

RECRUIT  
RETAIN  
REACTIVATE

R3



# STRATEGIC PLAN

NORTH  
**Dakota** | Game and Fish  
Be Legendary.™





# DIRECTO MESSA



# R'S GE



***Jeb Williams, Director***

I'm hopeful at this point that you are aware of R3, the recruitment, retention and reactivation effort that our Department, and many game and fish agencies across the county, are prioritizing as a top initiative.

Some states haven't been afforded the time to research this issue and it has simply become a significant agency challenge where license sales have drastically declined, ultimately impacting agency services supporting fish and wildlife activities. Fortunately, North Dakota is different in that we have been gifted the opportunity to research and plan with the goal of avoiding the trend of reduced license sales and diminished outdoor interest.

Taking the time to understand how people become hunters and anglers, what motivates them to continue and what can be done with those wanting to return after life's various curveballs, are all critical to future hunting, trapping, and angling participation.

Years ago, it was easy to spark a person's interest in hunting and fishing. Today, it's different with our fast-paced schedules and the various electronic devices which, unfortunately, don't encourage outdoor activities. In addition, North Dakota's bigger cities are getting bigger, and slowly there becomes a potential disconnect with those who are interested in outdoor recreation, but the generational connection to rural North Dakota through landownership and family is no longer in place.

Our state is extremely blessed with abundant fish and wildlife resources, a culture supportive of hunting and fishing, and a large, solid collection of individuals who have chosen North Dakota as their home because of the outdoor lifestyle. We owe it to our state and our future generations to do everything we can to ensure that never changes.



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## Glossary

**CRP:** Conservation Reserve Program – A land conservation program administered by the Farm Service Agency. In exchange for a yearly rental payment, farmers enrolled in the program agree to remove environmentally sensitive land from agricultural production and plant species that will improve environmental health and quality.

**Industry:** For profit company with a vested interest in hunting, fishing, recreational shooting and outdoor recreation participation.

**Mentor:** A person with experience hunting, fishing, recreational shooting, or other outdoor recreating willing to share their skills and knowledge with someone else.

**NDGF:** North Dakota Game and Fish Department

**NGO:** Non-government organization.

**ORAM:** Outdoor Recreation Adoption Model – based on over 50 years of research, this illustrates, in a linear fashion, the steps an individual moves through as they learn about, try and then adopt a new activity or behavior and can be used to understand the difference between recruitment, retention and reactivation (Byrne et al. 2018).

**PLOTS:** Private Land Open To Sportsmen – NDGF walk-in access program.

**R3:** Hunting, fishing, recreational shooting, and other outdoor recreation recruitment, retention and reactivation.

**Recreational Shooting:** Competitive or non-competitive recreational use of a firearm

**USFWS:** U.S. Fish and Wildlife Service.



## Justification

North Dakota is home to a strong outdoor heritage as an impressive 25% of residents participate in some type of hunting and fishing activities. Local cafes serving some of the largest caramel rolls you've ever seen, reliably fill with pickups and bragging hunters the second Saturday in October. U.S. highways 2 and 83 and Interstate 94 are lined with boats and campers come the first 70-degree weekend. Local wildlife clubs, fire departments and other community groups proudly host fishing derbies that commonly lure hundreds of participants to what most would deem "potholes," and families block off their annual winter deer sausage weekends months in advance.

North Dakota is an incredible place to call home if you love the outdoors.

But all of this, our strong hunting, fishing and outdoor heritage, is not by accident. Hunting in this country was built upon the principle that wildlife is a public resource owned by all, regulated by law, managed by science, and funded by those – hunters and anglers – who hold the resource dearest.

The Federal Aid in Wildlife Restoration Act of 1937, known as the Pittman-Robertson Act, placed an 11% excise tax on firearms and ammunition and allocated those funds to wildlife habitat restoration, improvements and research. The act was shortly followed by a mirrored effort for fisheries management, called the Dingell-Johnson Act.

Around the same time, state wildlife agencies were formed to carry out these tasks, including our very own North Dakota Game and Fish Department founded in 1930 and funded over 90% by sportsmen and women.

As of 2020, North Dakota had received over \$182 million from the Pittman-Robertson Act alone, and we benefit from those dollars almost every time we head afield (USFWS 2021). From state-owned or managed wildlife management areas, to public shooting ranges, to our beloved and strong Private Land Open To Sportsmen program, and to fish stocking and boat ramps from the Dingell-Johnson side, these efforts are a direct result of those dollars.

We should all be proud of the role we play in the model. When a grassland habitat restoration project is complete, it's not just upland game birds that benefit, so do songbirds, pollinators and adjacent water and soil to name a few. Thus, hunters, anglers and shooting sport participants primarily fund wildlife conservation in this country.

In addition to wildlife conservation funding, sportsmen and women play a crucial role in our national, state and rural local economies. Direct expenditures and estimated secondary economic effects from North Dakota hunters and anglers total \$2.1 billion, fishing alone generates more than \$39 million annually in state tax collections (Ndembe et al. 2019).

Last, but certainly not least, hunters and anglers are our strongest advocates for wildlife conservation, land access, soil health, water quality, the list goes on. Beyond dollars, continued relevancy and appreciation for the places and traditions we treasure relies heavily on continued participation in hunting and fishing.

Unfortunately, all these activities are experiencing declines. From 2011-16, we lost 2.2 million hunters nationwide amidst population increases. Here in North Dakota, we were one of four states that did not experience per capita hunting license decreases during that time. However, the bulk of our hunters are getting older, and they're not being replaced. In 1991, 29% of United States hunters were over the age of 45, but by 2016, 55% were over the age of 45 (USDOL et. al 2016). We are not immune to that trend. Almost all North Dakota hunting and fishing license sales reflect declines in people ages 17-44. Thus, we may not be seeing declines yet, but they're coming if we don't change the tides.



