



HUNTING HERITAGE AND R3 SNAPSHOT

NATIONAL WILD TURKEY FEDERATION

SPRING 2021

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.



Recruit | Retain | Reactivate

OUR CHALLENGE

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

KEYS TO SUCCESS

- 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



L.L.Bean SPONSOR SPOTLIGHT

L.L. Bean has supported the NWTF's R3 programming for many years. As part of L.L. Bean's Outdoor Access fund, this company focuses on engaging youth and families in the outdoors, especially those in underserved communities. Funding has helped provide equipment for continuing R3 programming and continues to serve chapters in current and upcoming events. Other examples include expanded reach through partnering with state agencies to plan and facilitate R3 programming in New England areas. The impacts of this sponsorship include participants gaining significant interest in hunting, fishing, and other outdoor interests which in turn, has led them to purchase their own gear and hunting and fishing licenses in order to continue their outdoor pursuits.





MICHIGAN'S LEARN TO HUNT ALUMNI PROGRAM

The NWTF has a great partnership with Michigan Department of Natural Resources and Michigan United Conservation Clubs. These partners along with Michigan R3 Coordinator, Steve Sharp, have hosted R3 mentored hunts for many years. They recently noticed through post-event surveys that many of the participants did not feel confident enough to go out on their own after their first mentored hunt. Many of the participants also lacked the equipment necessary to hunt and wanted to try different gear before they made a purchase. As a result of the feedback, the Learn to Hunt Alumni Semi-Mentored Turkey Hunt was launched. This program provides next steps to help build confidence in order to hunt on their own. This event takes place at a state park where participants can camp for the weekend and enjoy the camaraderie around the campfire in the evenings, swapping hunting stories, and sampling some tasty wild game over the open fire pit. Loaner equipment is provided and mentors are also available if they do not feel comfortable going into the woods alone. Many have developed friendships from previous Learn to Hunt classes and feel more confident hunting together. For some, it may take many hunting experiences to identify as a hunter. This program offers next steps, while showcasing Michigan's State Parks and public hunting areas. This program has eliminated some of the largest barriers that new hunters face – access, someone to go with, and lack of equipment. — *Steve Sharp, MI R3 Coordinator*

WASHINGTON RESIDENTS EAGER TO LEARN ABOUT TURKEY HUNTING

Washington State has felt the effects of COVID-19 for over a year now with state regulations preventing in-person events of any magnitude. With turkey hunting around the corner, the WA state chapter and the WDFW joined forces to host a virtual turkey hunting seminar. The event was promoted through Facebook and the Washington Department of Fish and Wildlife (WDFW) advertised through their media outlets. Within 24 hours, the seminar was at capacity with 50 registered. The seminar was conducted through Zoom and kicked off with information about the NWTF followed by one of its latest videos. The facilitation was shared among several, with two volunteers leading the PowerPoint while others monitored the chat, answering questions as they came through. The presentation included species native to Washington, identification, scouting, gear, calls and calling. They followed up with videos covering processing. There was such a demand for the first seminar, they decided to host another – and again, within 24 hours they were at capacity. This is a good reminder that even though COVID may keep folks from gathering in person in some areas, virtual events are a great way to continue passing on our hunting heritage to folks eager to learn! If your chapter is interested in hosting a virtual event click here nwtf.org/resource-library/detail/tips-for-hosting-a-virtual-workshop for a link to "Tips for Hosting a Virtual Workshop." For more information contact Michelle McDonald at michellemcdonald74@gmail.com.



INDIANA PARTNERS WITH FT. WAYNE PARKS DEPARTMENT TO HOST WILD GAME TASTING EVENTS

Indiana's Three Rivers Chapter set their sights on a Wine and Wild Game event. This came after volunteers Andrew and Charita Niedermeyer met staff from the Ft. Wayne Parks Department while attending an R3 summit in their state. Not only did Ft. Wayne Parks Department provide the facility, they also advertised the event through their quarterly newsletter, reaching new and diverse audiences. The goal was simple: introduce hunting through food, specifically, wild game. The first event was held in 2019 but due to COVID-19, it would be November 2020 before they resumed the program and this time they followed the event with a mentored pheasant hunt. The wild game tasting event brought in over 30 adults, many who had never hunted but wanted to try wild game, including a vegan. The vegan went on to attend the pheasant hunt and now only eats meat she has harvested.

