



## WISCONSIN DEPARTMENT OF NATURAL RESOURCES NOTICE OF FINAL GUIDANCE & CERTIFICATION

*Pursuant to ch. 227, Wis. Stats., the Wisconsin Department of Natural Resources has finalized and hereby certifies the following guidance document.*

### DOCUMENT ID

CF-19-0001-C

### DOCUMENT TITLE

Hunter Recruitment, Retention and Reactivation (R3) Grant Program

### STATUTORY AUTHORITY OR LEGAL CITATION

ss. 23.09(1), 23.09(2)(h), Wis. Stats.

### PROGRAM/BUREAU

Bureau of Community Financial Assistance

### DATE SENT TO LEGISLATIVE REFERENCE BUREAU (FOR PUBLIC COMMENTS)

August 26, 2019

### DATE FINALIZED

Sept 23, 2019

### DNR CERTIFICATION

*I have reviewed this guidance document or proposed guidance document and I certify that it complies with ss. 227.10 and 227.11, Wis. Stats. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is not explicitly required or explicitly permitted by a statute or a rule that has been lawfully promulgated. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is more restrictive than a standard, requirement, or threshold contained in the Wisconsin Statutes.*

Signature

Date

# HUNTER R3 (RECRUITMENT, RETENTION, AND REACTIVATION) GRANT PROGRAM GUIDANCE

*Formerly Known: Hunter Recruitment, Development, Training and Education Grant Program*



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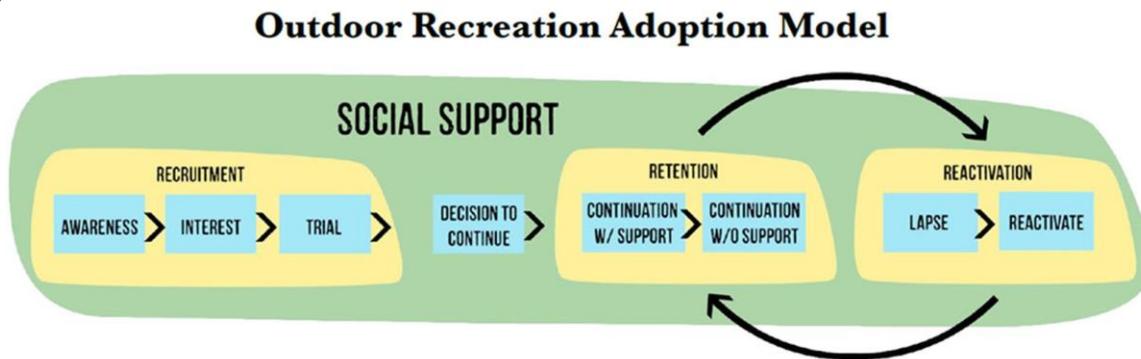
## **Program Introduction**

Human dimensions research has long identified food, connection to nature, and time with family and friends as key motivations for hunting. In recent years, pilot studies in Wisconsin and other states have shown that these motivations also ring true with new, non-traditional audiences. There is growing interest in learning to hunt from adults and families without prior hunting experience or background.

Despite this documented interest in hunting from adults and families, typical hunter recruitment events in Wisconsin have consisted mainly of one-time introductory programs designed primarily for children. A Department-led study in 2011 found that most participants in these events (80%) have been children of hunters. While these programs provide quality first-time experiences for this important group of young hunters, they provide less adequate introductions for potential hunters hailing from non-hunting families and communities.

In keeping with national recruitment, retention, and reactivation (R3) efforts, Wisconsin Department of Natural Resources (WDNR) has shifted its R3 focus to adults, females, and families without (or with minimal) prior hunting experience. These non-traditional audiences require extended trials of hunting with invested, conscientious mentors, as documented by the Outdoor Recreation Adoption Model (ORAM--Figure 1) below. The ORAM calls for increased investment on the part of R3 professionals and volunteer mentors. The pay-off is that newly trained adults, females, and families are immediate contributing members of the hunting community. The newly trained have the autonomy to decide what to do with their own time, purchase their own licenses and gear, transport themselves, and influence their friend and familial networks.