We're also not exempt from a big lack in hunter and angler diversity. If we want to sustain our strong outdoor heritage into the future, we need natural resource issues to transcend political parties, gender, race and age. Cue nationwide R3 efforts – recruiting, retaining and reactivating the next generation of hunters, anglers and conservationists. This internal strategic plan was designed to guide Game and Fish Department R3 efforts over the next five years with two over-arching goals in mind:

**Goal 1 – Maintain and diversify participation in hunting, fishing, trapping and shooting sports in North Dakota to ensure a secured future for our strong outdoor heritage.**

**Goal 2 – Increase public support and understanding of hunting, fishing, trapping, shooting sports and the role they play in wildlife conservation in North Dakota.**

However, R3 in North Dakota will not and cannot just be a NDGF initiative. The mission of the North Dakota Game and Fish Department is to protect, conserve and enhance fish and wildlife populations and their habitat for sustained public consumptive and nonconsumptive use. The paradox of this mission is that we rely on hunters and anglers to sustain traditions and support wildlife habitat conservation in this state and country, but we simultaneously need quality habitat on the landscape to support game and fish populations for hunters and anglers to pursue.

In a state that is over 90% privately owned, the future of our outdoor heritage is not only reliant on engagement from the entire Department, but many organizations, industries, legislators, current hunters and anglers, and private landowners. With such incredible resources and traditions at stake, it is imperative that the scope of R3, and thereby wildlife habitat conservation, extend beyond the agency and this plan.

## OBJECTIVES

**Objective 1** | Improve NDGF capacity to direct, implement and measure our R3 efforts.

**Objective 2** | Bolster external partnerships and coordination with other state agencies, federal agencies, tribal governments, nongovernmental organizations and industry partners.

**Objective 3** | Increase access and opportunity for hunting, fishing and recreational shooting in North Dakota.

**Objective 4** | Expand NDGF communication and marketing efforts to support our R3 goals.

**Objective 5** | Provide, support and incentivize hunting and fishing mentorship opportunities.

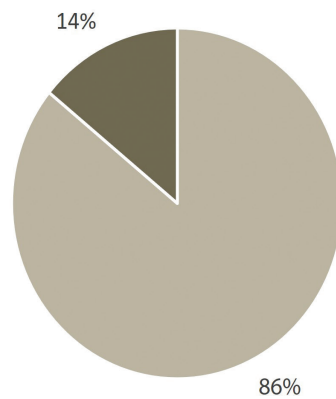
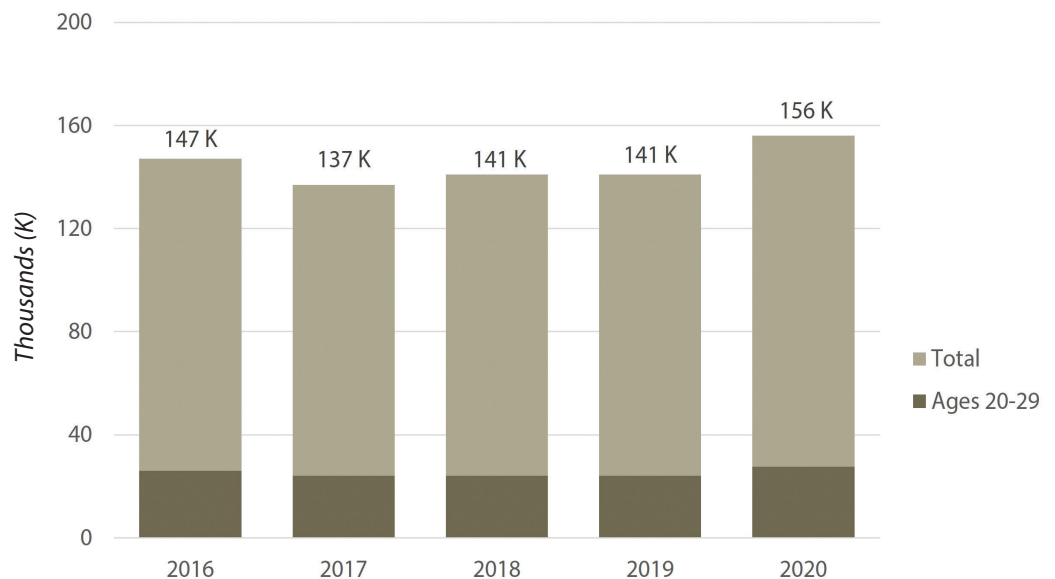




# STATE OF THE STATE

NDGF transitioned to a completely online licensing system in 2016, giving us the ability to fully track license sales. From 2016-20 general game and habitat license sales remained relatively steady. The decrease in 2017 is likely attributed to decreases in deer tag allotments and low populations of upland game bird species during extreme drought conditions. Our ability to maintain and increase hunting participation will rely heavily on habitat availability and weather-related impacts on wildlife populations, but our opportunities lie in diversifying hunter demographics and species pursued.

Total General Game and Habitat License Sales  
(Resident and Nonresident)



