

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Archery Days

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Partnerships:

- Access Pipeline
- Alberta Bowhunters Association
- Alberta Hunter Education Instructors' Association
- Aux Sable
- Cabela's
- Galahad Archery Club
- Lamont Fish & Game Club
- Sasol Canada
- Sherwood Park Archery Club
- TransCanada

Key Findings

In 2014/15, over 300 adults and children gave archery a try at three Archery Days events, involving 10 community and corporate partners, in particular Alberta Hunter Education Instructors' Association (AHEIA) and Cabela's. Public interest in the events demonstrated that there is interest among Albertans to try archery.

Introduction

ACA worked with local organizations to create archery events that provide youth and first-time archers with the opportunity to shoot a bow and arrow. The goal of each event was to foster an interest in archery as a gateway to hunting.

Methods

ACA worked with local organizations to plan, promote and host Archery Days events in Lamont, Sherwood Park and Galahad (Battle River). Each event was hosted by a local organization. ACA managed the online registration and promotional material. Cabela's and AHEIA provided archery equipment and instruction. Alberta Bowhunters Association sponsored lunch at each of the events. Participants were introduced to archery by trained instructors and volunteers, and learned about archery equipment, technique and safety.

Results

In the 2014/15 fiscal year, 335 youth and adults tried out archery at three Archery Days events, supported by 10 community and corporate partners, as follows:

Community	Event date	Participants
Battle River (Galahad)	June 21, 2014	32
Lamont	July 5-6, 2014	120
Sherwood Park	June 7-8, 2014	183

Total 335

Conclusions

Archery Days succeeded in its goal to introduce youth and first timers to archery in a fun and accessible way. There is opportunity for ACA to expand Archery Days into an Archery Days program, using the Kids Can Catch program as a model.

Communications

We shared the story of Archery Days events through ACA communication channels, including:

- www.ab-conservation.com
- Creation of one webpage for each event to promote the event and its sponsors, register participants, and share the story of each event
- E-newsletter article to share the success of the Archery Days events sent to 83,000 e-newsletter subscribers
- Facebook and twitter posts to promote the events and share stories