Figure 1



To assist the expansion of statewide, inter-organizational efforts to train non-traditional audiences of potential hunters, WDNR offers a private-public partnership reimbursement grant program. The primary purpose of the Hunter R3 grant program is to provide cost-sharing grants to Wisconsin governmental units, colleges, universities or technical schools, school districts, Wisconsin tribes, conservation organizations, and individuals to ensure the education and development of safe and ethical hunters. It is necessary to work with partners to find a solution to ensure future generations of hunters will have the knowledge, skills, and abilities to become safe and ethical hunters. However, we need strategically developed, tested programs and results on which to base future program priorities. The Hunter R3 grant program will focus on developing and pilot-testing various programs and evaluating effectiveness of those programs.

## Keys to a Successful Project

*Plan, Plan, Plan!*

*Communication, Communication, Communication!*

1- Start **planning** your project early and communicate with the WDNR R3 Coordinator often about your project goals. Coordinator contact information appears below.

2- Before applying for a grant, spend time considering the needs, goals, and expectations of the proposed project. A little pre-planning will pay dividends down the road. The WDNR encourages novel, outside-the-box pilots and projects with good strategies and measures. At the same time, projects don't have to reinvent the wheel: if there's something that has been documented to work, build on it and evaluate your proposal's success.

3- **This grant program is administered as a reimbursement program.** This means you must incur and pay all costs associated with the project **before** seeking reimbursement from WDNR. No grant advances are possible. As costs are incurred, save all invoices and receipts as proof of purchases. For proof of payments, obtain a copy of canceled check (both sides) and/or bank/credit card statements. Make sure to document volunteer hours worked on the volunteer form provided on the Hunter R3 [webpage](#). Taking these actions at the beginning of the project eliminates searching for documents and remembering the number of hours worked, and who worked them, at the end of the project.

4- Finish the grant project before the expiration date listed on the grant agreement. If you need an extension to the date on your grant agreement, contact the Hunter R3 Grant Program Manager **before** the grant agreement expiration date to request an extension. Please note there is no guarantee a time extension will be approved. Costs incurred after the end date of the grant agreement are not eligible for reimbursement.

5- The WDNR and staff of the U.S. Fish and Wildlife Service (USFWS) have the right to audit or examine all books, papers, accounts, documents or other records related to project costs that the WDNR will reimburse. The purpose of the audit is to verify that claimed project costs are eligible and comply with the terms of your grant agreement and were incurred. Grant recipients agree to retain all project records until final resolution of any audit findings, or for a period of three years following the date on which the WDNR issued final reimbursement, whichever is later.

6- **IMPORTANTLY**, ask questions if you don't know how to proceed or need clarification on topics such as eligible costs or grant administration procedures.

### CONTACT INFORMATION

Emily Iehl (LE/8)  
Hunter R3 Coordinator  
Wisconsin DNR  
Bureau of Law Enforcement  
PO Box 7921  
Madison WI 53703  
608-445-8168  
[emily.iehl@wisconsin.gov](mailto:emily.iehl@wisconsin.gov)

Jill Sunderland  
Hunter R3 Grant Program Manager  
Wisconsin DNR  
Bureau of Community Financial Assistance  
810 West Maple Street  
Spooner WI 54801  
715-635-4167  
[jill.sunderland@wisconsin.gov](mailto:jill.sunderland@wisconsin.gov)

**Email applications and supporting documents to:**  
[DNRHunterR3Grants@wisconsin.gov](mailto:DNRHunterR3Grants@wisconsin.gov)

# Grant Program Specifications

## Eligible Applicants

- Wisconsin counties, towns, villages and cities
- Wisconsin universities, colleges, and technical schools
- Other Wisconsin governmental units, as defined in s. 66.299, Wis. Stats.
- Wisconsin tribes
- Wisconsin school districts
- Conservation organizations (*i.e.*, local rod and gun clubs, sporting organizations, local chapters and national organizations)
- Individuals

## Grant Program Priorities

1. Proposals that implement systems with documented success at producing new adult hunters who would not otherwise become hunters will receive top priority.
2. Next priority will be proposals that test or trial new ideas and systems to train, develop and educate new adult hunters and those that effectively re-train mentors to commit to new hunters for a period of years through multiple introductions and educational experiences in hunting.

Other priorities may be determined by the WDNR Secretary and the Sporting Heritage Council.