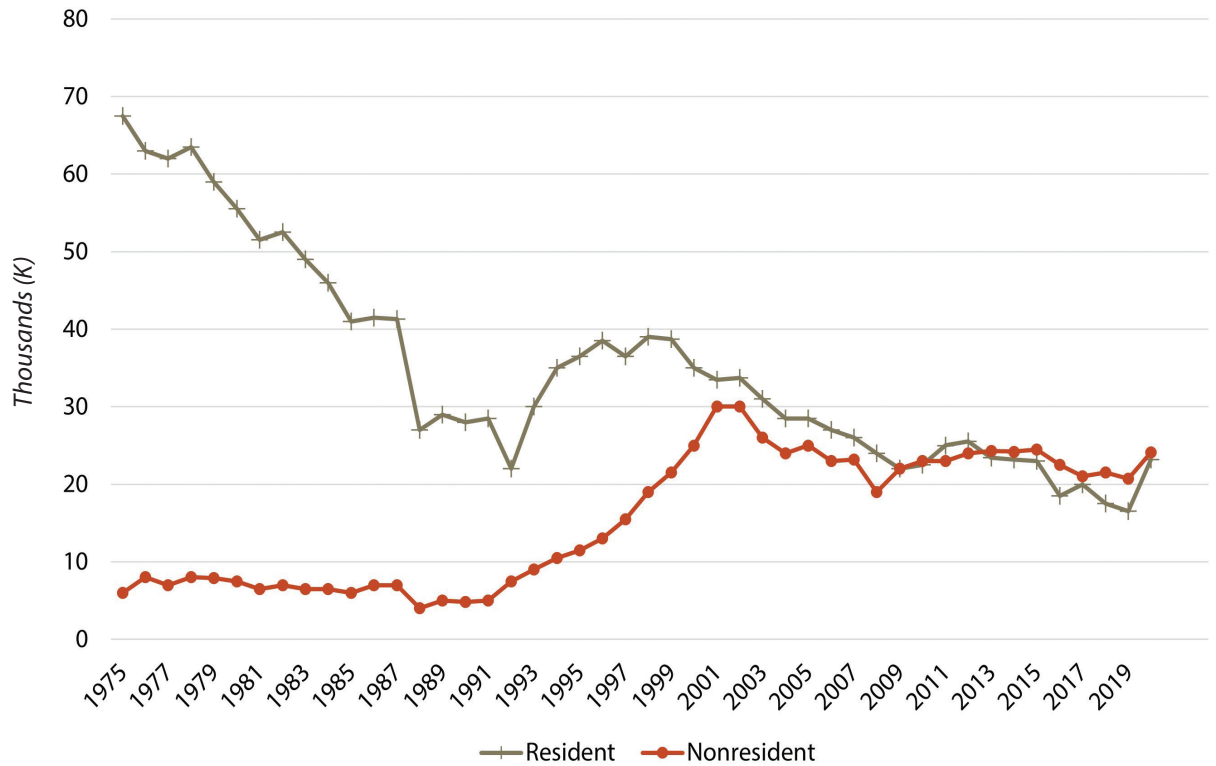
2020 General Game and Habitat License Sales by Gender

Male Female

HUNTING

# HUNTING

North Dakota Waterfowl Hunters 1975-20

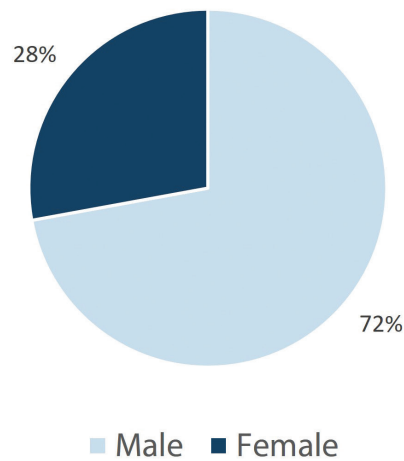
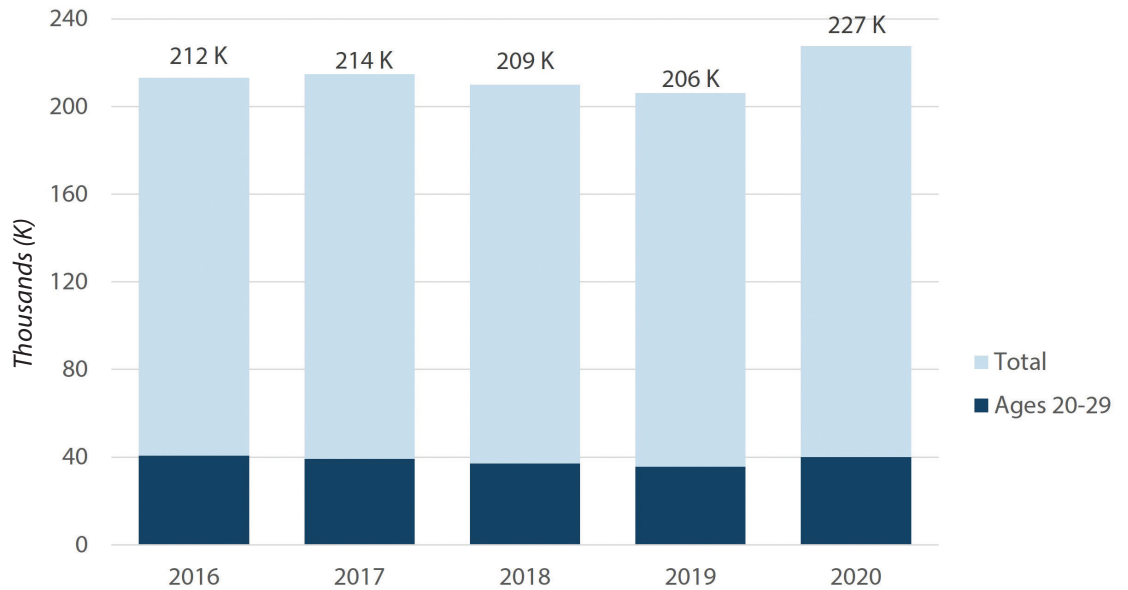


*Amidst trying to recruit, retain and reactivate new hunters in North Dakota, challenges exist with competition for access and increasing popularity of some types of hunting including archery deer, particularly in the western part of the state, and field waterfowl hunting with nonresident waterfowl hunting beginning to exceed resident waterfowl hunting participation. This pressure makes it difficult for current North Dakota hunters to imagine adding even more hunters on the landscape. Our emphasis will however focus on declining and underutilized opportunities in the state including trapping, small game hunting and wetland waterfowl hunting.*





