

Type of Events: Recruitment, Retention and Re-Activation

Hunting and Angling Heritage Workgroup

There are many types of events to build interest in the outdoors, hunting, trapping, angling, shooting sports and wildlife conservation. Events vary from large multiday events to just a few elements for a few hours. Here are some examples to consider when planning your next event.

Remember that the Arizona Game and Fish Department has many equipment resources available to help you get started or to expand your current programs, including archery equipment, air guns, .22s, shotguns, binoculars, GPS units, cook trailer and more.

Day event

Events that only take a day are a simple but effective way to start doing outreach, building a mailing list, and find attendees and volunteers for future activities. Take advantage of piggy-backing on promotions or attractions at a local retailer, church, community event, parks and recreation, or other suitable platform to share your exciting hands-on activities.

- Shooting seminar at your local range
- Archery shooting
- Wildlife anatomy – bone boxes and displays
- Casting challenge
- Mini fishing pond (portable tank)
- Make simple wildlife calls: predator, quail, turkey, elk, etc.
- Explore bowhunting challenges

Community Event, Street Fair

These events are typically a few days and are already promoted by the event host. Setting up a booth is a great way to reach into your community in a way our normal program might not. Avoid handing out brochures only and focus on hands-on engaging activities or displays that draw attention, trigger discussion and interest.

- Town celebration
- Rodeo
- Art fair
- Holiday celebration

Mentored Campouts

Providing a venue where you can give a mentored experience to someone provides a direct impact to recruitment and retention, while typically providing a lasting impression. These types of events are rewarding but require more manpower, as many times it is a one-on-one experience, and logistics (food, potties, travel, etc.) over the course of one or two days.

- Wildlife viewing, biology and ecology camps
- Hunting camps – small game, big game, predators

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- Fishing camps
- Restoration project

Species specific

Many groups prefer to keep their efforts and focus specific to the species that their organization was established to support. Offering events and activities gear towards a species is another great way to recruit and retain like-minded future members and leaders for your organization.

- Junior's deer hunt
- Women's javelina hunt
- Family predator hunt
- Seminar on hunting deer, elk, javelina, etc.

Large Outdoor Fairs

- Wapiti Weekend, Arizona Elk Society – A two day event that brings several hundred out to Sipe Mountain Wildlife Area to learn about the outdoors, wildlife, shooting sports and hunting through many hands-on outdoor activities. This type of event requires a lot of manpower, resources and coordination, but as an annual event it is a great way to brand your organizations and reach a large audience.

Large scale expos

- Arizona Game and Fish Outdoor Expo – A three day event offering hands-on activities that run the gamut. An event like this takes a lot of logistics, funding and manpower. However, the rewards result in reaching a huge audience, 40,000 in 2010, and spreading the hunting heritage and mission of the Game and Fish Department extensively.