



## Worksheet for Each Angler R3 Effort

Once you have mapped your angler R3 efforts on the Outdoor Recreation Adoption Model (ORAM), the following Worksheet is designed to help assess **each of your existing angler R3 efforts**. Definitions for Angler R3 Effort-types can be found on p.17-22 in the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#).

Name of Angler R3 Effort:

1. What is the objective(s)?

- What do you want people to do as a result of this R3 effort?
- Is the objective measurable?
- What does success look like?

2. What threat(s) is the R3 effort addressing?

3. What is the timeline for the R3 effort?

4. Who is the target audience?

- What do you know about them?
- Why is this group important?
- Are you reaching the target audience?

5. How are you communicating to the target audience about the R3 effort?

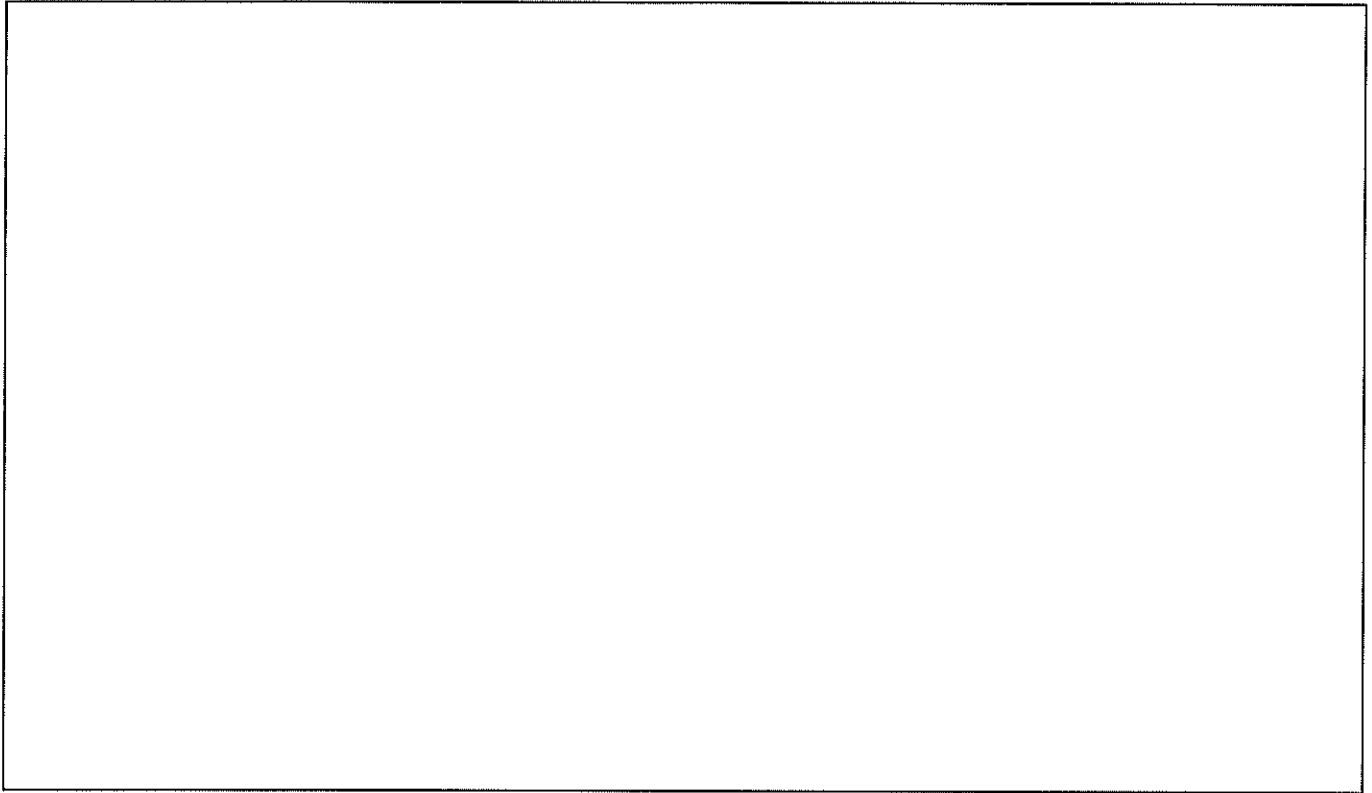
- Communications/outreach/marketing efforts
  - Marketing plan: specific vehicles/tactics
  - Communications plan: specific vehicles/tactics