## Source of Program Funds

This grant program uses USFWS Wildlife Restoration funds provided to WDNR through the Pittman-Robertson Act.

## Cost Share Program

This program is a cost-share program between the state and grantee. Grant awards can be up to 75% share of total eligible project costs.

## Total Available Funding and Grant Award

Up to \$350,000 will be available each biennium for the Hunter R3 Grant Program.

Applications will be reviewed for completeness and eligibility, scored, ranked in descending order based on score, then recommended funding. The Sporting Heritage Council will have a role in the application review. Final grant award decisions of the office of the WDNR Secretary are final.

## Grant Program Deadlines

Activity	Deadline Dates
Application Materials Available Online	June 15
Deadline for Complete Application Submitted to WDNR*	September 15
WDNR Notifies Applicant of Application Status	December 15
WDNR Anticipates Issuing a Grant Agreement**	April 15

\*Per s. 990.001(4)(c), Wis. Stats., if any grant application deadline falls on a Saturday, Sunday, or State Holiday, the deadline is moved to the next State working day.

\*\*Funds will not be available until the grant agreement is signed by the applicant and returned to the WDNR.

**Examples of Eligible Project Costs:**

- Salaries, wages, and benefits for employees
- Purchased services associated with the project – printing materials, mailings, room rental, social media accounts specifically designed for project
- Supplies needed for the project– firearms, bows, ammunition, hunting gear, decoys
- Equipment - equipment is defined as one item with a fair market value of \$5,000 or more; approval requires grantee adhere to special condition included in the grant agreement
- Hourly rental charges – boats, ATV
- Other eligible costs needed to implement the project. Contact the Hunter R3 Grant Program Manager with cost eligibility questions.

**Grantee Responsibilities**

A. Financial Responsibilities. Financial responsibility listed in a grant agreement cannot be passed to another entity. All reimbursement requests must **be submitted by the grantee named on the grant agreement**.

**CAUTIONS:**

1. If a consultant completes the application for you, be sure to check the completeness and accuracy of the application before submitting it to WDNR. As the grant applicant, you are responsible for the accuracy of the information provided on your application and meeting program requirements.
2. Expenses incurred by a volunteer(s) completing tasks during the project period can be considered an eligible grant expense. Compensating a volunteer beyond incurred project expenses may mean that the volunteer(s) should be considered an employee or independent contractor. For further information, please contact your legal counsel.

B. Official Authorizing Resolution. Every grant application, with the exception of individuals, must include a resolution adopted by the applicant’s governing body. This resolution must do the following:

- Request financial assistance from the WDNR
- Authorize one representative, preferably by “title” rather than by name, to act on behalf of the applicant organization to:
  - ↗ submit an application
  - ↗ sign a grant agreement
  - ↗ take necessary actions to complete the project
  - ↗ request reimbursement from WDNR
  - ↗ submit a final report
- Affirm that the applicant has funding from acceptable sources to pay the grantee’s share of the project

C. Cost Containment. Local government applicants must follow procurement requirements in Wisconsin Statutes. See link to [WDNR Procurement Guide](#).

D. Grantee Share. “Grantee Share” means the portion of cost of the project that you will be contributing. This share is usually between 25-50% of total eligible project costs. Funds from other federal sources may not be used as grantee’s share.

**Supplies, donated labor, services, and equipment as part of grantee’s share:** Donations are subject to the following provisions:

- All donations must be indicated in the grant application
- The maximum value of donated labor is \$12.00 per hour
- The value of donated equipment will be based on the Wisconsin Department of Transportation (DOT) classified equipment rates – standard and special rate units. Contact R3 Grant Program Manager for current rates.
- The value of donated supplies and professional services shall be determined by market rates and be established by invoice provided by the donor (typically done on business letterhead or invoice).

**Project Scopes**

Successful project scopes will:

- Describe how the applicant plans to develop, test and implement effective techniques to mentor and train safe and ethical novice hunters.
- Involve as many groups as possible in implementing these effective techniques.

Successful projects may be duplicated within Wisconsin or adapted for use in other states. Applications that enhance public/private partnerships are strongly encouraged.

