

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-24-002

CFDA(s)

15.628

* Applicant Name

Outdoor Stewards of Conservation Foundation, Inc.

* Descriptive Title of Applicant's Project

Welcome New Shooters! Tactics to Increase Participation within Underrepresented Communities

* Project Abstract

Previous research from National Shooting Sports Foundation, Target Shooting Interests and Preferences Among Multi-Cultural Communities 2015, showed that women, Hispanics, African Americans, and Asian Americans have high rates of interest in getting started target shooting. In fact, Hispanics and African Americans had higher levels of interest, 26 and 27 percent respectively than Asians, 15 percent, and Caucasians, 13 percent, while women had the same interest levels as men.

State agencies and the outdoor industry have made some progress into diversifying target shooting since 2015, however, multiple sources show shooting sports participation remains overwhelmingly male and Caucasian. Considering a majority of the U.S. population is expected to be non Caucasian by mid century, this shows significant growth potential exists for target shooting and its associated conservation revenues.

The 2015 NSSF effort, worked on by current grant team members Jim Curcuruto and Rob Southwick, touched on the concerns and barriers preventing many of these under represented audiences from participating. Since then, public demand and participation patterns have changed considerably, especially since 2020. Also, the previous effort provided limited understanding of the types of programs, services, advertisements, and communication tactics needed to effectively recruit and serve these audiences. Until these shortfalls are addressed, recruitment and retention programs for diverse communities will underperform. It is past time for new and updated insights to be gained that will help industry and agencies better connect with this important segment.

This project will communicate with each of the major audiences described above to quantify, Their interest in target shooting.

The types of shooting activities of most interest.

The types of ranges where they would be most comfortable.

The types of welcome, services, and amenities that would increase the likelihood of them visiting.

How to best reach them with information on where to shoot, requirements, and other information they are currently lacking but need in order to make the decision to visit a range.

Identical information will be produced regarding white males for comparison purposes. The results will be shared with state agencies, the firearms industry, other public and private ranges, and organizations working on behalf of target shooting to help

* Project Abstract (Continued from previous page)

them understand how to be more welcoming and accommodating towards segments of the US population that currently hesitate from participating in target shooting.