

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Wildlife Management Institute

Descriptive Title of Applicant's Project

2023 MSCGP Making R3 More Effective: Message Testing for New Adult Hunters

Project Abstract

The R3 community has heavily invested in reversing the downward trend in hunting participation by expanding its self-limited understanding and valuation of the nation's populations of prospective hunters. A critical part of this expansion is understanding and engaging the so-called "adult-onset hunters" - people who did not grow up in hunting families but who hold an interest in the activity based upon complex and durable hunting-adjacent values. As part of previous MultiState Conservation Grants, the Wildlife Management Institute (WMI), DJ Case & Associates, and Southwick Associates used qualitative and quantitative research to investigate this high-priority audience and categorize them by value personas and the likely customer journey for each. As a result of that research, the R3 community now understands who this audience is, what motivates them, and the journey they are likely to take to become new hunters. However, in order to operationalize these data, it is critical to develop, test, and validate messaging most effective at motivating these market segments to move beyond just thinking about becoming hunters and modify their behavior to begin their hunting journey. This project will generate a marketing strategy and tested messaging to effectively communicate with the new adult audience on how to begin hunting.

This purpose and intent of the project is to build upon previous market research into new, priority audiences most likely to adopt hunting and generate a marketing strategy based upon message testing to effectively communicate with the new adult audience on how to begin hunting. By using marketing ad templates and marketing strategies, state agencies, NGOs and other partners will be able to use the results to activate more new adult hunters with a smaller investment of marketing effort and budget.

This project will generate a marketing strategy and tested messaging to effectively communicate with new, priority adult audience on how to begin and continue hunting. By using marketing ad templates and marketing strategies, state agencies, NGOs and other partners will be able to use the results to activate more new adult hunters with a smaller investment of marketing effort and budget.