

The background of the image is a dark blue-grey color with a pattern of white, concentric, wavy lines that resemble topographic map contour lines. These lines are more densely packed on the left side and become more sparse towards the right.

# COUNCIL

TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS



07

## CONCEPT

- AFWA Industry/Agency Summit in Washington, D.C.
- First earnest discussion about the need for the Council



08

## PLAN

- White House Conference on North American Wildlife Policy
- Plan emerged, *Educating, Recruiting, and Retaining Hunters*
- "Create a hunting and shooting foundation similar to RBFF"



09

## CREATION

- Council to Advance Hunting and the Shooting Sports officially chartered



# Our History

**COUNCIL**  
TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS



## **MISSION:**

Facilitate the promotion and growth of hunting and the shooting sports and the education of the public on the contributions that hunters and shooters make towards wildlife conservation.



## **VISION:**

An America where hunting and the shooting sports are an integral part of mainstream culture and where hunters and shooters are widely recognized as premiere conservation contributors.



## **PURPOSE:**

Ensure support for and active participation in hunting and the shooting sports for future generations.

# **Our Mission**

**COUNCIL**  
TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS



# Council Team Members



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Program Associate  
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- Provide technical assistance on **R3 strategic planning** efforts
- Host, facilitate or assist with your **R3 trainings, workshops** or **summits**
- Tracks hunting and shooting sports participation and license purchasing **trends**
- Provide **R3 resources** for professionals including tools, how-tos, best-practices, digital assets and professional networking



# Our Services

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TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS





- National R3 Symposium:
  - RBFF/CAHSS R3 Foundations
  - Advanced R3 Training
- Custom R3 training
  - Now offer an opportunity to co-design and deliver R3 training specific for your agency
- Virtual training modules
- Webinars (I.E.: Building Your R3 Team)
- 1-on-1 Training for new practitioners
- Clearinghouse training

