

## 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 USA spending.gov.*

\* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

\* Applicant Name

Pheasants Forever, Inc.

\* Descriptive Title of Applicant's Project

One but Not Done: Providing the Next Steps to Female Hunters, Shooters, and Archers

\* Project Abstract

A major challenge affecting our recruitment, retention, and reactivation efforts today is that programs have historically been held as one and done events. Participants continue to lack the confidence and competence needed to become self-identified hunters after these single-day recruitment efforts. Additionally, the churn rate regarding women in hunting and shooting sports is a problem we look to examine and address. Last year, the California Waterfowl Association and Christine Thomas, founder of the Becoming and Outdoors-Woman program, spearheaded a major national study to identify the R3 needs and opportunities of female hunters, shooters, and archers. It is critical that the wealth of knowledge gained through this national study on women in the outdoors not be wasted, there is an immediate need and a major opportunity to retain these women by providing them with the next steps specific to their experience and interest levels. Our proposal One but Not Done project will build on the previous research by taking the information gained from the 2021 study and putting it into action through a coordinated national effort. Using the lessons learned and questions answered in last year's study, this follow-up project will capitalize on the existing dataset of more than 10,000 female hunters, shooters, archers and R3 program participants by directing these individuals to follow-up events and programs that provide them with the next steps to becoming independent outdoorswomen.