**Application Review**

Grant applications will be reviewed for adherence to program priorities and detail provided and scored by a team consisting of internal and external specialists with experience in hunter and mentor recruitment/training. The Sporting Heritage Council will have a role in application review. See Table 1 for Project Scoring Criteria.

**Table 1. Project Scoring Criteria**

<b>Topic</b>	<b>Possible Score</b>
<b>Application Completeness and Details</b> <ul style="list-style-type: none"> <li>• Are all ten sections complete with enough detail for the reviewer to understand the grant request?</li> <li>• Did the reviewer have questions of the applicant that should have been answered with more detail?</li> </ul>	20 points maximum
<b>Likelihood of Project Success</b> <ul style="list-style-type: none"> <li>• Will the project implement an existing system that is proven to produce new adult hunters?</li> <li>• Is that claim adequately documented?</li> </ul>	50 points maximum
<b>Project Focus</b> <p>A. Is the project’s primary focus on developing, training, and educating new adult hunters and families?</p>	20 points maximum
<p>B. Is the project’s primary focus on developing, training, and educating new youth hunters?</p>	5 points maximum
<p>C. Is the project’s primary focus on developing, training, and educating long-term new hunter mentors?</p>	20 points maximum

D. Does the project propose to re-train mentors to commit to a new adult or family of hunters for multiple trips over multiple years? Examples: <ul style="list-style-type: none"> <li>• 0 points if mentors are trained to participate in single event.</li> <li>• 20 points if mentors are trained to mentor until the new hunter is fully integrated into the hunting community.</li> </ul>	20 points maximum
<b>Measurable Outcomes</b> <ul style="list-style-type: none"> <li>• Does the project contain a mechanism to evaluate and report specific measurable outcomes?</li> </ul>	20 points maximum
<b>Budget Collaboration</b> <ul style="list-style-type: none"> <li>• Percentage of applicant's share requested through grant application</li> </ul>	<25% = 20 points 26% - 50% = 10 points 51% - 75% = 5 points >76% = 0 points
<b>TOTAL MAXIMUM SCORE =</b>	
<b>175 points</b>	

A detailed and complete description of the need, objective, approach, and specific measurable outcomes (results and benefits expected) is required. Proposals detailing a system for long-term evaluation of effectiveness at developing, training, and educating new adults hunters will be highly ranked. Public/private partnerships and multiple funding sources will enhance proposal ranking.

**Grant Award and Grant Agreement**

Projects will receive funding based on application score and rank. Grant funding may be awarded for projects with multiple year duration. Typically, grant agreements are for a two-year period.

Upon selection of the project, you will receive a notice of grant award and grant agreement from the WDNR detailing the approved project scope, time period for the project, and budget. **Read your grant agreement carefully and share it with your consultant, if you are working with one. Your grant agreement contains conditions that govern your project.** Make sure you and your consultant, if applicable, agree with the project scope and conditions described in the grant agreement before you sign it.

Successful applicants must sign both copies of the grant agreement and return one to the Hunter R3 grant program manager within 30 days of receipt from the WDNR. See page 2 for contact information.

**IMPORTANT!! Costs incurred prior to the start date of the grant agreement or after the end date of the grant agreement are not eligible for reimbursement.**

**Reimbursement Process**

This grant program is administered as a reimbursement program. This means the grantee must incur and pay all costs associated with the project *before* seeking reimbursement from WDNR. No grant advances are possible. It is possible for grantees to request reimbursements once each year for the life of the project. When the project is complete, the grantee may request final reimbursement.

The total of all partial reimbursements shall not exceed 90% of the total grant award. To receive the final reimbursement, grantees must submit a [final report](#) with reimbursement request.

Grantees must use the Grant Payment Request and Worksheet, WDNR [Form 8700-001](#), to request reimbursement. Reimbursement requests must include both proofs of purchase and proofs of payment. Examples of proof of *purchase* include invoices, receipts or signed contracts with vendors. Examples of proof of *payment* include canceled checks (both front and back), front of check and bank statements showing check has cleared, credit card statements or local government payroll vouchers. Donated services and supplies can be documented by invoice that shows donated value. To document donated volunteer time, use the WDNR [volunteer timesheets](#). Grantees must also submit a completed Grant Partner Financial Data Report, WDNR [Form 9300-230](#), with each reimbursement request.

