

# Evaluating Hunting Recruitment & Retention Programs

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# DJ Case & Southwick

- Long personal & professional interest in topic



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- Long personal & professional interest in topic
- Data mining for 35 states
- Worked with 33 state F&W agencies on hunting and/or fishing R&R campaigns
- Produced Best Practices for hunting/shooting and boating/fishing R&R.



# What We've Learned

1. Need agency commitment



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2. Must have clear objectives



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3. Work with partners





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4. Must evaluate (treatment vs. control)



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2. Must have clear objectives
3. Work with partners
4. Must evaluate (treatment vs. control)
5. Can't expect positive ROI first year(s).



# 1. Need agency commitment

- a. Starting at the top — but not ending there

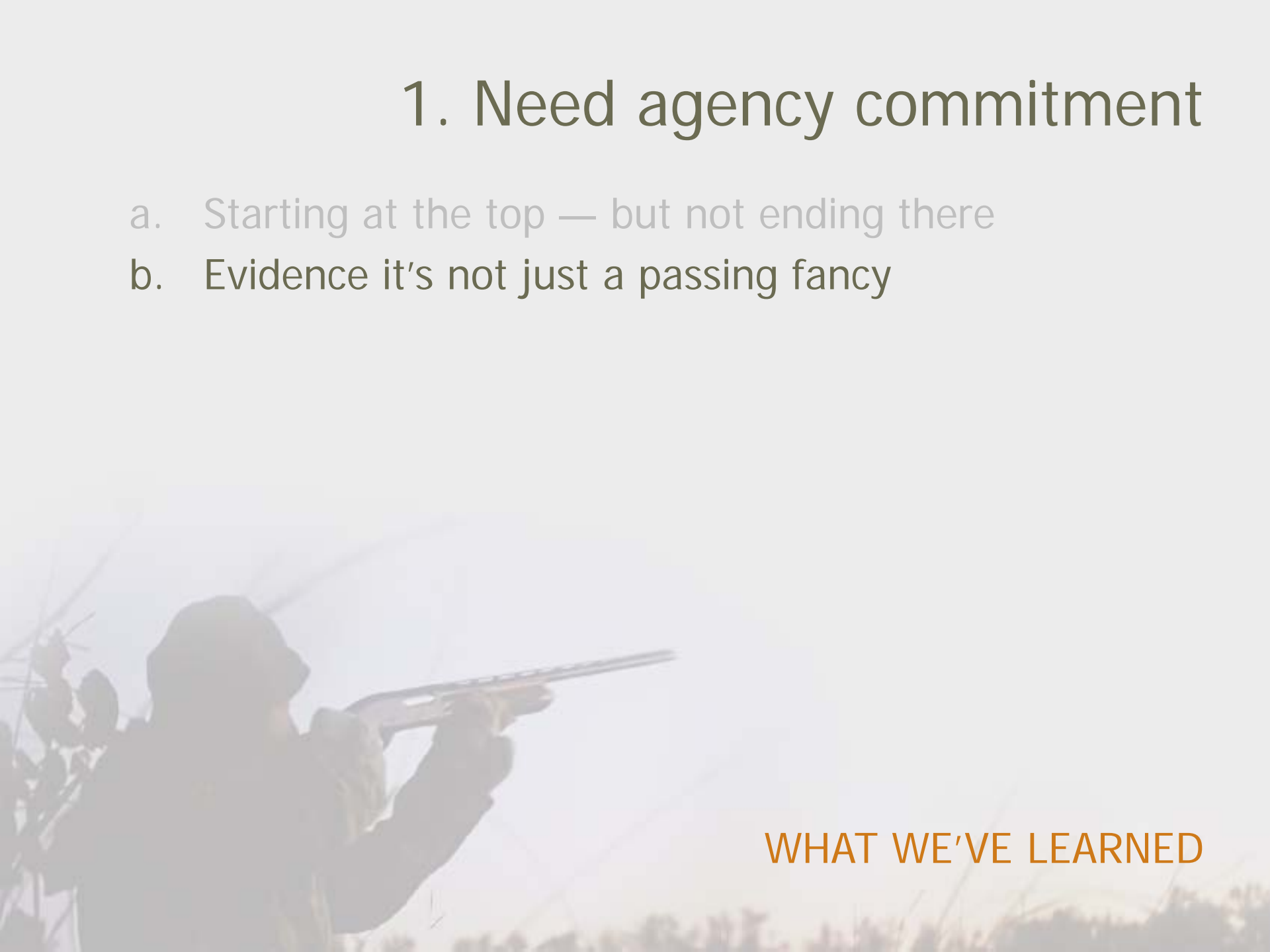
WHAT WE'VE LEARNED



# 1. Need agency commitment

- a. Starting at the top — but not ending there
- b. Evidence it's not just a passing fancy

WHAT WE'VE LEARNED



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- c. Part of long-term plan

WHAT WE'VE LEARNED



# 1. Need agency commitment

- a. Starting at the top — but not ending there
- b. Evidence it's not just a passing fancy
- c. Part of long-term plan
- d. Part of budget — not just an add-on.