## Total Fishing License Sales (Resident and Nonresident)



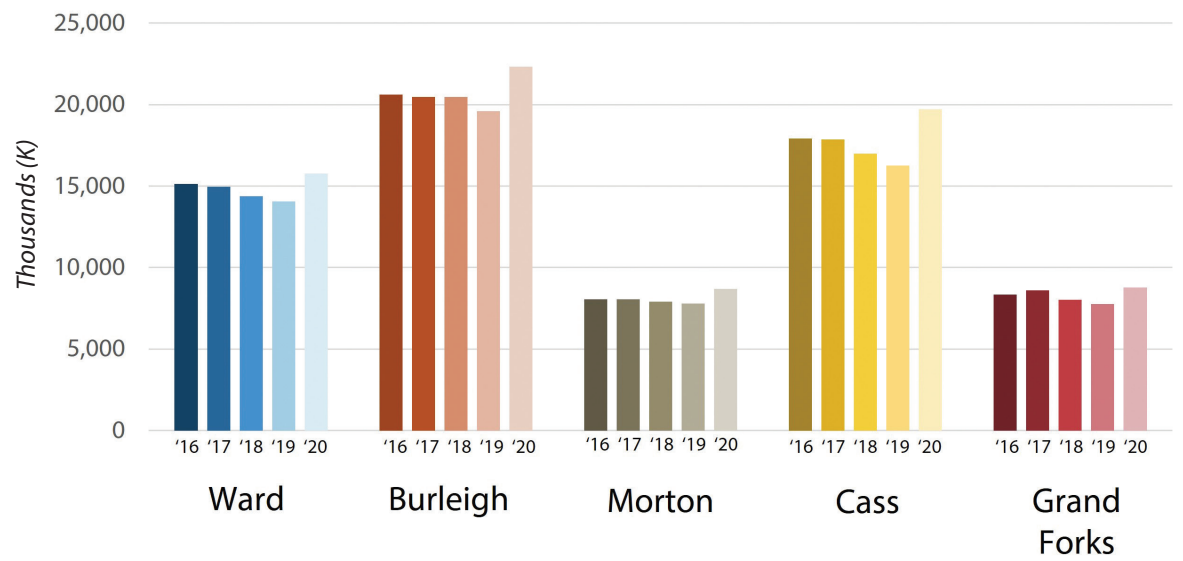
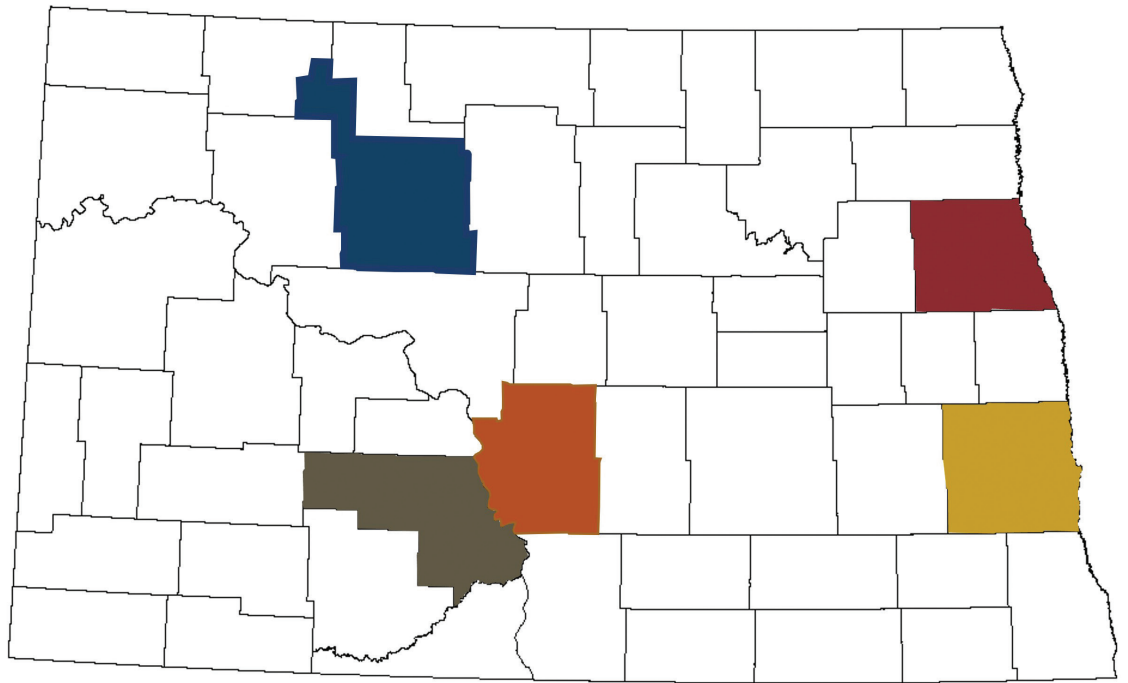
## 2020 Fishing License Sales by Gender

From 2016-19 total fishing license sales were declining along with decreases in license buyers age 16-29, with increases in license buyers over 60, suggesting the angler population is aging. This was particularly concerning amidst the high quantity and quality of the state's fisheries during the same time frame. The Covid-19 pandemic bolstered license sales in 2020 to a record high but at the time of this publication, 2021 fishing license sales were already trending downward from 2020. Department efforts to increase angling in North Dakota will be centered around recruiting and retaining young adults into fishing as well as creating and promoting opportunities for low-input shore-fishing near urban centers.

