

Strategic Priorities
2020 Modern Multistate Conservation Grant Program

1. Research and Evaluation

Description: Development of guidelines and tools necessary to ensure activities included under the M-MSCGP will result in increased funding for wildlife conservation, while also providing a framework for conducting the 10-year study required by the Modernizing PR Act.

Potential projects might include: Development of an M-MSCGP framework to include standardized measurement baselines, metrics and criteria for prioritizing and evaluating M-MSCGP projects in future years based on their projected and actual return on investment for wildlife conservation funding. Development of tools to support the framework such as data collection methodologies, data dashboards, and resources that increase R3 staff competency to evaluate, manage, and interpret data in order to benefit decision making.

2. Marketing

Description: Identification of marketing needs and recommended actions to 1) maximize social support for (from increasing broad societal awareness and acceptance, to connecting prospects with opportunities) and 2) participation in hunting and recreational target shooting.

Potential Projects might include: Market research; best marketing practices; development of marketing toolkits; strategies to form regional or national marketing campaigns; or increase community-wide engagement and application of marketing tactics.

3. Mentoring

Description: Identification of elements of successful mentoring programs as well as current mentor/mentee motivations and apply that knowledge to expand and promote effective mentoring efforts from the current base of hunting and recreational target shooting participants.

Potential projects might include: Development of program guidance to increase effectiveness, scalability, and collaboration of partners; efforts to increase involvement and marketing to current participants to become mentors; or increase understanding of target markets for mentoring efforts.

4. Engaging New Audiences

Description: Assist organizations and R3 efforts with targeting new or underserved audiences by further defining likely new and efficient audiences, and then identifying effective pathways and tools to create targeted R3 efforts to engage those audiences.

Potential projects might include: Development of tools to increase the effectiveness of targeted R3 efforts; research projects to understand potential target audiences; toolkits or trainings to increase organizations' effectiveness in retaining new hunting and target shooting participants.

5. R3 Capacity and Infrastructure

Description: Assist the R3 community in increasing capacity and infrastructure to address regional and national R3 barriers.

Potential projects might include: Development of tools to help organizations improve effectiveness in R3 efforts; projects which increase partners (industry, NGO, regional associations, etc.) capacity to work on collaborative R3 efforts; development of tools that foster effective communication, planning, coordination, and networking at all levels on R3 efforts.