In a recent conversation Andrew shared, "people out there are interested in hunting and these events are great ways to identify novice and non-hunters. Some of the attendees have attended local banquets and are ready to get involved. Future plans are to host these events monthly featuring different wild game offerings."

For more information about this event, please contact Andrew Niedermeyer at duckhuntr66@hotmail.com.



NEW REPORTING INCENTIVE FOR INTRODUCING A NEW HUNTER

Become a mentor and help introduce new hunters to our passion. It's as simple as inviting someone new to join you the next time you hunt – a friend, a co-worker, a social acquaintance. The future of our outdoor lifestyle depends on it. Reporting your hunt will get you a NWTF mentor decal and you'll be eligible to win a turkey hunting prize package. Drawing will be held June 15. To sign up or report your hunt visit the following webpage: nwtf.org/about/hunting-heritage



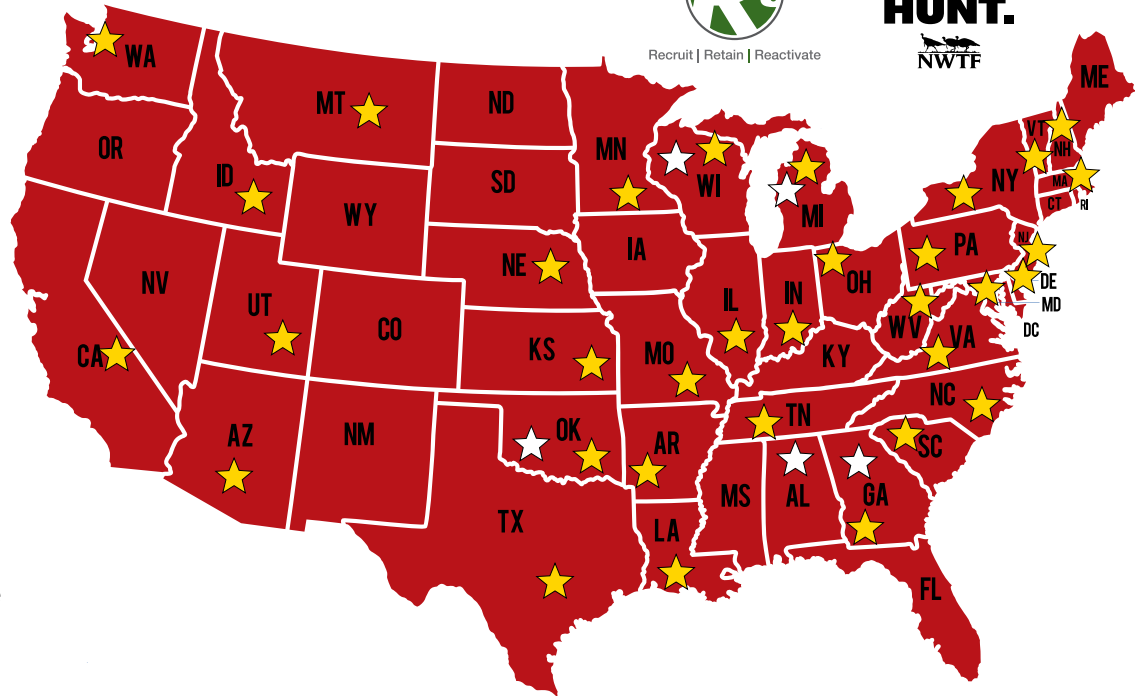
R3 VOLUNTEER AND STAFF POSITIONS

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 two 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.



Recruit | Retain | Reactivate



☆ R3 COORDINATORS

- AL**.....Justin Grider
*(ALDCNR Employee)**
- GA**....Bre Bashford
*(GA Wildlife Federation Employee)**
- MI**.....Steve Sharp, ssharp@nwtf.net
- OK**....Kasie Harriet, kharriet@nwtf.net
- WI**.....John Motiviloff, jmotiviloff@nwtf.net

