

Alberta Conservation Association (ACA)

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Project name: WIN Card Reimbursement

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Partnerships: Alberta Hunter Education Instructors' Association, Hunting For Tomorrow

Key Findings

We have found that Alberta youth are interesting in staying in contact with ACA as a means of staying informed about hunting, fishing and conservation issues.

Introduction

Working in partnership with Hunting For Tomorrow and Alberta Hunter Education Instructors' Association, the WIN card reimbursement program supports the recruitment of young people into hunting. The project gives ACA and its member groups a way to connect with new hunters when they purchase their first WIN card.

Methods

When a youth between the ages of 12 and 17 complete the AHEIA hunter education program, they are provided with a package of information about ACA and our member groups, as well as instructions on how to be reimbursed for the purchase of their first WIN card. Youths who complete the form and return it to ACA receive a cheque for \$8.16 (cost of the WIN card).

Results

In 2014/15, 1,857 information packages were distributed by Hunting For Tomorrow to youth who had completed the hunter education course. A total of 1,126 youth returned the reimbursement form and asked to be included on ACA's mailing list to receive on-going information from ACA regarding hunting, fishing, trapping and other conservation activities.

Conclusions

Although the cost of reimbursing each youth for their first WIN card is relatively small, the impact of this project has been significant. Through this project ACA has been able to enhance young hunters' experience by introducing and connecting them to programs, information, and member group organizations. It is our hope that making these connections at a young age will result in long-term relationships being formed between these young stakeholders and the larger conservation community.