

## STATE WILDLIFE AGENCY R3 COORDINATORS

# IMPLEMENT A SUCCESSFUL R3 RECREATIONAL SHOOTING SPORT STRATEGY NOW!



### **Recruit, retain, and reactivate the next generation of outdoor stewards by implementing a turnkey single-source solution that's ready to start TODAY!**

The USA Clay Target League is a non-profit organization and the nation's largest and fastest-growing clay target shooting sport program for secondary and postsecondary schools. With more than 35,000 student athletes, 1,000 school teams, and 8,000 adult mentors in 2019, the League is a proven solution as one of the nation's best R3 recreational shooting sport strategies for state wildlife agencies. Here's how the League can help you...

#### **Element #1: Implement a state wildlife agency grant to help recruit new high school and college clay target teams to participate in the League. Here's why...**

- Recruit outdoor enthusiasts – Average new team size is 16 members
- Increase Pittman-Robertson taxes – On average, each athlete is responsible for nearly six cases of shotgun ammunition and one firearm purchases per year
- They spend money – Average annual shooting sport related expenditures is \$2,000 per athlete
- Create outdoor mentors – Average four coach mentors for every 10 student athletes
- Increase participation – Average growth for new teams after four years is 45%
- Create larger teams – Average current team size is 27 members
- High annual team and athlete retention rate – 99% and 95% respectively
- New recreational shooters – 60% of athletes never participated in clay target shooting sports

#### **Element #2: Implement a state wildlife agency grant to help expand capacity or build new clay target shooting ranges to participate in the League. Here's why...**

- Improved ranges – 85% made improvements to host youth clay target teams
- Increase engagement – 26% of improvement funds came from state wildlife agency grants
- Increase recreational shooting participation – 81% increased non-youth participation by hosting a clay target team
- Increase the number of teams – Better access to school locations
- Increase the number of athletes – Larger facilities can host more athletes

#### **Element #3: Collaborate state wildlife agency R3 recreational shooting sport strategy through USA Clay Target League. Here's why...**

- Recruit more teams and athletes – Support the League via grants and marketing support program
- Retain – Continuous annual program supports proven R3 strategy
- Reactivate – 44% of League parents reported an increase in hunting and shooting sports participation since their child became active in the League
- Shared mission – To create the next generation of outdoor stewards
- Compliments state wildlife agency's R3 strategy – Supports sales, efforts, and funding
- Participants are highly likely to participate in other outdoor activities – Active in hunting, fishing, camping, hiking, RVing, and more
- Aggressive communication plan – Increase reach, frequency and impact
- Host clay target events – Create positive economic impact and positive media exposure
- Shared survey data among clay target participants – Measurable results
- Increase firearm safety certification – Via volunteer firearm safety certification instructors

State wildlife agency spending is largely supported by hunting license revenue and federal Pittman-Robertson funding.

Pittman-Robertson funding is generated by the collection of excise taxes collected through ammunition and firearm purchases.

Only 22.5% of all taxable firearm and ammunition sales are for hunting-related purposes.

77.5% of Pittman-Robertson funds are generated by non-hunting firearm and ammunition sales.

The Pittman-Robertson Modernization Act authorizes funding to be spent on recruiting and marketing efforts.

Sportsmen and women fund approximately 75% of state wildlife agency budgets.

Participation in hunting and shooting sports has been declining for about 30 years.

States need more sportsmen and women NOW!



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