



## Application for ACI Grant for Marketing to Accomplish R3

Here are the questions that are found in this online application.

<https://www.surveymonkey.com/r/R3MarketingGrant>

1. What state agency are you applying for? (note only state fish and wildlife agencies may apply)
2. In what Association of Fish and Wildlife Agencies Region is your state located? Check all that apply.
3. Why would your state be the best pilot case for implementing an R3 Marketing project?
4. What makes R3 important to you and your agency?
5. If you received \$50,000 to implement R3 Marketing, how would you spend the money? Please detail your budget in this space. Note, the campaign must be completed by April 2021.
6. Please describe your goal, strategies and target audiences and how you will reach them. Here are some examples of what your project might be:
  - Establish Social Influencer Marketing Strategies
  - Develop Marketing Strategies that Institute Churn Rate Control
  - Create Social Media Ad Campaigns to accomplish R3
  - Geofencing projects targeting ranges, retailers, public lands or any other areas
  - Institutionalize a Comprehensive "Shooting Sports to Hunter Customer Journey"
7. Although reach and engagement are important, for this project your target is impact and outcomes that produce a measurable return on investment in terms of actions taken. Value outcomes rather than outputs. For example, new shooters, hunters, hunter education participants, increase in license buyers. Describe the metrics you will use to measure the effectiveness of the campaign in achieving your goal.
8. What sort of owned media would you use to supplement the campaign in combination with the paid efforts?
9. What resources would you create or have in place to support your campaign?
10. Please comment on how your project could be repeated in other states.
11. Attach your marketing plan here.  
Create a project overview document including your budget details, goals, tactics, target audience, and timeline for implementation. Examples of this type document can be found at [makingitlast.org](http://makingitlast.org).

The following questions will not be used to score your application. They are for informational purposes for members of the ACI Multistate Grants Committee. The Committee would like to fund states with a range of expertise so that there are recipient states with little to no experience in marketing as well as those with experience in marketing.

12. Is your state a member of the ACI Multistate Grants Committee?
13. Will you have communications/marketing staff to manage implementation and track results of a funded marketing campaign or will you be using an ad/marketing company to assist you?
14. What experience does your agency have with marketing? Include an average budget of paid marketing you do in a year.
15. This \$50,000 payment can go to a marketing firm, license vendor, foundation, state agency, or whatever organization that you need to partner with in order to get your marketing done. Please tell us who these funds will go to.