*NWTF Co-funded Positions

★ SAVE THE HUNT COORDINATORS

- | | | |
|-----------------------------------|---------------------------------|-----------------------------------|
| AZTim Denny | MIJohn Gray | OH Barry Coffing |
| ARTravis Minnie | MIJan Kuchtic | OHAdam Hollobaugh |
| CAChris O'Brien | MN Ralph Warzecha | OK Bobby Armstrong |
| DECharles Spray | MO Tim Schwent | PAAbbie Shireman |
| GAWes Dorsey | MTBrandon Lavinder | SCRobert Phillips |
| IDDon Jenkins | NEAmy Schriener | TNJames Wattenbarger |
| ILHeath Jordan | NEJustin Setter | TXTim Webster |
| INAndrew Niedermeyer | NEMike Burris | UTMatthew Sessions |
| KSTodd Adolph | NEShawn VanWormer | VAJeff McCambridge |
| LAJavis Noel | NCBrent Phillips | VTBrett Ladeau |
| MAKevin Antonovitch | NHRob Skrocki | WARichard Mann |
| MATim Gribbons | NJLouis Gambale | WIJohn Cler |
| MDRuss Leith | NYBill Wilbur | WVRoger Wolfe |
| MIKen Buchholtz | | |

SEE STATE PAGES ON NWTf.org FOR COORDINATOR CONTACT INFORMATION

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TRAVIS SUMNER, Hunting Heritage Center and Habitat Manager, tsumner@nwtf.net
TERESA CARROLL, Hunting Heritage Program Coordinator, tcarroll@nwtf.net

CONGRESSIONAL SPORTSMEN FOUNDATION AND NWTF PARTNERSHIP – APPRENTICE HUNTING LICENSES



The Congressional Sportsmen's Foundation and the National Wild Turkey Federation have a long-standing partnership, formalized by a Memorandum of Understanding signed in 2014 and renewed in 2020, and regularly work together on hunting heritage issues. As members of the Families Afield coalition, the CSF and the NWTF, along with other conservation partners, have made it a priority to support initiatives that establish and expand apprentice hunting licenses in states throughout the country. Also known as mentored hunting licenses, apprentice hunting licenses, which 47 states currently offer in some form, allow youth and novice adult hunters to hunt under the supervision of a licensed hunter before completing their hunter education course. This "try it before they buy it" approach removes a barrier that may prevent an individual from trying hunting while providing a hands-on hunting experience. Last year in South Carolina, the CSF and the NWTF supported legislation sponsored by South Carolina Legislative Sportsmen's Caucus Member Representative Bobby Cox that removed the one-year limitation on apprentice hunting licenses. The expansion will improve the effectiveness of the program to recruit and potentially retain more new hunters. Similar legislation was also passed in West Virginia last year. The CSF and the NWTF will continue to look for opportunities to support apprentice hunting license program expansions in other states.

NWTF AND OUTDOORS TOMORROW FOUNDATION FORMALLY PARTNERS

Outdoors Tomorrow Foundation and the NWTF have come together to promote and engage new audiences to the outdoors. Since 1981, the Outdoors Tomorrow Foundation's mission has been to teach outdoor education and promote wildlife conservation through its flagship Outdoor Adventures program, a turn-key outdoor education program that can serve any elementary, middle, or high school, nationwide, both public and private. Through their far-reaching influence into public schools across the country, the OTF will help promote the NWTF's JAKES program, educational resources and outdoor opportunities. Likewise, the NWTF will promote the OTF's mission and introduce chapters to their OA program. Find out more at GOOTF.com.



KALKOMEY OFFERS 20% OFF TURKEY HUNTING 101 COURSE

As you may recall, the National Wild Turkey Federation and Kalkomey Enterprises, LLC partnered to create the NWTF Turkey Hunting 101 course, the first-ever wild turkey hunting online tutorial.

This course includes six chapters and dozens of topics covering the remarkable history of the wild turkey, the birds' characteristics and behavior, wild turkey sounds, hunting preparation, gear and tactics, shot placement, cooking tips and recipes, plus much more.

For a limited time you can take this course at a discounted rate. Use the following promo code M00HB8D5IUL2Y7F0 for 20% off. Offer expires April 30, 2021. To register for the course, go to todayshunter.com/turkey101/.

NEW RESOURCES

The NWTF has a wide variety of resources available for volunteers. The NWTF's Turkey Hunting 101 PowerPoint presentation has been updated and now includes an instructor's guide. The instructor's guide is provided to accompany the presentation and includes points of information for each slide or series of slides. This presentation is designed for new hunters, both adult and youth. There are also videos that can be used during the class with links provided. To find this and other resources go to nwtf.org/resource-library.



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