



## R3 Through Marketing for 2020 and 2021

### A Multistate Grant through the Association for Conservation Information

#### Opportunity available for states:

We will be giving 5 states \$50,000 to do marketing to accomplish recruitment, retention, and reactivation (R3) of hunters and shooters. These marketing campaigns will need to be measurable with the number one focus of the results being license sales.

#### Overview:

A committee from ACI will be overseeing this grant along with members from the Education, Outreach and Diversity Committee from AFWA. To accomplish this, the project team will:

Ask for RFPs to test different types of R3 marketing strategies such as (but not limited to):

- **Social Influencer Marketing** - Effectively using influencers for paid placements and tracking results.
- **Churn Rate Control**— Customer retention/reactivation marketing techniques to reduce churn
- **Social Media Ads** – Ad strategies that drive R3, targets, interests to focus on, optimal/most efficient platforms
- **Shooting Sports to Hunter Customer Journey** – Discovering the marketing pathway that take someone from a shooter to a hunter most effectively

At least one state per AFWA region chosen by committee receives funding to implement campaign. States will work with the committee to ensure campaigns follow marketing best practices, are properly evaluated, and replicable. Pilot results will be collected into usable reports and shared with all agencies.

#### What this Grant will do in 4 phases:

Phase 1: Ask for proposals from states about what marketing strategies they would invest \$50,000 into implementing that would accomplish R3 in a measurable way with license sales being the most focused on measurement.

Phase 2: Committee from ACI selects which 5 states would receive funding and award states \$50,000. One from each AFWA region will be a goal of the committee. These funds can be paid out to an ad agency, 501©3, agency, or other entity. We want it to be as easy as possible for any state to participate.

Phase 3: States will implement their campaigns.

Phase 4: We will build a knowledge warehouse to be hosted on the ACI and R3 Clearinghouse with case studies, all lessons learned, and best practices.

#### Tentative Timeline:

Phase 1 – September 2020

Phase 2 – October 2020

Phase 3 – October 2020- April 2021

Phase 4 Analysis – April 2021-July 2021