



Recruit | Retain | Reactivate

### **Wisconsin State Coordinator**

Position Purpose: Ensure effective, adaptive R3 that increase numbers of individuals and families participating in hunting, angling, and trapping and maintain strong support for these activities in Wisconsin. With the goal to help maintain license sales and enhance conservation funding.

### **Wisconsin State Coordinator – Tasks**

1. Develop and implement a hunter R3 communication/marketing plan that raises awareness, creates a sense of urgency, and inspires action by existing hunters, resource professionals, and the outdoor industry.
2. Expand marketing of the Hunt for Food and Fish for Dinner programs.
3. Provide training in the North American Conservation Model, best practices for R3, and application of the Outdoor Recreation Adoption Model (ORAM).
4. Deliver strategic R3 initiatives in Wisconsin by capitalizing on the infrastructure of eight staff (Farm Bill Biologists and regional representative), along with the 32 PF chapters and corps of volunteers.

### **Wisconsin State Coordinator – Accomplishments**

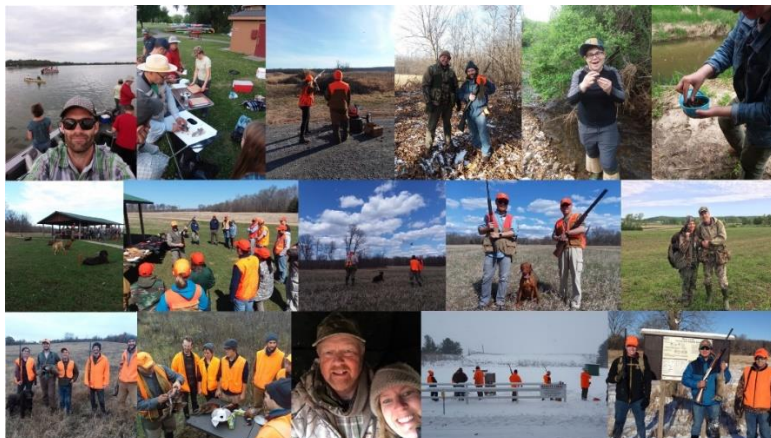
- ❖ Marketing and outreach specifically for retention and reactivation of hunters
  - 33 outreach events reaching 1539 people
- ❖ Number of trainings, pilot programs initiated, LTH for Food and Fish for Dinner programs
  - 12 hunter/angler recruitment events reaching 172 people
  - 2 mentor training events reaching 52 people

### **Wisconsin State Coordinator – Success Story**

Bonding with new people over a shared purpose has been the most rewarding part of this position. The core working team of the partnership from WDNR, NWTF, and PF has developed a strong bond and shared passion for conservation. I have worked with incredible hunting and angling mentors that practice our same passion and share their time and knowledge. I have easily created new friendships with diverse folks simply because we started with a shared interest and mutual values regarding the outdoors.

### **Wisconsin State Coordinator – Partner Testimonial**

“The work of Marty Moses as the PF R3 Coordinator in Wisconsin has been outstanding. Setting clear goals and expectations has led to independent implementation of effective R3 tools and extensive collaboration and cooperation with the WDNR R3 team and other partner coordinators. I have heard from several customers, students, and novice hunters who have been through his programs about the excellence of his teaching skills, people skills, and leadership.” Keith Warnke, WDNR R3 Team Supervisor.



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