

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**CFDA(s)****Applicant Name****Descriptive Title of Applicant's Project****Project Abstract**

This project proposes to collect and catalogue the hunting and shooting R3 messages and campaigns that have been developed and tested in the past 5 years, summarizing them into a single document with links to the resources necessary to implement them. In addition, we will test these messages and campaigns against one another via one-on-one interviews with new hunters, new shooters, and individuals likely to consider those activities. At the end of this process, we will develop a report containing samples and summaries of each campaign, along with recommendations for the best situations to use each campaign and how it tested in the interview process. This document will be invaluable for R3 professionals searching for the best campaign strategies and creative for their particular situation.