

**Alberta Conservation Association
2019/20 Project Summary Report**

Project Name: WIN Card Reimbursements

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Deb Dueck

Primary ACA staff on this project: Deb Dueck, Kamee Gilmore, and Don Myhre

Partnerships

Alberta Hunter Education Instructors' Association
Hunting for Tomorrow

Key Findings

- The WIN Card Reimbursement program supports the recruitment of young people into hunting.
- In 2019/20, AHEIA distributed over 1,905 information packages (at the end of February 2020) to youths who had completed the hunter education course.
- A total of 374 youths returned the reimbursement form and asked to be included on ACA's mailing list to receive ongoing information from ACA regarding hunting, fishing, trapping, and other conservation activities.

Abstract

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 our member groups a way to connect with new hunters

when they purchase their first WIN card. In 2019/20, over 1,905 information packages were sent to youths who had completed the hunter education course. A total of 374 youths returned the reimbursement form.

Introduction

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 Alberta Conservation Association (ACA) and our member groups a way to connect with new hunters when they purchase their first WIN card.

Methods

This program increases the number of youth 12 to 17 years old who complete the Alberta Hunter Education Instructors' Association hunter education program, and introduces and connects young hunters to programs, information, and other groups to enhance their hunting experience.

Results

In 2019/20, Hunting for Tomorrow distributed 1,905 information packages to youths who had completed the hunter education course. A total of 374 youths returned the reimbursement form and asked to be included on ACA's mailing list to receive ongoing 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. 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.

Communications

- Constant Contact e-newsletter
- ACA member group branded information package envelope