### **Interim and Final Report Requirements**

Reports describe the project's progress and final assessment. Multi-year grants will require yearly progress reports and all grantees must submit a final report that summarizes the project. Please include pictures of your project events with the final report.

## **Application Instructions**

Complete all section of the Hunter R3 Grant Application, submit application and all required supporting documentation to: [DNRHunterR3Grants@wisconsin.gov](mailto:DNRHunterR3Grants@wisconsin.gov)

**Section I:  
Applicant  
Information**      Applicant: Name the applicant, provide your [DUN number](#), and check the box that describes the type of applicant. **Note: By submitting this application you are agreeing to a background check of all people involved in your project.**

Authorized Representative Information: The authorized representative must be the person named and authorized by a resolution of the applicant's governing body to act on behalf of the applicant. A consultant hired by the applicant may not be named as the authorized representative for the project. If you are applying as an individual there is no need for an authorizing resolution.

Project Title and Start/End Dates: Provide a project title that will be associated and used throughout the entire project. Avoid titles that are too general, *i.e.*, Learn to Hunt (LTH). If using LTH in a longer title, please provide a descriptive that will identify your specific project. List your *proposed* start and end date for the project.

Project Contact Name: The contact person is the person the applicant designates to perform day-to-day management and coordination of the project. The contact person may or may not be the same person as the authorized representative. The applicant may choose to designate a consultant as the contact person.

**Section II:  
Need Statement**      The need statement explains why the project is necessary. Identify the conservation issue, problem or opportunity the project will address. Provide evidence of the need and explain what will happen if the project IS NOT done.

*Example:*

*The Learn to Bow Hunt class will be created in response to interest in bow hunting from the WDNR Learn to Hunt adult participants. Growing trends in*

archery and bow hunting participation nationwide (20% increase from 2012 to 2015) also suggests there is an interest and need for instructional archery workshops. (ATA Nationwide Survey, 2013-2016). Bow hunting is an involved pursuit requiring equipment and time; creating barriers to recruitment (ATA Nationwide Survey, 2015).

**Section III:  
Purpose**

Check the box(es) that apply to your project.

The purpose should state the desired outcome based on the need statement (i.e., *The need drives you to do what?*)

*Example:*

*The purpose of the Learn to Bow Hunt class is to continue the development of safe, ethical adult hunters who have participated in the WDNR Learn to Hunt program or a local hunter safety course. This class serves as a follow up opportunity and retention tool for novice adult hunters new to the sport of bow hunting.*

**Section IV:  
Objective(s)**

Based on the need for this project state your objective(s). You may have more than one objective to list in this section. Use the example below as a guide.

Action verb(s) \_\_\_\_\_? \_\_\_\_\_ how many \_\_\_\_\_? \_\_\_\_\_  
who or what \_\_\_\_\_? \_\_\_\_\_ by when \_\_\_\_\_? \_\_\_\_\_

*Example:*

*Training and mentoring 10 new adult bow hunters by November 30, 2021.*

**Section V:  
Approach**

Provide a **detailed** description of the approach your project will take to meet your objective(s). This is the HOW part of your project. Outline specific actions or efforts you will take to achieve the objective(s); include – time of year, type of species hunting, location of hunts, how many in the group, how many hunts planned per participant. Describe how each hunt will be designed. What animal species will be involved? If the project is education based, provide the curriculum you will be using as part of your project. Mention any related programs that have been successful (i.e., WDNR *Learn to Hunt for Food* program) that will be used as a guide for your project.

*Example:*

*Weekly archery practices will take place at the public archery range in Rice Lake, Wisconsin, starting June 2020. Ten novice adult bow hunters have an hour to become familiar with their bows and practice hunting scenarios. Each week, we will add new challenges -- such as 3D targets or practice shooting realistic hunting scenarios from hunting blinds or elevated platforms. In the fall, novice bow hunters will be paired with a mentor for four whitetail deer bow hunts on public lands in Barron County. Each hunt will incorporate all the skills learned during the summer sessions. Mentors and novice hunters will determine the location, time, and preparation for each hunt. We will host a 'deer camp' at Southworth Memorial Campgrounds near Chetek for a weekend of a bow hunt including a wild game potluck and campfire. Creating a social atmosphere around the hunt is a*