# fishing



## Resident Fishing License Sales in Urban Counties 2016-20



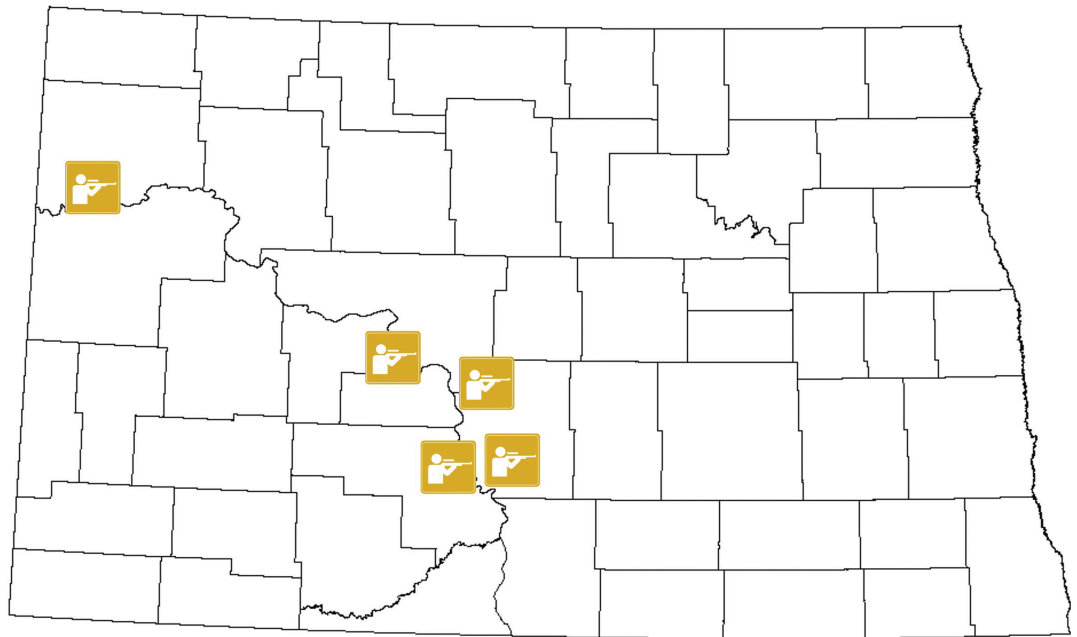




*With nationwide declines in hunting and increasing purchases of firearms and ammunition by nonhunters, recreational shooting now plays a greater role in wildlife conservation funding than hunting (Duda et al. 2021). NDGF owns and manages five public shooting ranges that are heavily used. We are continuously supportive of the development of new shooting ranges when the purchase can be authorized and the location properly sited without sacrificing wildlife habitat development. Fortunately, many North Dakotans also source private lands for target shooting.*

*School-associated recreational shooting leagues and programs are increasing nationwide and in North Dakota. Over 180 schools offer National Archery in the Schools Program and over 70 participating in North Dakota State High School Clay Target League.*

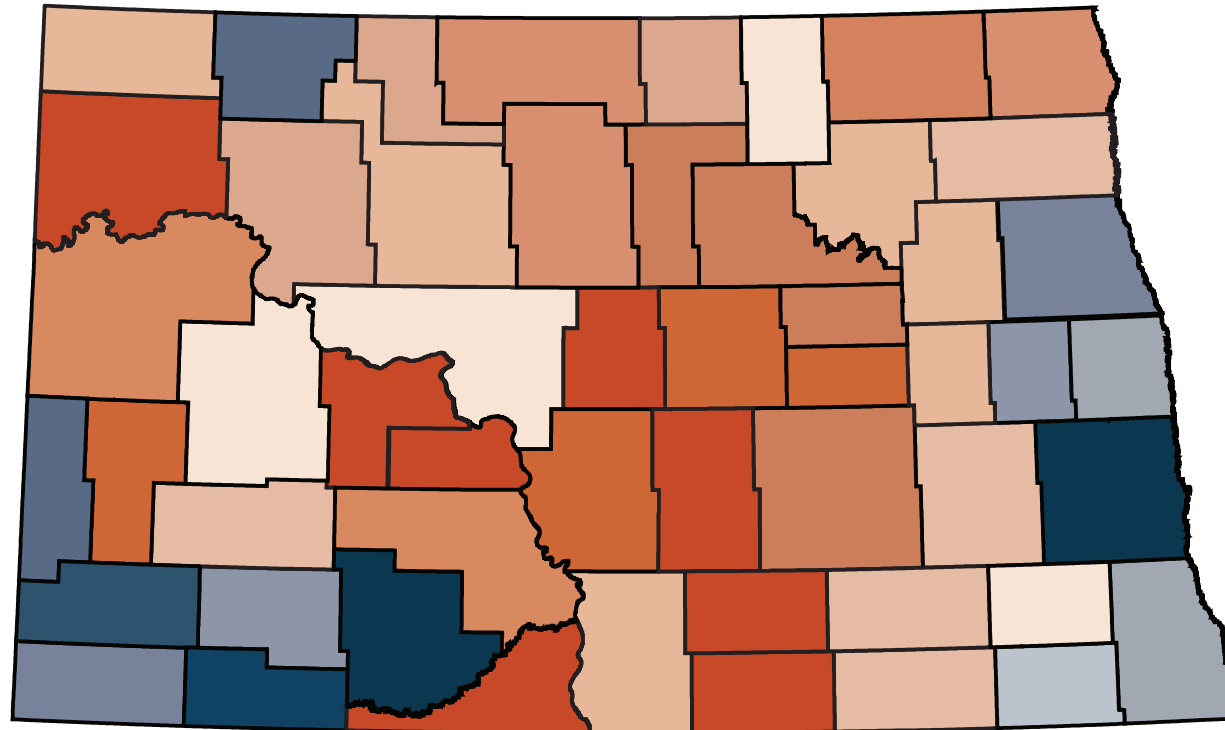
## Public Shooting Ranges



Range	Closest major city	Distance from
Lewis and Clark WMA	Williston	6 miles
Little Heart Bottoms	Bismarck/Mandan	12 miles
MacLean Bottoms	Bismarck/Mandan	15 miles
Riverdale WMA	Minot	62 miles
Wilton Mine WMA	Bismarck/Mandan	25 miles

*As a state that is over 90% privately owned, North Dakota's ability to support wildlife populations and provide hunting and fishing access opportunities is contingent on relationships with private landowners, namely agricultural producers. Many decisions that occur on North Dakota's landscapes therefore need to be financially viable for producers and sometimes hinge on policies and legislation at a national scale. The continued loss of grasslands to cropland conversion remains a primary challenge for managing healthy wildlife populations of game and nongame species in the state.*

## Percent of CRP Loss 2007-18



0.01%

45.6%



Percent Change is 0% - 45.6%



50.6%

92.3%

Percent Change is 50.6% - 92.3%

CRP 2007 - 3,366,473 acres

CRP 2018 - 1,306,273 acres

Data Source: USDA Farm Service Agency, December 2018.

*Meanwhile, North Dakota's Private Lands Open To Sportsmen program continues to represent a strong example of landowner collaboration, bolstering over 800,000 acres open to public access with 91% of landowners satisfied with their experience and 20% of hunters stating they would hunt less often if the PLOTS program did not exist.*





# OBJECTIVE 1

Improve NDGF capacity to direct, implement and measure our R3 efforts.

