

The Power of R3

Recruitment, Retention, Reactivation

A nationwide initiative, R3 focuses Wildlife Restoration and Sport Fish Restoration funds derived from federal excise taxes paid by manufacturers of firearms, ammunition, archery and fishing equipment and a portion of the motorboat fuel tax, coupled with state hunting and fishing licenses and stamp revenues, to promote angling, boating, hunting, and target shooting opportunities.

381
total R3 grants

issued between
2023-2024

56
grants

awarded through the
Multistate Conservation
Grant Program for R3
between 2023 and 2024

126
surveys

focused on Human
Dimensions analysis
in 2023-2024



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Office of Conservation Investment
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Categorized R3 Activities

R3 grants support a multitude of activities that advance the cause of getting more people engaged in outdoor pursuits. Listed below are the major categories used to classify R3 grants, and examples of the types of the R3 projects. Some grants may apply to more than one category.

Of All the R3 Activities

28.7%

Research

Examples: surveys on barriers-motivations, attitudes, and effective messaging.

21.7%

Marketing

Examples: social media development and public service announcements.

7.3%

Events

Examples: mentored hunting, fishing, and target shooting opportunities.

7.2%

Training

Examples: hunter and aquatic education workshops.

7.0%

Operation & Maintenance

Examples: management of target ranges, fishing areas, and Wildlife Management Areas.

6.9%

Technical Assistance

Examples: target range development, youth program development.

5.4%

Construction, Renovation, or Acquisition

Examples: construction of target ranges and land acquisition.

5.4%

Program Participation

Examples: analysis of program effectiveness and forms of engagement.

4.3%

Coordination

Examples: National Survey of Fishing, Hunting, and Wildlife Associated Recreation.

2.6%

Species Stocking

Examples: hatchery propagation and fish stocking in public waters.

2.2%

Tool Development

Examples: fishing and hunting license data dashboard development.

1.2%

Incentives

Examples: land lease agreements for hunting and fishing access opportunities.

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