

**Alberta Conservation Association**  
**2020/21 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, Sabrina Hotton, 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 2020/21, AHEIA distributed over 2,596 information packages (at the end of January 2021) to youths who had completed the hunter education course.
- A total of 167 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 2020/21, over 2,596 information packages were sent to youths who had completed the hunter education course. A total of 167 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 2020/21, Hunting for Tomorrow distributed 2,596 information packages to youths who had completed the hunter education course. A total of 167 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