## Strategy 1.1 Adopt coordinated internal communication practices

### **Priority tasks**

- Finalize and distribute NDGF R3 Strategic Plan.
- Compile a list of current and past R3 efforts and continue to assess and improve.
- Conduct regular meetings of internal R3 committee.
- Regularly update staff via formal (e.g. in-service divisional meetings) and informal (e.g. Intranet posts) methods.

## Strategy 1.2 Maintain and utilize dynamic licensing data

### **Priority tasks**

- Query current licensing data to discern trends specific to gender, age and types of hunting/fishing.
- Add county level data to the hunter and angler data dashboards to answer geography-based questions.
- Finalize and publish hunter and angler data dashboards.
- Incorporate the most recent North Dakota census information.

## Strategy 1.3 Develop and maintain data collection tools that track successes of current efforts and inform future directions

### **Priority tasks**

- Develop a method to identify upland game hunters and trappers in the customer account interface.
- Utilize surveys, when applicable, to inform changes in motivations and barriers of hunters, anglers and trappers over time.
- Develop partnerships with universities to conduct research projects which will inform R3 efforts including but not limited to; angler interactions with waterbodies and hunter relationships to NDGF access programs.
- Maintain, improve and promote partner event registration.
- Continue to participate in larger scale licensing data research efforts.
- Continue and enhance use of prompted survey questions in the customer account interface.

## Strategy 1.4 Increase customer engagement

### Priority tasks

- Develop ability to offer targeted promotions for recruiting, retaining or reactivating customers.
- Develop a native mobile application capable of integrating licensing, regulations, harvest surveys and incentivization.
- Develop a way to identify, motivate and enlist customers who are potential hunting and fishing mentors.

## OBJECTIVE 1 METRICS OF SUCCESS

### 1 year

- NDGF R3 Coordinator has attended at least one of every division's in-service meeting.
- Completed NDGF R3 Strategic Plan distributed to all staff.
- Summary of licensing data trends.
- Able to identify upland game hunters and furbearer trappers within small game and combination license buyers.
- Ability to offer customer account targeted promotions.

### 3 year

- NDGF R3 Coordinator has attended at least one of every division's in-service meeting.
- Finalized hunter and angler dashboards available with county-level data.
- Initiated at least one survey on motivations of hunters, anglers and/or trappers.
- Regularly conduct internal R3 committee meetings.
- NDGF involvement in at least one R3-centered research project.

### 5 year

- Functioning NDGF native mobile application.
- NDGF R3 Coordinator has attended at least one of every division's in-service meeting.
- Summarized data from partner event registration system useful for informing NDGF funding decisions.
- Able to identify hunting and angling mentors within customer accounts for marketing and incentivization.
- Provide annual R3 reports and conduct R3 committee meetings as needed.





# OBJECTIVE 2

Bolster external partnerships and coordination with other state agencies, federal agencies, tribal governments, nongovernmental organizations and industry partners.

## Strategy 2.1 Adopt coordinated external communication practices

### Priority tasks

- Build, maintain and expand an up-to-date external partner contact list.
- Conduct an annual in-person external partner workshop.
- Develop North Dakota R3 event BMPs document.
- Maintain a calendar of R3 events NDGF is partnering on and promote on gf.nd.gov.
- Coordinate marketing efforts with external partners around major campaigns, starting with statewide hunter and angler mentor challenge.
- Distribute bi-annual North Dakota R3 newsletters to external partners.
- NDGF R3 Coordinator attends and actively participates in regular MAFWA and WAFWA R3 meetings and workshops, as well as those conducted by hunting, angling and shooting NGO partners.

## Strategy 2.2 Increase partnership capacity with industry

### Priority tasks

- Establish industry partnerships to offer targeted promotions in customer accounts for recruiting, retaining or reactivating hunters and anglers
- Coordinate marketing efforts with industry partners around major campaigns, starting with statewide hunter and angler mentor challenge



## Strategy 2.3 Increase collaboration with external partners on development, implementation and measurement of R3 events

### **Priority tasks**

- Establish coordinated roles and priorities with external partners in North Dakota R3 efforts at 2022 external partner workshop.
- Promote use of NDGF partner event registration system.
- Establish partnerships with other state agencies, universities and U.S. Air Force bases to pilot hunting and fishing equipment rental programs.
- Develop a database of landowners interested in offering restricted access that may be compatible with partner R3 events.
- Assist external partners in targeting USA Clay Target League, National Archery in the Schools Program and youth fishing league participants in their R3 efforts.
- Prioritize NDGF funding and involvement in partner events that fill a need in the ORAM for participants.

## **OBJECTIVE 2 METRICS OF SUCCESS**

### **1 year**

- Completed current NDGF R3 external partner contact list.
- 2021 NDGF R3 external workshop conducted.
- Completed NDGF R3 BMPs document distributed to internal staff and external partners.

### **3 year**

- Five or more external partners committed to statewide hunter and angler mentor challenge.
- At least one industry partner sourced to sponsor statewide hunting and fishing mentor challenge.
- Established relationships with at least five industry partners offering targeted promotions aligned with NDGF R3 strategies.
- NDGF R3 calendar of events available on [gf.nd.gov](http://gf.nd.gov).
- At least one equipment rental program developed at another state agency or university, and at least one developed at an airforce base.
- Minimum of five NDGF R3 external newsletters distributed.
- Current database of contact information for landowners interested in offering restricted access available upon request to NDGF external R3 partners.

### **5 year**

- At least two R3 partner events targeting USA Clay Target League, National Archery in the Schools Program or youth fishing league participants conducted and evaluated.

# OBJECTIVE 3

Increase access and opportunity for hunting, fishing and recreational shooting in North Dakota.

Strategy 3.1 Maintain and increase access to quality areas to hunt, fish and recreationally shoot

## **Priority tasks**

- Maintain and promote the already strong NDGF PLOTS program.
- Continue to bolster enrollment and management of NDGF PLOTS acres with a goal of reaching and sustaining 1 million acres of quality habitat and hunting access.
- Continue to respond to opportunities for acquiring wildlife management areas.
- Continue to seek opportunities to establish new public fishing access.
- Establish two or more new NDGF-owned or partially owned shooting ranges.
- Identify opportunities with external partners to provide restricted forms of access on areas such as wildlife refuges, state parks, etc.
- Build, maintain and expand the capabilities of a private landowner information database which can be used to communicate electronic posting, species specific access, or other forms of restricted access (e.g. youth only).
- Work with external partners to establish partner sponsored access programs and land tracts when NDGF programs are not compatible.
- Continue to support the development of partner shooting ranges, as well as maintenance and upgrading of existing ranges.
- Maintain and improve inventory of public/private recreational shooting ranges.





