

### 2020 R3 MultiState Conservation Grant Program Full Grant Proposals

Strategic Priority Addressed	Full Legal Name of Organization	Project Title	Total
Engaging New Audiences	Midwest Association of Fish and Wildlife Agencies	MAFWA Regional Small Game Diversity and Inclusion Marketing Toolkit	\$179,200.00
	California Waterfowl Association	Exploring the R3 Needs and Opportunities of Female Hunters, Shooters, and Archers	\$245,004.50
	Association for Conservation Information (ACI)	Helping State Agencies effectively recruit and retain the new locavore audience	\$154,000.00
	Theodore Roosevelt Conservation Partnership	Strengthening State Agency R3 of Diverse Hunters and Recreational Shooters	\$35,500.00
	NATIONAL ARCHERY ASSOCIATION OF THE US	Activating and Converting Target Archers into Hunting and Shooting Sports	\$78,295.00
	National Wildlife Federation	Building Community to Retain Women Hunters	\$221,071.00
	Georgia Wildlife Federation Inc.	Scaling a College-Focused R3 Model	\$175,300.00
	National Shooting Sports Foundation	Increase Industry and Agency Relations and Communications by expanding Partner with a Payer Initiative	\$146,112.75
Marketing	Wildlife Management Institute	Effectively Targeting New Adult Hunters	\$175,825.00
	Wildlife Management Institute	Increasing Hunting Mentor and Mentee Numbers and Effectiveness	\$203,821.00
	Association for Conservation Information (ACI)	Effective R3 Marketing Strategies	\$297,500.00
	Archery Trade Association (ATA)	Leveraging Influencers & Content Marketing to Recruit Bowhunters	\$230,000.00
	Association for Conservation Information (ACI)	Email Marketing Best Practices for State Agencies	\$272,305.00
	New Mexico Department of Game and Fish	What is the public really saying about hunting and hunters (and what can we do about it?)	\$120,000.00
	The National Wild Turkey Federation, Inc.	Message Testing: National Ad Campaign to Promote Support of and Participation in Hunting and Recreational Shooting	\$230,658.00
R3 Capacity and Infrastructure	Council to Advance Hunting and the Shooting Sport Sports	Advancing R3 Forward	\$450,000.00
	Max McGraw Wildlife Foundation	Hunting for Conservation- Online. A tool from CLfT to engage in college R3 efforts.	\$74,750.00
	National Shooting Sports Foundation	Combining States and Industry Resources to Increase R3 Success	\$278,900.00
	International Hunter Education Association - USA	Hunters Connect State Content Delivery System and Database	\$174,550.00
	Max McGraw Wildlife Foundation	Trapping Matters - Communication Message Training Public Harvest of Wildlife	\$52,250.00
Research and Evaluation	Wildlife Management Institute	Frameworks and Standards for R3 Effort and Strategy Evaluation	\$116,149.00
	Archery Trade Association	Development of a Real-time License Data Dashboard	\$239,450.00
	Sportsmen's Alliance Foundation	Development of a Hunter Avidity Model to Assess & Improve R3 Participation	\$207,055.00
	National Shooting Sports Foundation	Assessing the Quality and Availability of Hunting and Shooting Access in the United States	\$224,967.75
	Sportsmen's Alliance Foundation	Hunting and Recreational Shooting Recruitment, Retention and Reactivation Among American Military Members	\$122,336.00
<b>Total</b>			<b>\$4,705,000.00</b>