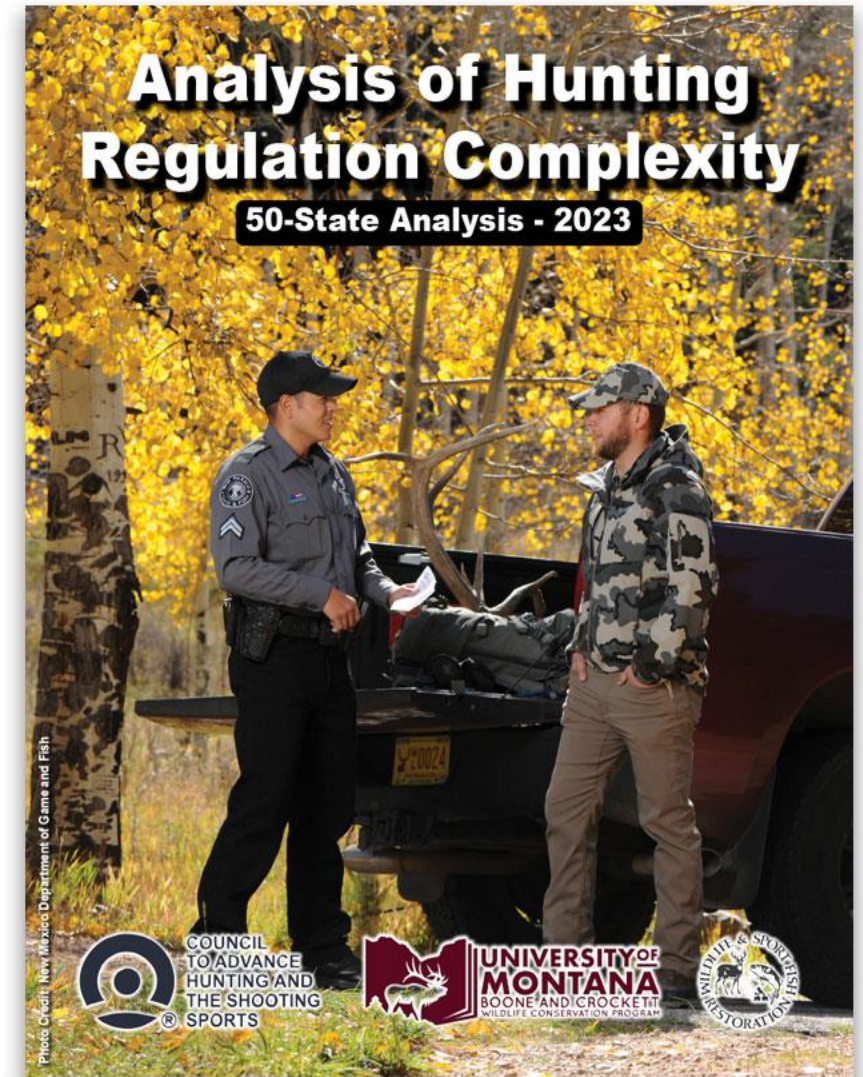


# R3 Training

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# Regulation Complexity

- Regulation Complexity Press Release
  - *Analysis of Hunting Regulation Complexity 2023*
    - University of Montana & Council
      - Literature Review
      - 50-state analysis
      - Firearm Deer, Upland, and Waterfowl
  - *Bowhunting Equipment Regulation Complexities in the United States 2023*
    - Archery Trade Association
      - Updated from 2017
      - More than 60 improvements documented



# Research

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THE SHOOTING SPORTS



# Hunting License Sales

(Percent Change Over Previous Year)

	2020	2021	2022
Resident	+5.4%	-4.0%	-3.1%
Non-Resident	+1.5%	+12.9%	-3.1%
Total	+4.9%	-1.9%	-3.1%



## Research

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THE SHOOTING SPORTS



COMING  
SOON

2024  
National Hunting  
and Shooting Sports  
Action Plan

National Hunting  
& Shooting Sports  
Action Plan



Strategies for Recruiting,  
Retaining and Reactivating Hunting  
and Shooting Sports Participants



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THE SHOOTING  
SPORTS

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# Real-time License Dashboard Project

- Concept is not new:
  - *Recommendation 2: Complete the Hunting and Fishing Participation Scorecard on an annual basis.*
  - Individual states → Regional (Quarterly) → Real-time
- Significant interest and demand
- MSCG
  - 11 partners
  - Southwick Associates and Pragmatim
- Relatively low lift for states:
  - Communicate with vendor
  - No PII collected
  - Identify master license list



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



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THE SHOOTING SPORTS



# Real-time License Dashboard Project



## Completed/In Process/Committed: 21

Alabama, Connecticut, Florida, Idaho, Iowa, Kansas, Kentucky, Louisiana, Missouri, Nebraska, New Jersey, New Mexico, Oklahoma, Oregon, South Carolina, South Dakota, Tennessee, Texas, Virginia, Washington, West Virginia

