



# Land of the West Wind

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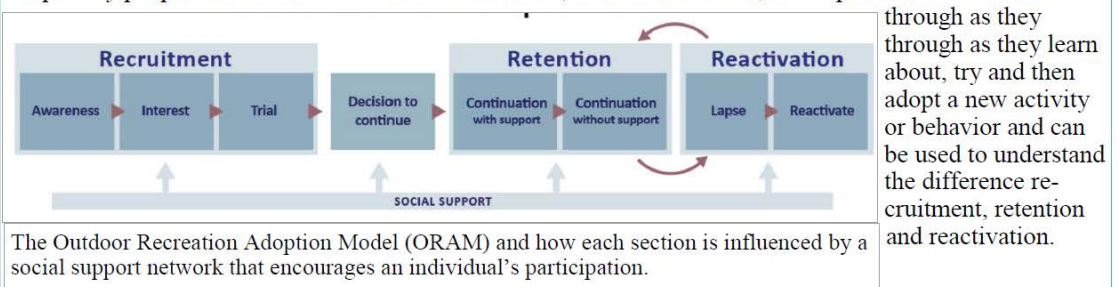
## ***R3: Recruitment, Retention and Reactivation***

*—Free Hunting Days—*

As a way to promote more hunting opportunities, California Department of Fish and Wildlife (CDFW) has adopted Free Hunting Days where public members can try different sporting activities without investing in yearlong licenses. The “Free Hunt Days” is part of a national movement among the conservation community that is focused on increasing participation in hunting, angling, target shooting, trapping and other outdoor recreations. It is intended to introduce new people to the outdoor lifestyle. For the 2024-25 season, the 2 free hunt days are on **Saturday, November 23, 2024** and **Saturday April 12, 2025**. To participate in the Free Hunting Days, participants are still expected meet certain requirements like proof of completion of a hunter education course, possession of a valid Free Hunt Days Registration and any required tags, report cards, federal entitlements, and entry permits. For example, to hunt waterfowl on the Free Hunting Days, the participants must still possess the Free Hunt Day Registration, Federal Duck Stamp, HIP validation (no fee) and any required entry permits. For information, please see this link: <https://wildlife.ca.gov/Licensing/Hunting/Free-Hunting-Days>.

The national movement that created and adopted the Free Hunting Days is part of CDFW’s program called the Recruitment, Retention and Reactivation (R3) of hunters and anglers. All states have some type of program involving R3 and each strive to accomplish goals listed out in their National Hunting and Shooting Sports Action Plan. The goals listed is to improve marketing and outreach activities, create new electronic resources and increase the visibility of conservation projects while connecting project funding directly to hunting and fishing dollars.

To reach this objective, R3 programs depend heavily on the Outdoor Recreation Adoption Model (ORAM). ORAM is based on more than 50 years of research documenting why and how certain activities or ideas are adopted by people and cultures. The ORAM illustrates, in a linear fashion, the steps an individual moves



[R3, Cont. on Pg. 6]