

Recruiting & Retaining Event Participants



Flyers: Get the Word Out Locally

Local Businesses: health food stores, sporting goods stores, and chiropractors often attract people who are into outdoor activities.

Community Centers, Libraries & Coffee Shops reach people of all ages and backgrounds.

What to Include

Date, time, location

Registration link (QR code is ideal)

Contact info for questions

Describe why people should register based on new hunter motivations:

- **Family Firsts** (22%) want more family time
- **Self-Sufficients** (31%) hunt for the meat
- **Locavores** (16%) sustainable protein source
- **Recreationalists** (31%) enjoyment of the activity

Example tag line: Join us for a Learn to Hunt Event to gain a skill you can share with your family, build self-sufficiency, reduce your environmental footprint, and enjoy the great outdoors!



Leveraging Social Media

Facebook: Post updates, success stories, and testimonials from past event participants. Testimonials in the form of reels can be especially compelling. Film them outdoors for best results! Reels explaining what the event will entail and who its for are also a powerful way to get new people comfortable enough to register.

Instagram: Share photos, and participant stories. Use relevant #hashtags!

Language: Use simple, accessible language easily understood by those new to hunting or the outdoors.

Be sure to include the registration link wherever you share the event!

Communication is Key!

Keep Participants Informed and Excited!

Email Updates: Send a confirmation email immediately after a registration. Follow up with reminders regularly leading up to the event. Curate a waitlist.

Share Helpful Information: Be explicit about what the event is and what participants need to do to prepare: (complete hunter's safety, wear waterproof boots, bring eye protection)

Thank You Emails: After the event ask what participants enjoyed most and what could be improved. Share the next connection point with your chapter. When and where is the next meeting? Is there a group hunt they could participate in? A banquet?

Share event highlights on social media to keep the momentum going!