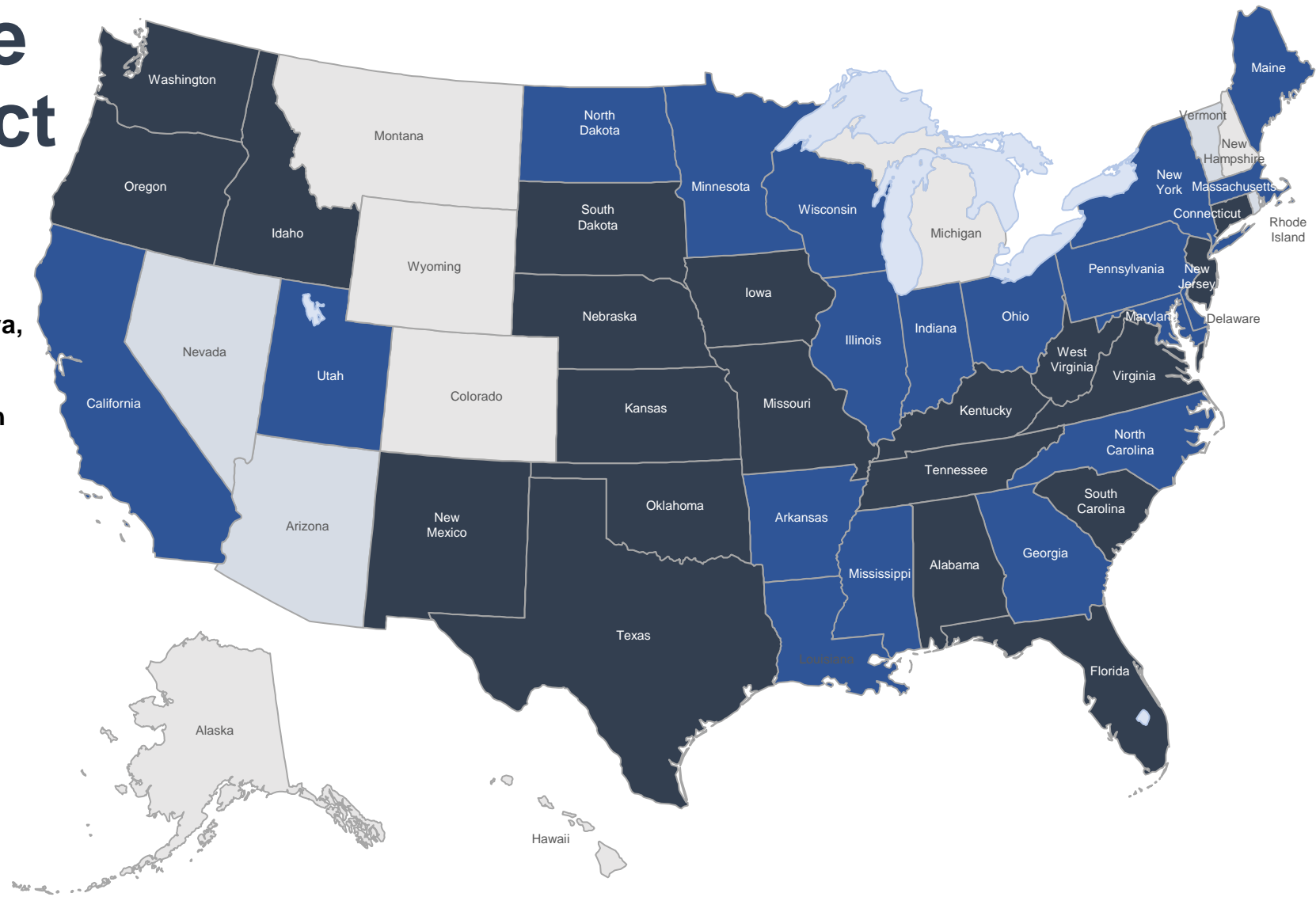


## Expressed Interest: 18

Arkansas, California, Delaware, Georgia, Illinois, Indiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, New York, North Carolina, North Dakota, Ohio, Pennsylvania, Utah, Wisconsin



