

*Developing and Implementing
An Agency-Wide R3 Plan for Virginia*



CONSERVE. CONNECT. PROTECT.

DGIF Mission



CONSERVE



CONNECT



PROTECT



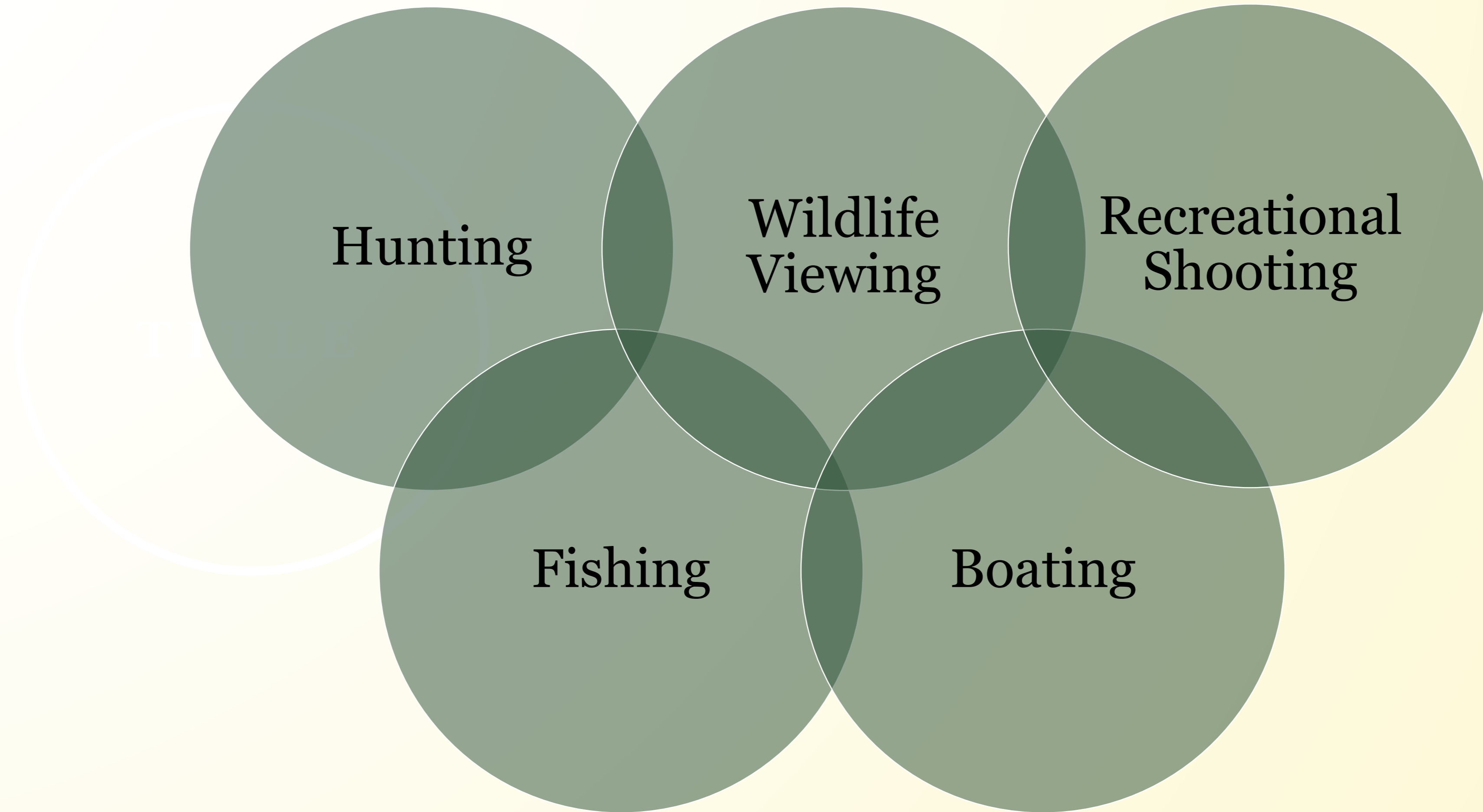
Recruit, retain,
re-engage people
who enjoy
wildlife and
boating activities