### Strategy 3.2 Increase access to quality areas to hunt, fish and recreationally shoot near urban centers

#### Priority tasks

- Develop and distribute materials on shore-fishing access near Bismarck/Mandan, Grand Forks and Fargo.
- Increase shore-fishing opportunities within 20 miles of Minot, Bismarck/Mandan, Jamestown, Devils Lake and Valley City.
- Standardize herd reduction hunt process and update [gf.nd.gov](http://gf.nd.gov) information on these hunts.
- Establish at least one NDGF-owned shooting range within 25 miles of Jamestown, Fargo, Grand Forks or Minot.
- Explore access opportunities within 25 miles of Fargo, Grand Forks and Minot.
- Support and promote acquisition of hunting, fishing and recreational shooting areas near our urban areas by other entities.

### Strategy 3.3 Modify seasons, licenses and regulations to bolster participation where biologically and socially acceptable

#### Priority tasks

- Evaluate opportunities to create a special turkey license for any person who has never received a North Dakota wild turkey license.
- Evaluate opportunities to modify youth seasons to any first-time hunter (e.g. youth pheasant opener) and determine required changes needed to adopt.
- Divisional review of all seasons, licensing structure and regulations to identify other opportunities and barriers for improvements with respect to NDGF R3 goals, customer engagement and increased participation.
- Evaluate recruitment effectiveness of current youth season and licensing provisions to identify and address shortcomings.



### Strategy 3.4 Improve access to and dissemination of resources about hunting, fishing and recreational shooting in North Dakota

#### **Priority tasks**

- Develop promotional and educational video content on obtaining licenses and entering lotteries in North Dakota.
- Add and maintain shore-fishing access locations to NDGF fishing facilities maps.
- Improve interactive capabilities of NDGF fishing data including, but not limited to, the ability to search for fisheries by species and proximity.
- Develop promotional and educational video content on shore-fishing access in North Dakota.
- Develop promotional and educational video content on resources for accessing places to hunt, fish and shoot recreationally in North Dakota including Avenza, ArcGIS Explorer and OnX.
- Develop promotional content on private land access tools and BMPs for developing private landowner relationships.
- Create and provide landowner courtesy cards to reinforce positive sportsmen/landowner relationships.
- Develop and provide financial support for cooperative partner events to promote and increase awareness of urban fishing and river access opportunities.

### **OBJECTIVE 3 METRICS OF SUCCESS**

#### **1 year**

- Completed Bismarck/Mandan, Grand Forks, Minot, and Fargo shore-fishing access resources available on gf.nd.gov.
- Completed evaluation of modifying youth-specific seasons to first-time hunters and implemented if deemed appropriate for 2024 seasons.
- Capacity to add shore-fishing access locations to NDGF facilities map and at least three added in each district.
- At least two educational videos on obtaining NDGF licenses or entering lotteries.





### **3 year**

- At least two new shore-fishing access or opportunity improvement within 20 miles of Minot, Bismarck/Mandan, Jamestown and Devil's Lake.
- Standardized herd reduction hunt process available on [gf.nd.gov](http://gf.nd.gov).
- Completed divisional review of all seasons, licenses and regulations with at least two new R3-centered opportunities implemented for 2024 seasons.
- Ability to search for fisheries data by species and proximity to location.
- At least one promotional video on private land access opportunities and resources available.
- At least one promotional video on utilizing Avenza (or other) application to identify fishing access opportunities.
- Landowner courtesy cards available on [gf.nd.gov](http://gf.nd.gov).

### **5 year**

- Maintaining 1 million acres of PLOTS enrollment.
- An additional two new public fishing access projects.
- Two or more new NDGF-owned or partially owned shooting ranges with at least one within 25 miles of Jamestown, Fargo, Grand Forks, or Minot.
- At least one new opportunity with external partner to provide hunting, fishing or shooting access on areas without any current access.
- Established private landowner information database with ability to electronically post and allow comments on species specific access exceptions.
- Facilitated at least one new partner sponsored land access tract or program.





# OBJECTIVE 4

Expand NDGF communication and marketing efforts to support our R3 goals.

## Strategy 4.1 Maintain, expand and fully integrate the use of targeted marketing

### **Priority tasks**

- Pilot, measure and adapt targeted industry promotions for recruiting, retaining or reactivating customers.
- Continue to utilize GovDelivery notifications and other direct marketing to drive license purchase behavior and experiment with target audiences including, but not limited to, the previous year's new hunters and anglers, partner event registrants, hunter education graduates, apprentice license holders and boat education graduates.
- Continue to utilize and expand on digital marketing campaigns to targeted audiences including, but not limited to, young adults (ages 21-29), adult women, active urban families and other nonhunters.

## Strategy 4.2 Engage with new and diverse audiences

### **Priority tasks**

- Develop a digital marketing campaign to target current nonconsumptive outdoor recreationists.
- Capture and share greater diversity (age, gender, race, types of hunting/fishing) in all content to engage new audiences (magazine, social media, webcasts and other NDGF resources).
- Create and share content that promotes hunting and fishing to obtain locally sourced food.
- Maintain and expand upon NDGF blog "The Drift" to provide additional content on celebrating and sustaining hunting, fishing, shooting and outdoor recreation in North Dakota.

## Strategy 4.3 Increase marketing of underutilized resources and opportunities

### **Priority tasks**

- Develop targeted marketing campaigns and resources to promote use of and access to underutilized resources including, but not limited to, furbearer trapping, squirrel, rabbit, sharp-tailed grouse, dove, snow goose and fall turkey hunting, and catfish, smallmouth bass and northern pike fishing.
- Build a catalog of "how-to" videos focused on underutilized resources and entry-level opportunities by developing a new video quarterly.
- Pilot, measure and adapt social media influencer marketing campaigns starting with shore-fishing promotional videos in partnership with Jason Mitchell Outdoors.
- Incorporate at least one North Dakota OUTDOORS magazine article and webcast on trapping annually.