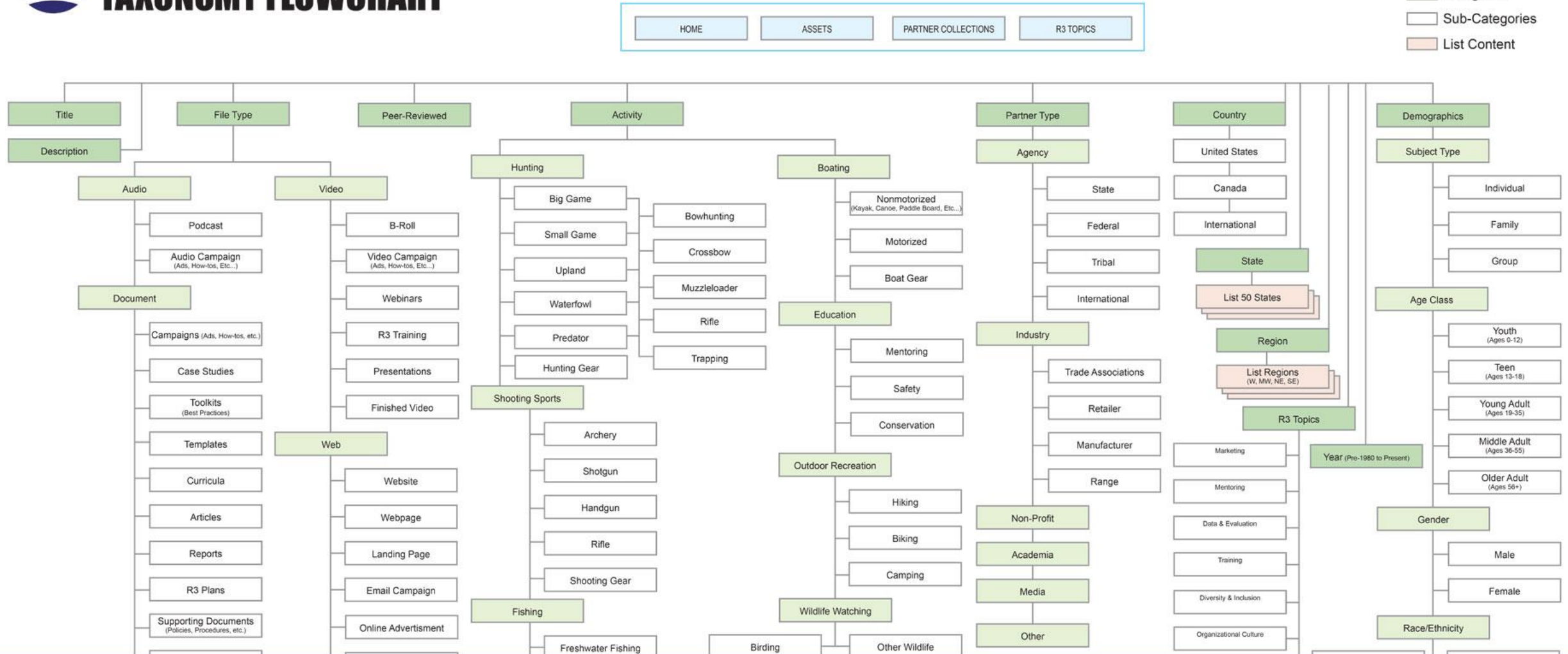
Arizona, Nevada, Rhode Island, & Vermont have committed to joining when ten years of reliable electronic license data become available