Promote
Awareness and
Appreciation of
their role in
wildlife
conservation

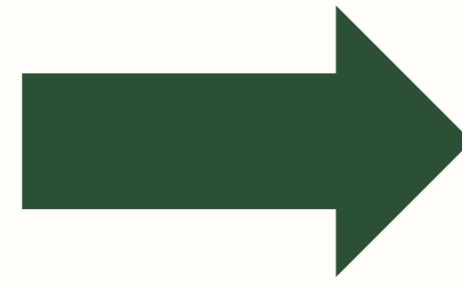
CONNECT



R3 Philosophy



An Agency-Wide Effort



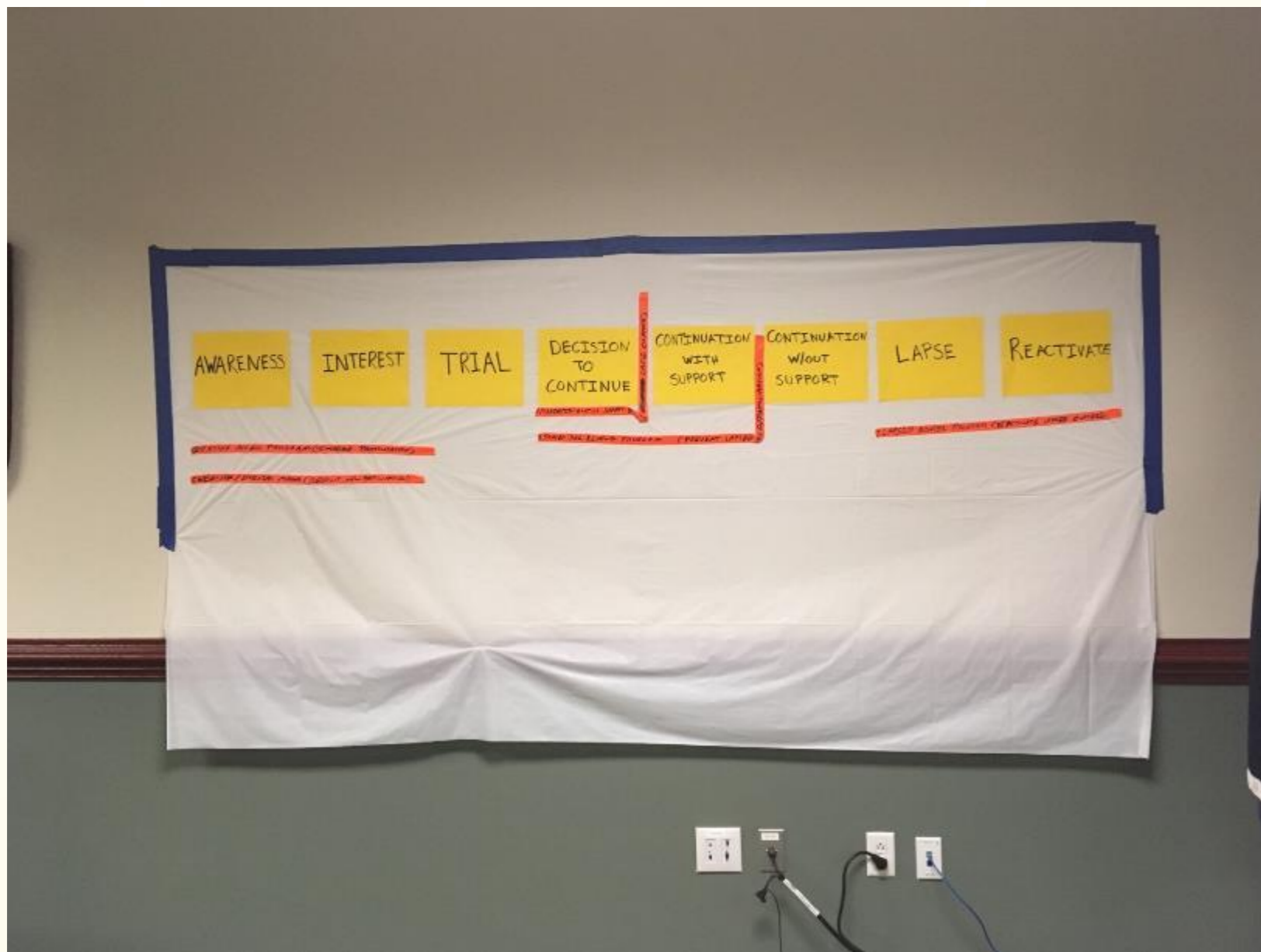