6. How is the R3 effort being implemented?

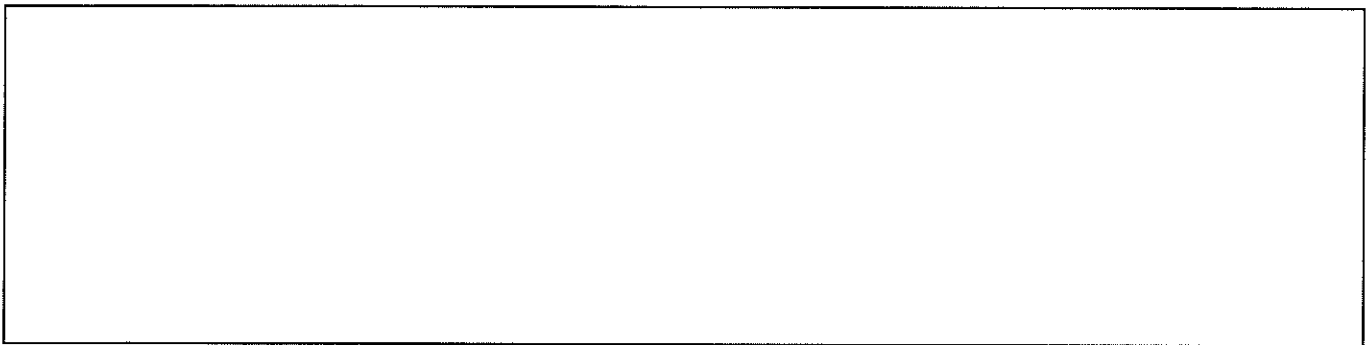
- Strategies/tactics

7. How is the R3 effort being evaluated?

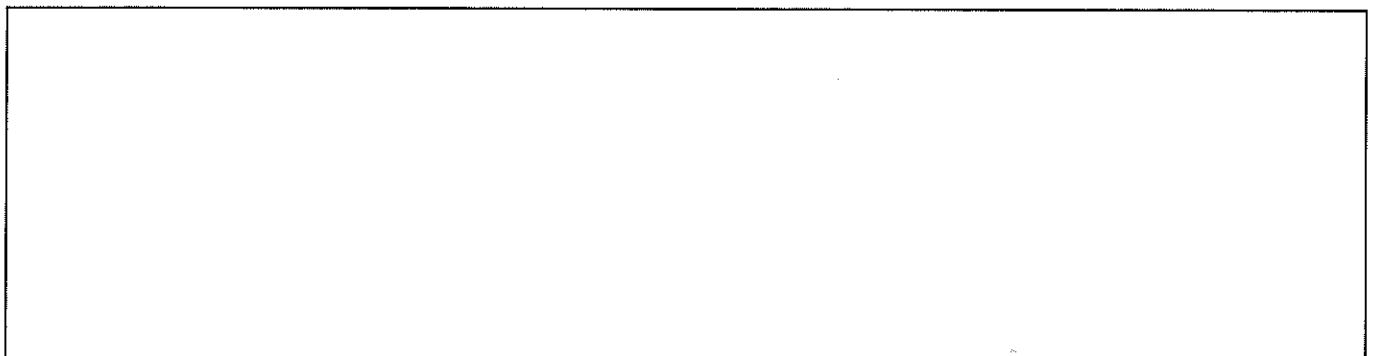
- What are the metrics for assessment?
- Results chain for the R3 effort
- What are the outputs?
- What are the outcomes?



8. How are you communicating with the target audience after the R3 effort?



9. How is/could the R3 effort connect with a next step in the ORAM?



10. What is the type of support needed?

- Funding
- Staffing
- Technology
- Other resources

11. Needs assessment

- What do you currently have or what do you need?
- Are there efficiencies in coordinating efforts between divisions?

12. Are there partners that can assist with needs?

- What are the strengths of your partner(s)?
- What does your R3 program have to offer?
- Benefits of a partnership