# R3 CLEARINGHOUSE TAXONOMY FLOWCHART

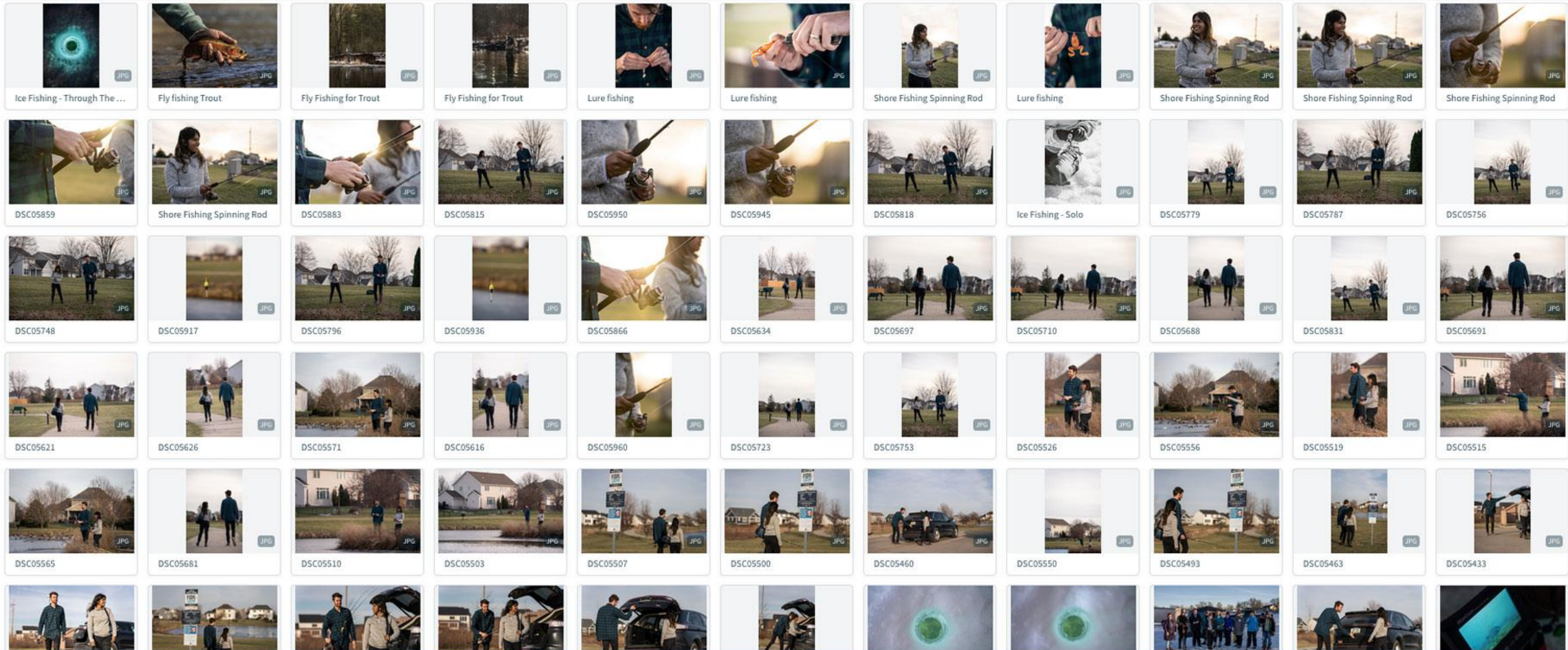
- Primary Navigation
- Category Menu
- Categories
- Sub-Categories
- List Content



# Clearinghouse

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TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS