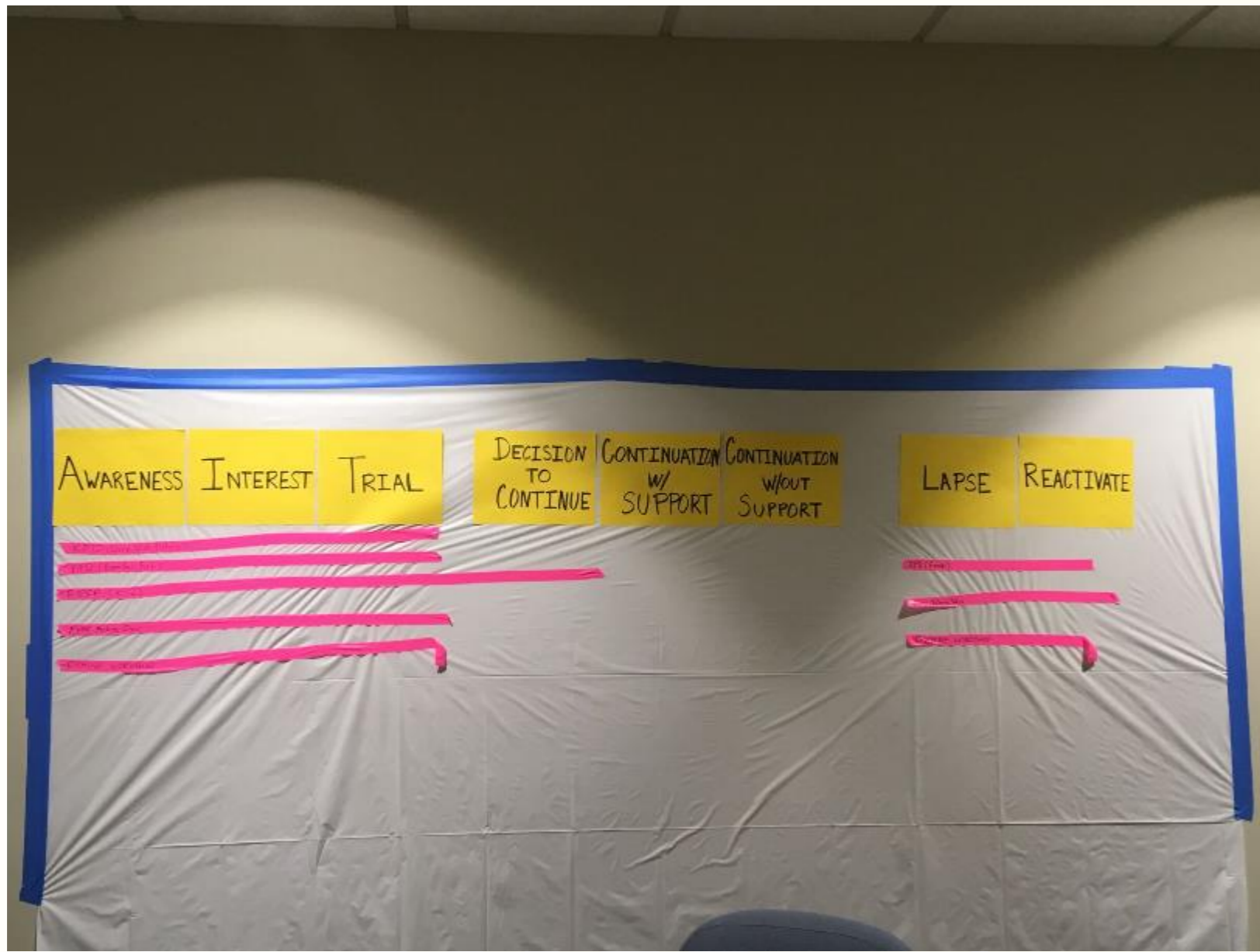
R3 & Strategic Planning	Budget Development
Regulations	Partnerships
Legislative Agenda and Positions	Staffing
Marketing & Communications	Infrastructure and Access Projects
Go Outdoor Virginia	Research