WHAT WE'VE  
LEARNED



## 2. Must have clear objectives

- a. What, specifically, are you trying to accomplish?

WHAT WE'VE  
LEARNED



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- a. What, specifically, are you trying to accomplish?
- b. Recruiting new hunters very different from getting back lapsed hunters

WHAT WE'VE  
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## 2. Must have clear objectives

- a. What, specifically, are you trying to accomplish?
- b. Recruiting new hunters very different from getting back lapsed hunters
- c. Don't try to do it all with one program.

WHAT WE'VE  
LEARNED



### 3. Work with partners

- a. Not enough resources to accomplish alone

WHAT WE'VE LEARNED



### 3. Work with partners

- a. Not enough resources to accomplish alone
- b. Must have mentors for social support

WHAT WE'VE LEARNED



### 3. Work with partners

- a. Not enough resources to accomplish alone
- b. Must have mentors for social support
- c. Recognize you're not a marketing & communications agency

WHAT WE'VE LEARNED



### 3. Work with partners

- a. Not enough resources to accomplish alone
- b. Must have mentors for social support
- c. Recognize you're not a marketing & communications agency
- d. Work with retailers and NGOs – take their advice.

WHAT WE'VE LEARNED



## 4. Evaluate

- a. How do you know if you were successful?

WHAT WE'VE LEARNED



## 4. Evaluate

- a. How do you know if you were successful?
- b. Ongoing, not just at the end (e.g. focus groups)

WHAT WE'VE LEARNED



my idea of

*Fast  
food*

Get your license fast  
*hunt* TN.org



## 4. Evaluate

- a. How do you know if you were successful?
- b. Ongoing, not just at the end
- c. Isolate the variables (treatment vs. control)

WHAT WE'VE LEARNED



## 4. Evaluate

- a. How do you know if you were successful?
- b. Ongoing, not just at the end
- c. Isolate the variables (treatment vs control)
- d. Identify improvements for next year.

WHAT WE'VE LEARNED



## 5. Can't expect positive ROI first year(s)

a. Marketing is complex

A person in a field of tall grass, holding a shotgun and aiming upwards. The image is faded and serves as a background for the text.

WHAT WE'VE LEARNED

## 5. Can't expect positive ROI first year(s)

- a. Marketing is complex
- b. Use Year 1 to identify who is more likely to respond to your campaign

A person in a field of tall grass, holding a shotgun and aiming it upwards. The scene is slightly blurred, suggesting a focus on the action rather than the person.

WHAT WE'VE LEARNED

## 5. Can't expect positive ROI first year(s)

- a. Marketing is complex
- b. Use Year 1 to identify who is more likely to respond to your campaign
- c. Build on what you learn over time

WHAT WE'VE LEARNED



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- b. Use Year 1 to identify who is more likely to respond to your campaign
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- d. Don't give up after one year

WHAT WE'VE LEARNED



## 5. Can't expect positive ROI first year(s)

- a. Marketing is complex
- b. Use Year 1 to identify who is more likely to respond to your campaign
- c. Build on what you learn over time
- d. Don't give up after one year
- e. Recognize a long learning curve.