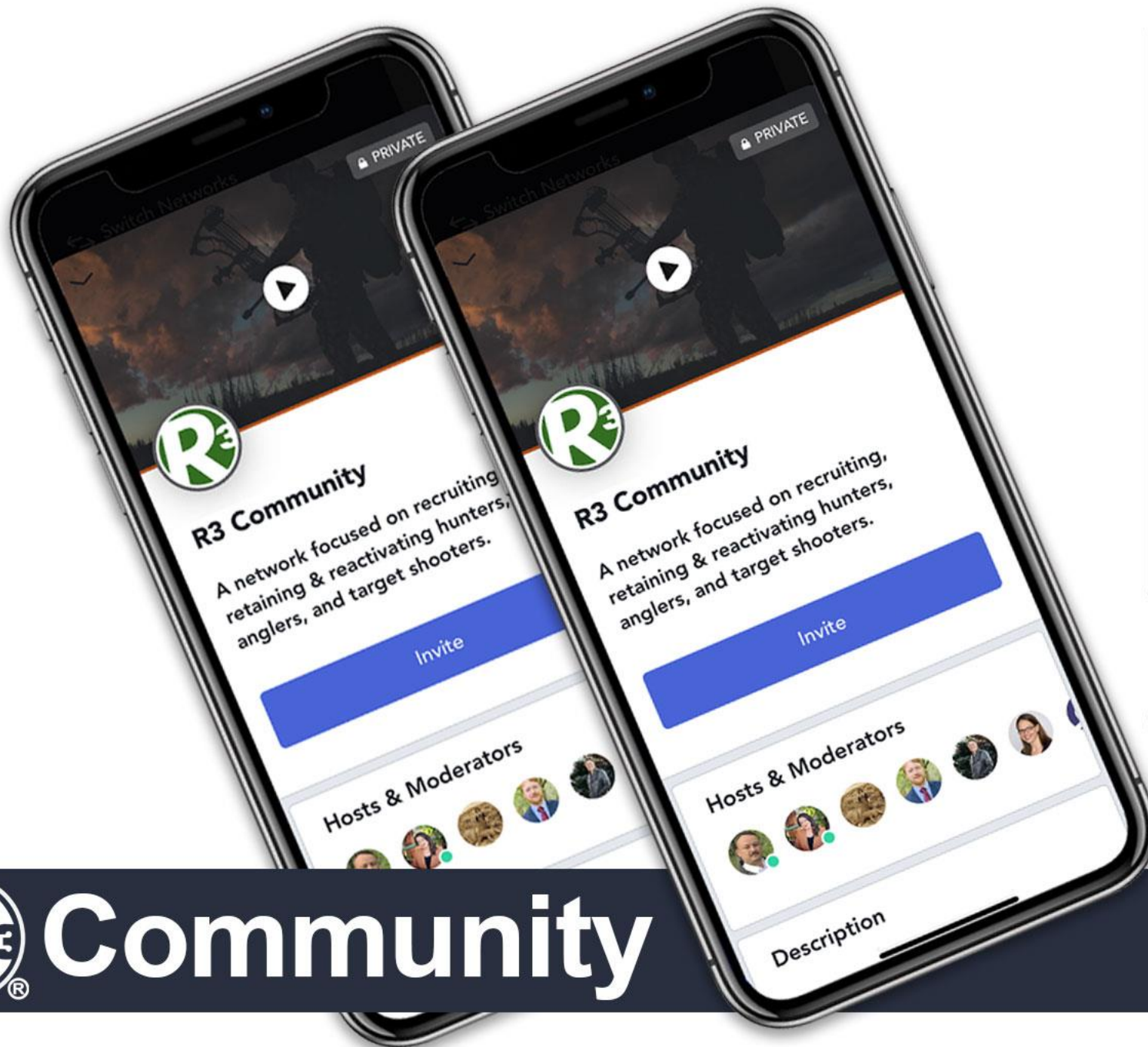


**MORE THAN**  
**6,700**  
**DIGITAL ASSETS**  
**AND GROWING**

**R<sup>€</sup>** Clearinghouse

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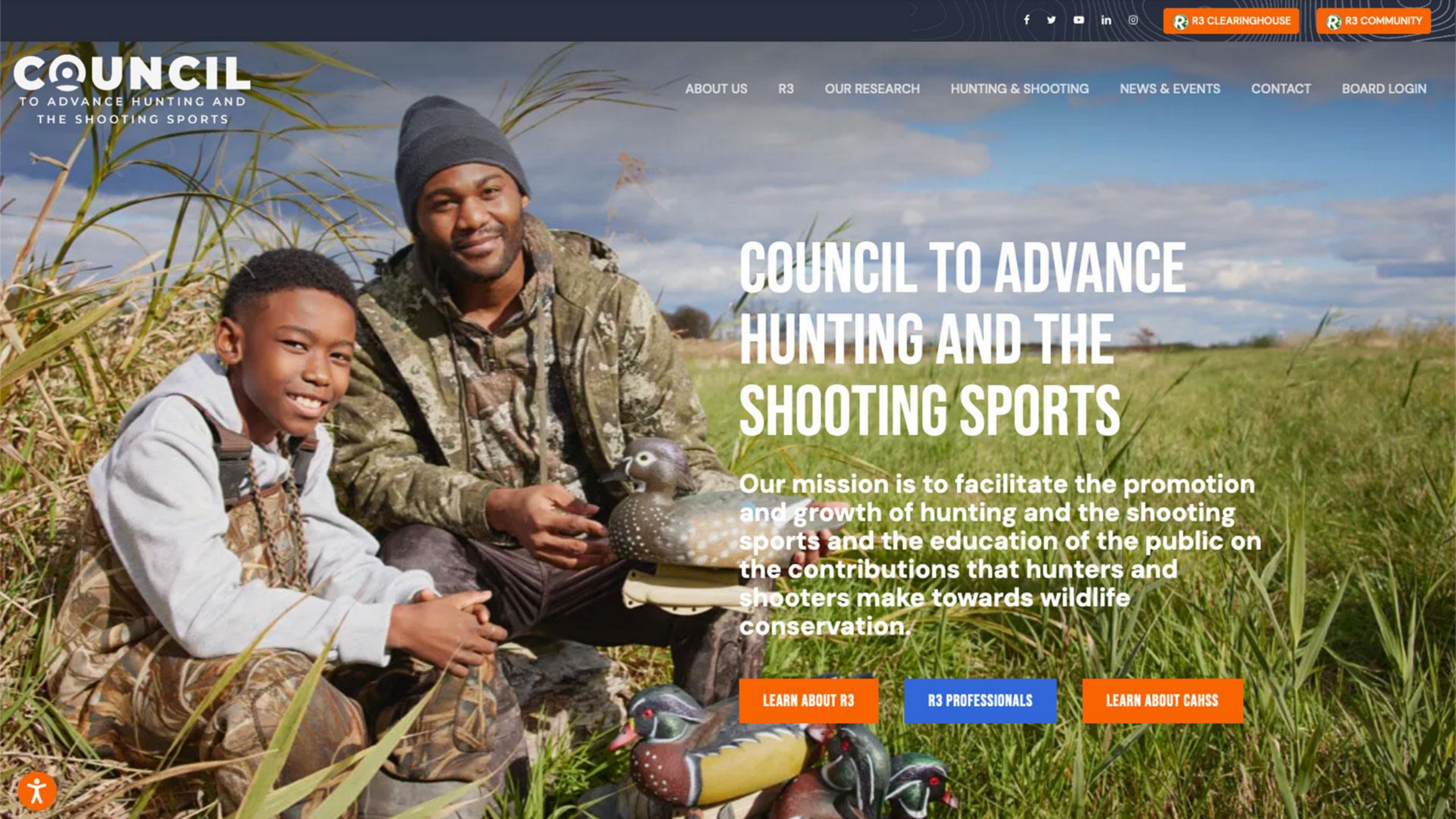




 **Community**

**COUNCIL**  
TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS





# COUNCIL TO ADVANCE HUNTING AND THE SHOOTING SPORTS

Our mission is to facilitate the promotion and growth of hunting and the shooting sports and the education of the public on the contributions that hunters and shooters make towards wildlife conservation.

[LEARN ABOUT R3](#)[R3 PROFESSIONALS](#)[LEARN ABOUT CAHSS](#)



**COUNCIL**

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**WE'RE  
HERE TO**

**HELP**



# THE NATIONAL SYMPOSIUM

Save The Date: May 29-June 1, 2024 **MOBILE • AL**

**COUNCIL**

TO ADVANCE HUNTING AND  
THE SHOOTING SPORTS



# AGENDA

**DAY  
1**

RBFF/CAHSS R3 Foundational Training  
Advanced R3 Training  
Welcome Social

**DAY  
2**

General Sessions  
Breakout Sessions  
R3 Minutes

**DAY  
3**

General Sessions  
Panel Discussions  
R3 Minutes Awards Dinner

**DAY  
4**

TAG Meeting

# cahss.org



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