R3 Planning Process

R3 Workshop





Barriers

Lack of strategy
Agency culture
Fishing
locations/access

Opportunities

Partnerships
Urban outreach
Direct/focused
marketing

Fishing

Role in R3

Work collaboratively
among divisions
Marketing
Content development

A-HA Moments

We do a lot of stuff,
but we don't know
what impact we are
having



Additional Assessments

Program Evaluations and RBFF Worksheets



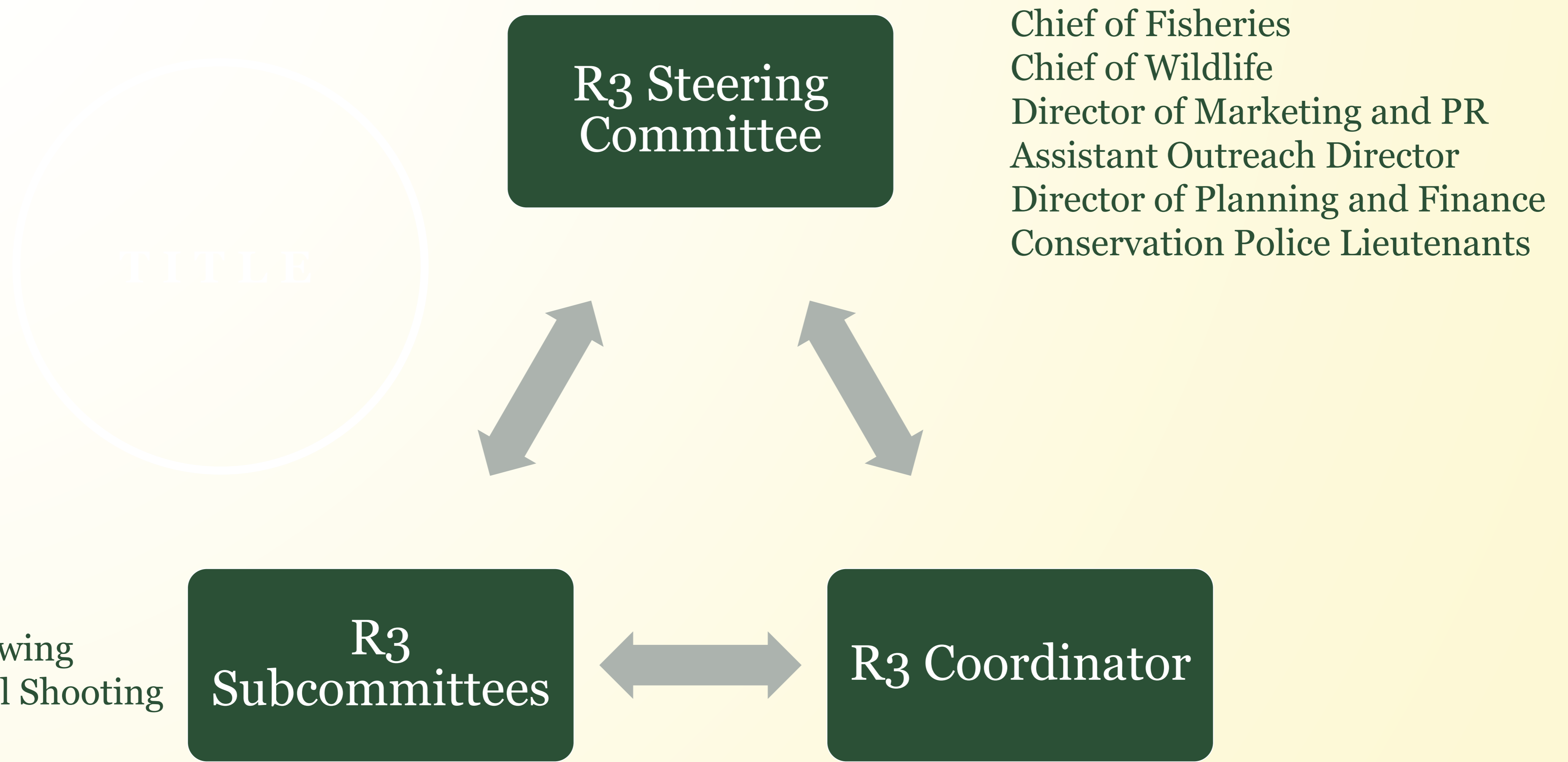
Outreach Survey

License Data and Identifying Trends

Staff Structure



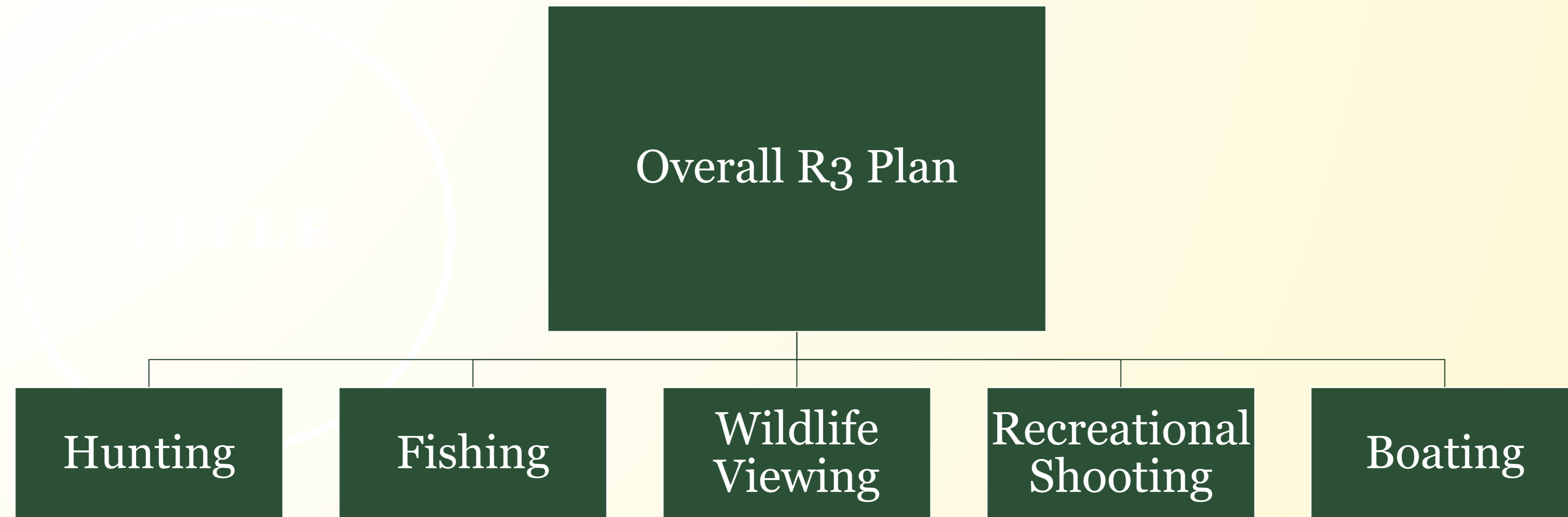
R3 Planning Support



