



GEORGIA R3 VISION

Recruitment
Retention
Reactivation

BEST PRACTICES FOR DIRECT EDUCATION

- Provide adult only or family events to empower adults who can immediately adopt the activity and help teach others
- Develop relationships and invite attendees from diverse backgrounds and experiences
- Create first timer experiences and walk them to next steps
- Collect GA Outdoor Customer ID #s of participants
- Measure changes in participant's attitudes and behaviors

BEST PRACTICES FOR PUBLIC OUTREACH

community
ecosystem health
family excise tax hunter image
security stewardship
meat hunter ethics relaxation
wildlife and sport fish restoration program
connection fun advocacy
awareness of learning opportunities
safe gun ownership

BEST PRACTICES FOR SUPPORTIVE COMMUNITIES

- Understand specific target audience's needs, but generally:
- Provide a clear understanding of what to expect in advance
- Focus on their motivations not yours
- Utilize diverse instructors that match the audience
- Focus locally wherever possible
- Embed opportunities for Q&A allowing time for reflection
- Provide opportunity for social interactions during and after
- Help them build and cultivate relationships



GA R3 Initiative - www.gwf.org/r3

everyone should strive to
provide direct education, public
outreach and supportive
communities

ALL PARTNERS

- Attend the GA R3 Summit and meetings
- Register on learnhunting.org and mentor
- Display GA R3 Vision Poster
- Communicate planned R3 Events to R3 Coordinator to help advertise
- Implement all three "Best Practices"

R3 PRACTITIONERS

- Maintain partnerships and grow capacity
- Maintain Vision and Action Plan
- Host Summit and team meetings
- Help partners develop robust programs
- Help identify evaluation data points

WILDLIFE RESOURCES DIVISION

- Leverage Federal funding
- Provide centralized location for events and resources
- Reduce lapse in participation through marketing strategies
- Communicate license trends to partners
- Analyze license buying behavior of audiences and program participants
- Understand agency relevancy to public
- Diversify staff perspectives