WHAT WE'VE LEARNED





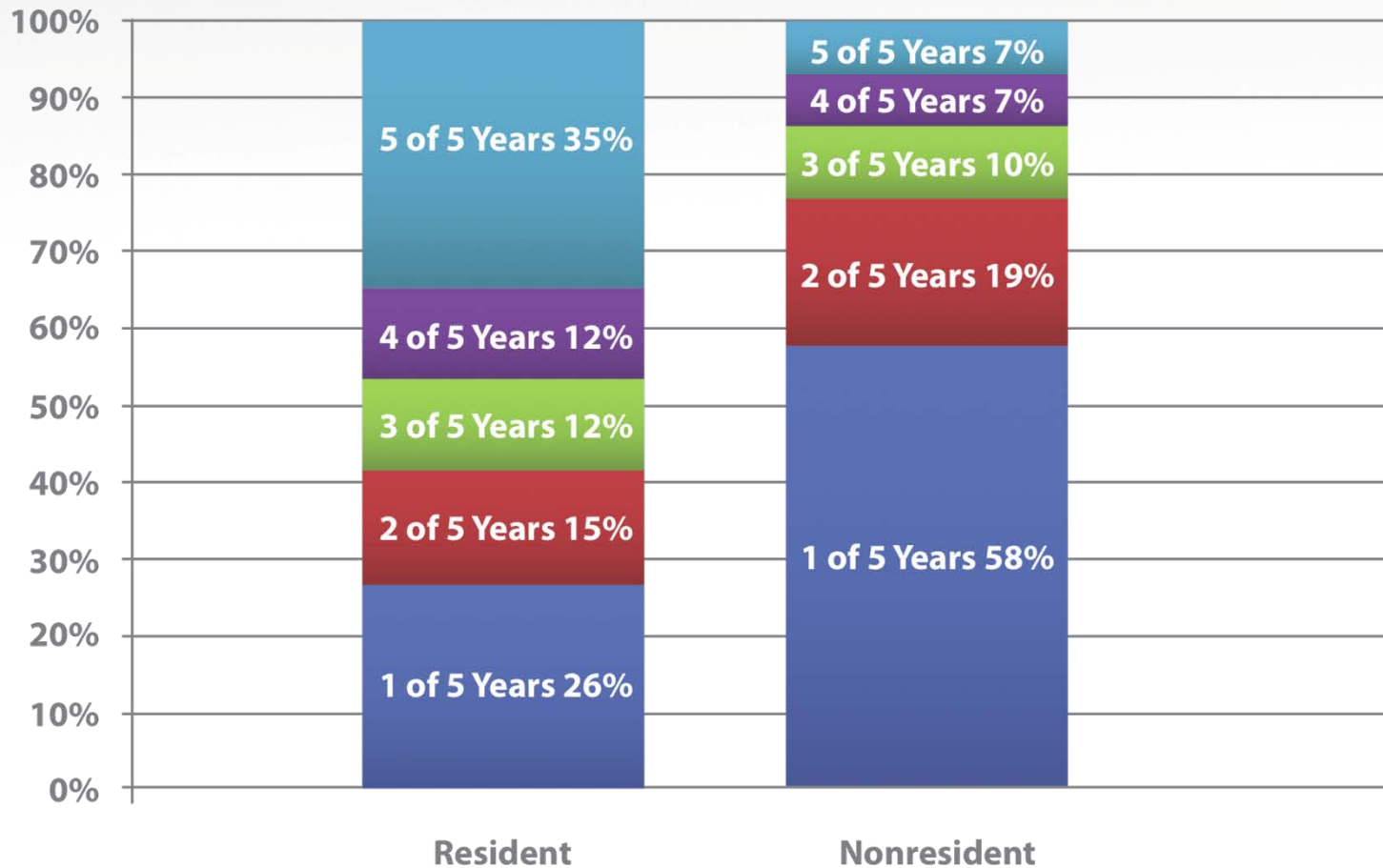
# Consider Focusing on Lapsed Hunters

- Big group (<35% buy license every year)





# National Resident and Nonresident Hunter Churn





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- We know who they are (in ALS states)





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- We know who they are (in ALS states)
- They have “wherewithal”





# Consider Focusing on Lapsed Hunters

- Big group (<35% buy license every year)
- We know who they are (in ALS states)
- They have “wherewithal”
- Source of revenue and experience (mentors).





# Use Automated License System (ALS) to:

- Identify lapsed hunters





# Use Automated License System (ALS) to:

- Identify lapsed hunters
- Prioritize which lapsed hunters to target





# Use Automated License System (ALS) to:

- Identify lapsed hunters
- Prioritize which lapsed hunters to target
- Evaluate success of campaign.





# Enhance Your ALS Database with *Lifestyle Segmentation Data*

- Classify lapsed hunters by their lifestyles







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- The results help determine:
  - The type of person most likely to hunt,





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# Enhance Your ALS Database with *Lifestyle Segmentation Data*

- Classify lapsed hunters by their lifestyles
- The results help determine:
  - The type of person most likely to hunt,
  - Where to find these people,
  - How to communicate with them.





# Now We Can Prioritize Who to Contact

- You decide who to include in your marketing effort, based on:





# Now We Can Prioritize Who to Contact

- You decide who to include in your marketing effort, based on:
  - Hunters' lifestyle and frequency of hunting





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- You decide who to include in your marketing effort, based on:
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  - Prior experience with hunters in your state





# Now We Can Prioritize Who to Contact

- You decide who to include in your marketing effort, based on:
  - Hunters' lifestyle and frequency of hunting
  - Prior experience with hunters in your state
  - Agency needs & budgets.





# Integrated Marketing

- Set Specific Goals and Objectives







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- Set Specific Goals and Objectives
- Identify Target Audience





# Integrated Marketing

- Set Specific Goals and Objectives
- Identify Target Audience
- Message Development and Testing





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- Set Specific Goals and Objectives
- Identify Target Audience
- Message Development and Testing
- Develop Campaign strategy





# Integrated Marketing

- Set Specific Goals and Objectives
- Identify Target Audience
- Message Development and Testing
- Develop Campaign strategy
- **Implement Treatments.**





# Did It Work? Evaluation!

- Measure against specific objectives





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- What else can you learn?





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  - What types of hunter responded best?





# Did It Work? Evaluation!

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- What else can you learn?
  - What types of hunter responded best?
  - What campaign strategies were most effective?







# Did It Work? Evaluation!

- Measure against specific objectives
- What else can you learn?
  - What types of hunter responded best?
  - What campaign strategies were most effective?
  - What can we do better next time?



# Discussion

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