## Strategy 4.4 Incorporate wildlife habitat establishment, management and advocacy into R3 messaging

### **Priority tasks**

- Conduct an R3 workshop for North Dakota legislators and congressional delegation.
- Develop NDGF wildlife conservation funding promotional video.
- Incorporate habitat advocacy into all hunter and angler mentorship resources developed.
- Increase messaging and content on wildlife conservation funding and habitat advocacy.
- Continue and increase consideration for NDGF R3 goals when advocating for wildlife habitat legislation.

## **OBJECTIVE 4 METRICS OF SUCCESS**

### **1 year**

- Pilot and evaluate at least one customer account targeted promotion.
- Develop and evaluate at least one targeted marketing campaign on an underutilized resource.
- Completed two new "how-to" videos to share on gf.nd.gov.
- One North Dakota OUTDOORS magazine article and webcast on furbearers and/or trapping.

### **3 year**

- Complete at least two R3-focused digital marketing campaigns on new target audiences, one of which is non-consumptive outdoor recreationists.
- Achieve 10,000 subscribers to NDGF Blog "The Drift."
- Complete and evaluate shore-fishing promotional video partnership with Jason Mitchell Outdoors.
- Complete and evaluate at least two webcasts that promote hunting and fishing to obtain locally sourced food.
- Conducted R3 workshop for North Dakota legislators.
- Annual North Dakota OUTDOORS magazine article and webcast on furbearers and/or trapping.

### **5 year**

- Regularly utilizing customer account targeted promotions to support NDGF R3 strategies.
- Summary analysis of targeted customer account promotions for hunter and angler recruitment, retention and reactivation.
- Demonstrate increased diversity (age, gender, race, types of hunting/fishing) in comparison analysis of all NDGF content.
- Increased participation in our identified underutilized resource consumption: furbearer trapping, squirrel, rabbit, sharp-tailed grouse, dove, snow goose and fall turkey hunting, and catfish, smallmouth bass and northern pike fishing.
- Maintaining a catalog of ten or more current "how-to" videos specific to hunting, fishing or shooting recreationally on gf.nd.gov.
- Wildlife conservation advocacy content prevalent on all NDGF hunter and angler mentorship resources.

# OBJECTIVE 5

Provide, support and incentivize hunting and fishing mentorship opportunities.

## Strategy 5.1 Promote hunting and fishing mentorship internally

### **Priority tasks**

- Implement, promote and incentivize an internal staff mentor challenge.
- Utilize NDGF Intranet to share stories of hunting and fishing mentorship.

## Strategy 5.2 Promote hunting and fishing mentorship statewide

### **Priority tasks**

- Source industry partner(s) to sponsor and collaborate on a statewide mentor challenge.
- Develop mentor training video, resources and landing page prior to implementing statewide challenge.
- Collaborate with external partners to unify statewide mentor challenge
- Implement, promote and incentivize statewide mentor challenge.
- Develop capacity to identify, enlist and track mentors within NDGF customer accounts for targeted incentives.

## Strategy 5.3 Provide other self-service mentorship resources on NDGF website

### **Priority tasks**

- Create and maintain a virtual mentorship landing page.
- Pilot and improve “ask an expert” contact form.
- Create and distribute continuing education resources for hunter education graduates.





## **OBJECTIVE 5 METRICS OF SUCCESS**

### **1 year**

- Implement NDGF internal staff mentor challenge.
- Completed virtual mentorship page on gf.nd.gov.

### **3 year**

- Completed, evaluated and modified NDGF internal staff mentor challenge to inform statewide mentor challenge.
- Utilized NDGF Intranet to share five or more stories from staff mentor challenge.
- Capacity to identify, enlist and track mentors within NDGF customer accounts.
- Five or more external partners committed to statewide hunter and angler mentor challenge.
- At least one industry partner to sponsor statewide hunting and fishing mentor challenge.
- Completed mentor training video, resources and landing page prior to implementing statewide challenge.
- Implement, promote and incentivize statewide mentor challenge.
- Continuing education resources available on gf.nd.gov for hunter education graduates.

### **5 year**

- Summary evaluation of statewide mentor challenge.
- Improved virtual mentorship capacity including resources on gf.nd.gov and NDGF native mobile application.



## PARTNER NEEDS

- Equipment rental sponsorship, ownership and/or maintenance.
- Event lodging.
- Learn-to events targeting women, young adults ages 16-29 (particularly USA CTL and NASP participants), active families, outdoor recreationists and other nonhunters.
- NDGF partner event registration use.
- Knowledge and use of the ORAM.
- Other R3 marketing coordination.
- R3-specific access programs or land ownership.
- Regular communication and attendance to R3 meetings and workshops.
- Shooting range citing and/or ownership.
- Statewide hunter and angler mentor challenge collaboration.

## NDGF R3 OVERALL METRICS OF SUCCESS

- Maintain between 150,000 and 160,000 hunting license sales annually.
- Maintain between 223,000 and 228,000 fishing license sales annually.
- Achieve and maintain 144,909 resident active anglers.
- Maintain a minimum of 1 million acres enrolled in PLOTS program.
- Seek to achieve at least 20% of hunting and fishing license sales to customers ages 20-29 (relative to ND population).
- Demonstrate at least a 5% increase in female hunters.
- Demonstrate at least a 3% increase in female anglers.
- Decrease in churn rates of hunting and fishing license sales.
- Demonstrate a 5% increase in avid hunters (purchased licenses 3 years in a row).
- Increase participation in squirrel and rabbit hunting by 3%.
- Increase participation in dove hunting by 3%.
- Increase participation in sharp-tailed grouse hunting by 3%.
- Increase in fishing license sales in urban zip codes comprising Bismarck/Mandan, Minot, Jamestown, Grand Forks and Fargo.

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