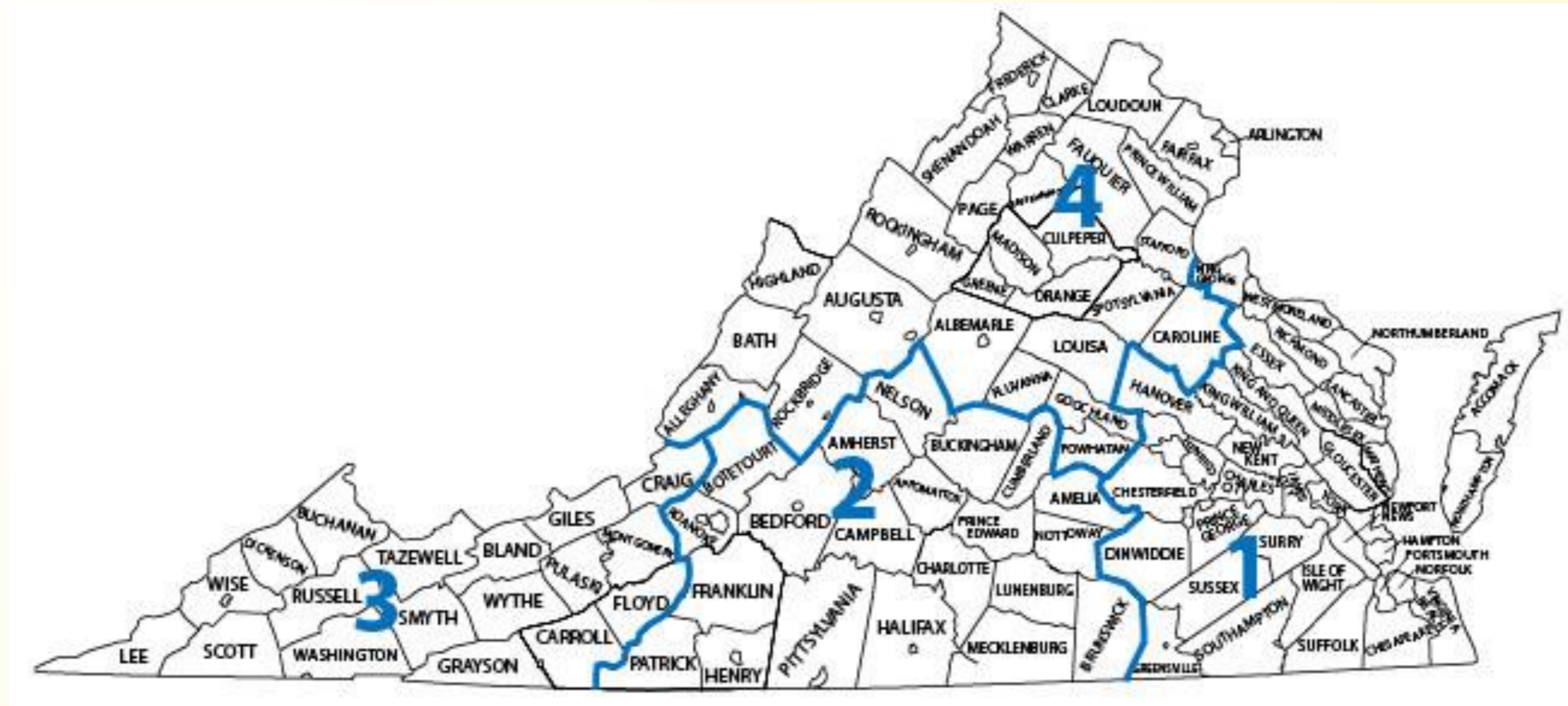
Hunting
Boating
Fishing
Wildlife Viewing
Recreational Shooting



R3 Plan Development



Communications



R3 Decision Points: Staff Involvement

Team WILD

You Make the Virginia Wildlife Grant Possible. THANK YOU!

The Virginia Wildlife Grant is partially funded through purchases on the ShopDGIF store. In 2017, awards totaling \$55,015 supported 27 programs that connect kids to the outdoors, including those 4 that teach fly fishing, kayaking, and much more:


- Friends of Reston for Community Projects - Reston, VA
- Lloyd C. Bird High School - Chesterfield, VA
- Patrick Henry High School - Glade Spring, VA
- Blue Ridge Discovery Center - Mouth of Wilson, VA

VIRGINIA DGIF
DEPARTMENT OF GAME & INLAND FISHERIES
CAREFUL. CONSERVE. PROTECT.

Visit us online to shop clothing, gear, and much more!
www.ShopDGIF.com




R3 Decision Points: Online Licensing






Refer A Friend To Join You Outdoors

1. **Generate your referral code**
at License.GoOutdoorsVirginia.com
2. **Your friend uses your code at checkout**
when buying their first fishing, hunting, or wildlife license
3. **We mail you BOTH a free hat!**



[Visit License.GoOutdoorsVA.com](https://License.GoOutdoorsVA.com)