*successful method for retaining hunters, based on “Learn to Hunt for Food” programs.*

*Ten mentors attend the weekly archery practices to offer expertise and meet novice adult bow hunter to establish a relationship early. Mentors are also encouraged to continue contact and be a mentor beyond just the four hunting trips and weekend camping trip.*

*The approach of the “Learn to Bow Hunt” is modeled after the highly effective “Learn to Hunt for Food” program. Weekly exposure to hunting strategies, equipment, and methods followed by an organized 'hunt camp' weekend. This strategy encapsulates not just hunting as a pursuit but as a cultural tradition. This particular strategy creates the opportunity for bonding between experienced and novice hunters.*

**Section VI:  
Results and  
Benefits Expected**

Based on the need and objective(s) of your project, what are your expected results and benefits when the project is completed? List the results expected from the approach. List the benefits to the natural resources, to participants, program etc.

*Example: Each hunt will give new adult bow hunters the ability and confidence to continue bow hunting and become a mentor to new adults interested in the sport.*

Section VI also includes five specific questions related to your project’s measured outcomes. Address these questions as well.

**Section VII:  
Timeline and  
Benchmarks**

List all dates, seasons, or other relative information and specific benchmarks you expect to meet.

*Example:*

*2020:*

*June 1 to September 18 - weekly practice sessions*

*September 19- November 1 – scheduled mentor hunts*

*November 6-7 – weekend ‘deer camp’*

*2021 – will repeat the same schedule as 2020*

**Section VIII:  
Useful Life**

If applicable, this section is used to record the useful life of purchased equipment (valued at over \$5,000 each). Site the source used to determine the useful life of the equipment.

**Section IX:  
Budget**

**Part A – Itemized Budget Detail**

Provide a detailed budget of **eligible** costs including wages, services, supplies and equipment to accomplish the project. List each item and its cost; one per line. More lines may be added if needed.

- All wages, fringe benefits, and/or donated labor
- All purchased or donated services necessary to perform project
- All purchased or donated supplies necessary to perform the project.
- All equipment purchases, donated or rented

- All other costs associated with the project  
Entered data will self-populate into categories in Part B.

### **Part B – Cost Estimate Summary**

This section is a summary of all costs from Part A and allocated to the proper categories.

Cash Costs (Column A) are the eligible out-of-pocket costs the applicant expects to incur specifically for the project and will be paid in cash, credit card, or check.

Donated Values (Column B) are values of donated labor, services, and supplies that contribute to the project and are documented by invoice or volunteer timesheets.

1. Salaries, wages, and benefits: Cash Costs includes salaries, wages, and benefits paid by the grantee for work directly related to the grant project and documented by time sheets and payroll records.

Donated Values includes the value of labor donated to the project with value not to exceed \$12.00 per hour and documented on a [volunteer timesheet](#) provided by this grant.

2. Services: services provided to accomplish the project. These services can include, but not limited to: room rentals, professional guide services, brochures/social media specifically designed for project.
3. Supplies: cost of consumables used for the project during the grant period. This can include but not limited to: firearms, bows, hunting gear, ammunition, information and educational materials, etc.
4. Depreciation on equipment (>\$5,000): if you are purchasing equipment for the project, using equipment you own or accepting donations of equipment use, use this depreciation guide: [Depreciation Guide](#) or contact the Hunter R3 Grant Program Manager for information on the equipment depreciation and hourly use policy.
5. Hourly equipment use charges: Use *WI DOT Equipment Rates* for the project year. Contact the Hunter R3 grant program manager for current rates.
6. Other costs: any eligible costs needed for the project but not captured by the above categories.
7. Subtotals: this row will automatically total from above entries.
8. Total project cost estimate: this row will automatically total Line 7.

9. State share requested: this field will automatically calculate the cost share of the state based on total cash and donated costs. Note: Grant award amount is limited to 75% of the total project cost estimate NOT to exceed total cash cost from Line 7, Column A.

**Be sure the representative authorized by resolution of the applicant's governing body is the one who signs and dates the application.**

**Section X:  
Certification and  
Signature**

**Submit your application and supporting material to:  
[DNRHunterR3Grants@wisconsin.gov](mailto:DNRHunterR3Grants@wisconsin.gov)**