

ILLINOIS

# LEARN *to* HUNT



FINAL REPORT

SCIENCE-DRIVEN HUNTER RECRUITMENT

FEDERAL AID IN WILDLIFE RESTORATION ACT

ILLINOIS

FEDERAL AID PROJECT NO. W-188-S-1

July 1, 2017 - June 30, 2018

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JULY 12, 2018



# TABLE OF CONTENTS

Program Partners and Sponsors	4
The Need for Hunter Recruitment in Illinois	7
Executive Summary	8
Purpose and Objectives	12
Fall 2017 Overview	14
Program Restructuring	16
Spring 2018 Overview	18
Market Research	22
Comprehensive Marketing Plan	39
Marketing Channels	44
Participant Survey Results	47
Illinois Learn to Hunt: Moving Forward	57
Literature Citations	60
Appendices	61



# EXECUTIVE SUMMARY

## ACTIVITIES

- Developed program curriculum and schedules (appendices 10 & 11)
- Hosted 31 events (table 1 & 2)
  - 11 waterfowl workshops
  - 10 general terrestrial workshops
  - 3 small game-specific workshops
  - 2 turkey-specific workshops
  - 2 deer-specific workshops
  - 2 remote scouting seminars
  - 1 equipment buying seminar
- Constructed comprehensive marketing plan (appendix 12)

## ACCOMPLISHMENTS

- Engaged over 200 people in workshops and seminars
- Reached over 17,000 people on social media and gained over 600 as followers
- Obtained 24 sponsors and partners who assisted in promoting, planning, and volunteering at all Learn to Hunt events

## NOTEWORTHY STATISTICS

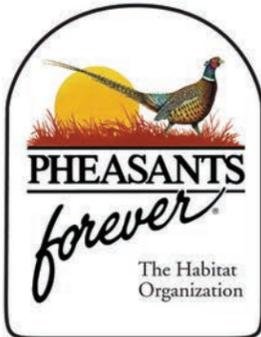
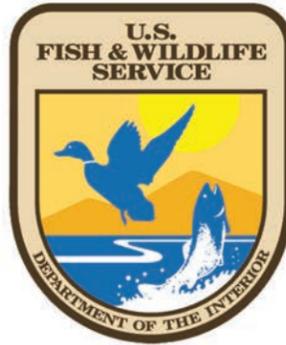
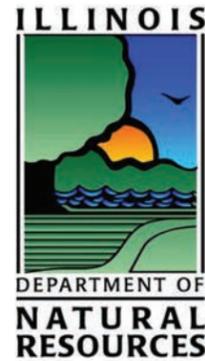
- 72% of participants have friends or family who hunt
- Species of highest interest: deer (84%), turkey (75%), duck (69%)
- Average time interested in hunting: 10 years
- Average Age: 38 years
- 41% have hunted before taking a workshop
- 70% plan to live in IL for at least the next 5 years
- Access was listed as the biggest barrier to hunting (61%), followed by time (41%)

## FUTURE PLANS

- 15 seminars (e.g. remote scouting, wild game cooking, waterfowl calling and ID), 35 workshops annually
- Defining target market segments
- 3 focus groups (new hunters, lapsed hunters, and experienced hunters)
- Monitoring participant license buying trends
- Increased collaboration with program partners, particularly collaborative workshops/seminars
- Contribute data and insights for the IDNR statewide hunter R3 strategy

# PROGRAM SPONSORS AND PARTNERS

The Illinois Hunter Recruitment Program would like to extend a huge thank you to the various organizations who have supported this program. We would also like to thank our wonderful mentors and volunteers! Without our passionate mentors, this year would not have been a huge success!



Aurora Sportsmen's Club

Bass Pro Shops

Camp Loud Thunder (Boy Scouts of America)

