it can be better utilized by finding a full-time driver/operator to move and operate the trailer from event to event, keeping the trailer on the road and showcasing not only our SCI Iowa Chapter, but also promoting and educating the public with respect to the R3 and the need for increased hunter participation.
- Include an R3 summary in our Iowa SCI Newsletter to better educate and inform our Members.
- Further educating our Membership about R3 and its benefits.

- Creating grant programs for our Chapter to increase outdoor participation. For instance, creating a one-time start-up grant for groups creating new scholastic clay target programs in their schools.
- Utilizing our Iowa SCI Summer Picnic to include our sponsored clay target participants and other new non-member groups to increase our membership, but more importantly, to educate a new audience regarding R3 and ultimately to increase hunter participation.

Creating Partnerships

Another key element to the R3 Plan is establishing short- and long-term partnerships with other agencies, organizations, clubs and related outdoor industries:

- Establish a line of communication with Megan Wisecup (R3 Coordinator for Iowa DNR) and see how best the SCI Iowa Chapter could help to facilitate recruitment, retention and reactivation on a larger scale within the state of Iowa through the Iowa DNR, especially now, due to their lack of funding.
- Establish lines of communication with other organizations such as Pheasants Forever, shooting sports organizations and mentor programs with an eye toward partnerships and the pooling of resources so we can make a bigger impact in the R3 Program.
- Encourage SCI National to take a more dominant role in R3, and educate the public and other hunters about the initiative.

Better Qualification of Funding Opportunities

- Establish criteria and grant funding forms to better evaluate funding opportunities along the R3 guidelines utilizing the Outdoor Recreation Adoption Model (ORAM) which will help ensure all monetary grants from our Chapter have a better chance at accomplishing the better hunter participation goal. (Suggested format in separate handout to be presented by Ajay Winter.)

These are our Subcommittee's recommendations to amend our Chapter Goals, along with some suggested strategies to help fulfill that new Chapter Goal. However, we encourage the rest of the SCI Board to brainstorm along these lines and produce other strategies to help increase hunter participation along the lines of the R3 initiative.