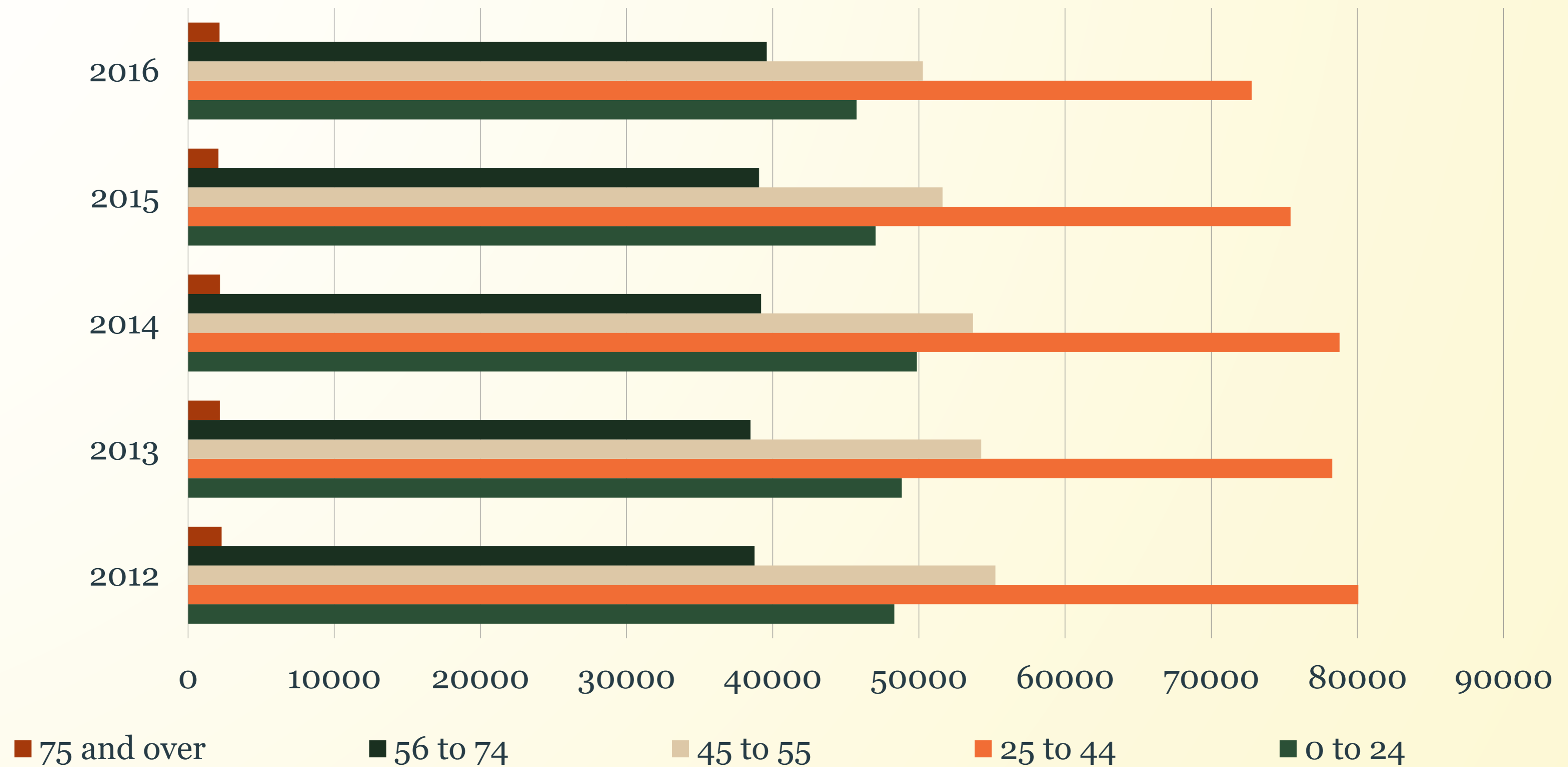
*Don't forget to share your experiences on Instagram -
check out the prizes for our [Instagram Photo Contest!](#)*

Prize 1:	Prize 2:	Prize 3:
Bass Pro Shops Baitcast Combo Rod & Reel - Satchel Bag	DGIF 100 Year Limited Edition Collector's Knife	\$50 Gift Card to ShopDGIF.com
		



R3 Decision Points: Research

Virginia Hunting Licenses by Age



R3 Decision Points

	R3 & Strategic Planning	Budget Development	<ul style="list-style-type: none"> • Urban fishing program • Lifetime license funds
<ul style="list-style-type: none"> • License fee changes 	Regulations	Partnerships	<ul style="list-style-type: none"> • Advisory board
<ul style="list-style-type: none"> • One day hunting license proposal 	Legislative Agenda and Positions	Staffing	
<ul style="list-style-type: none"> • Marketing teams and dollars using annual revenue • Website and content 	Marketing & Communications	Infrastructure and Access Projects	<ul style="list-style-type: none"> • Land acquisition criteria
	Go Outdoor Virginia	Research	



Thank You

LOCATION

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