Clinton Lake Waterfowl Association

FeraDyne Outdoors

Field Notes

Field & Stream

Frogg Toggs

Hunter's Haven

Illinois Conservation Foundation

Illinois Federation For Outdoor Resources

Rite in the Rain

Star Gun Club

Stefanie Fitzsimmons in Honor of Steve Fitzsimmons

Tombstone Gun Range and Training Center

4-H Memorial Camp



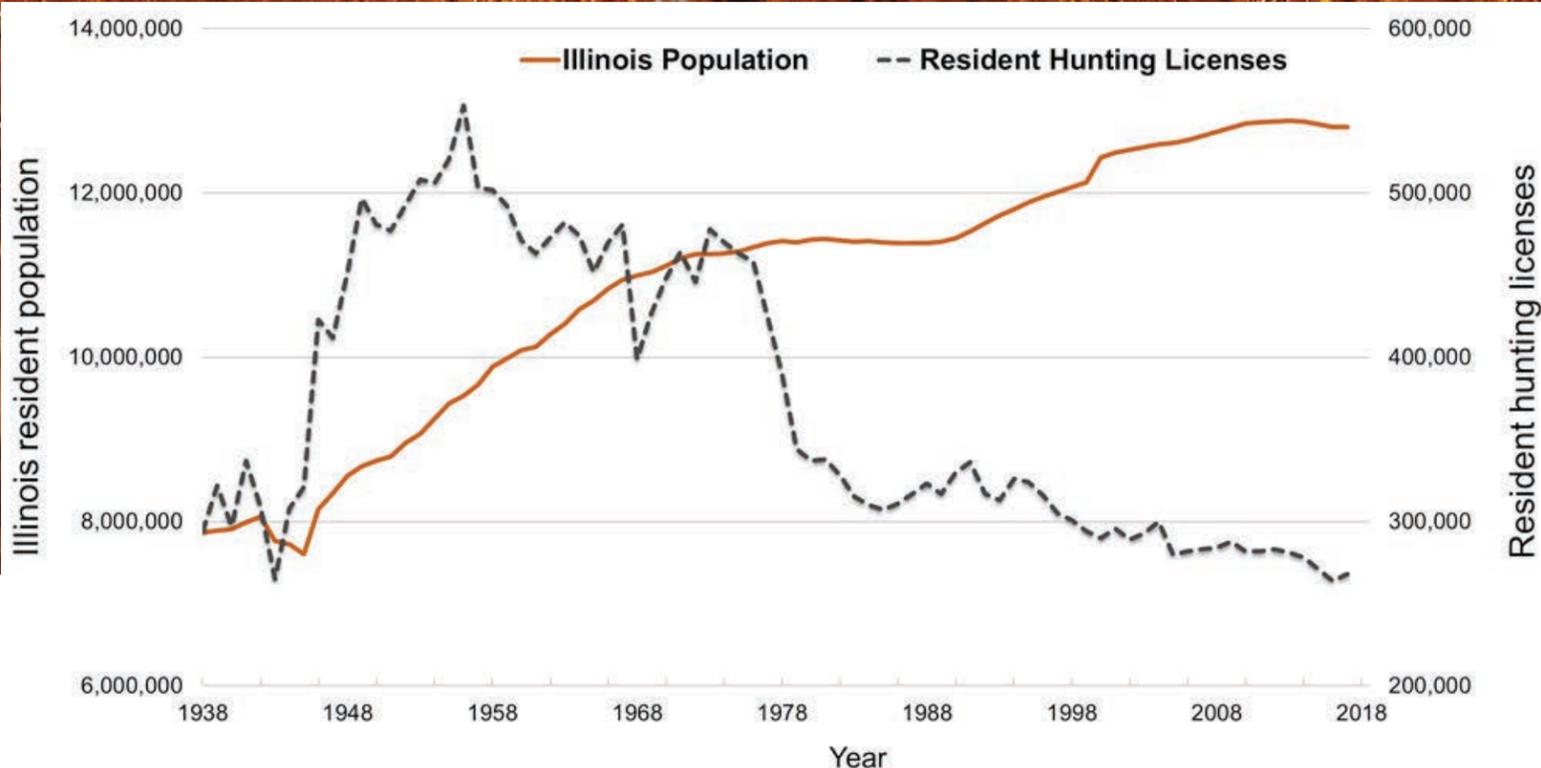
# THE NEED FOR HUNTER RECRUITMENT IN ILLINOIS



The Illinois Learn to Hunt (LtH) Program is a cooperative partnership between the Illinois Department of Natural Resources (IDNR) and the University of Illinois at Urbana-Champaign (UIUC), federally funded by the Federal Aid in Wildlife Restoration Act. LtH provides a comprehensive, hands-on, educational experience for the public to learn why, how, and where to hunt wild game in Illinois. This program was initiated to mitigate a national and state-wide decline in hunter numbers, yielding decreased funding for conservation and public recreation opportunities.

Hunter recruitment, retention, and more recently reengagement, have been a significant topic in the peer-reviewed literature for several decades. Illinois' hunters are aging (Alessi & Miller, 2012); however, there is variability among species hunted. Overall, this difference appears to be due to recruitment issues, where younger hunters are being recruited in the hunter population at a rate that is slower than older hunters leaving. Many programs exist for youth to become engaged in hunting and trapping; however, no programs in Illinois exist with their sole target demographic being adults. Recent research in Illinois has indicated that waterfowl hunters do not start waterfowl hunting until their early 20s (Williams, Miller, & Campbell, 2013). This begs the question whether adults should be targeted for recruitment more so than youth, as adults typically have transportation, more disposable income compared to youth, and possibly more free time outside of school or extracurricular activities. Moreover, previous research conducted by Responsive Management showed that ~75% of post-hunter education students indicated they would likely enroll in optional follow-up courses focusing on specific aspects of hunting (Duda et. al, 2012). That research was not conducted in Illinois; however, it is unlikely there would be significant state-specific differences in that response. Previous studies have shown that participation in hunting increases when participants engage in several events, rather than a single instance (Seng et al., 2007). The Learn to Hunt program used this multiple-interaction process to increase the probability of creating life-long hunters.

Recent research in Illinois has also identified that hunting license sales were positively related with a households' age index. In other words, hunting license sales were more likely to be located in homes whose residents were older, on average, than whose residents were younger. The causal relationship is not well understood, but analyses such as this give us the opportunity to strategically attempt to recruit hunters in the state (i.e. identify areas that exhibit appropriate variables and target hunter workshops in those areas). Illinois offers a hunter education course that is mandatory for hunters born after January 15, 1980 (however, exemptions apply to youth hunters). In this course, hunters are taught how to safely use a firearm and how to safely hunt, but there is no follow up after those individuals leave the classroom. Past research has indicated that most hunters come from a "hunting family," where either their parents or grandparents hunted (Duda et. al, 2012). What happens if youth are attending the hunter education course, but there is nobody to mentor them beyond the required safety course? Workshops are conducted on how to buy appropriate equipment, applying for the appropriate licenses and permits, how/where to hunt, the legal aspects of hunting, and post-hunt and harvest cleaning activities (from field to table). The workshops also discuss the research being conducted on wildlife in Illinois and how it is used to strategically target habitat conservation and wildlife management. Hands-on training is emphasized at the workshops.



6 Number of resident hunting licenses purchased in Illinois vs. Illinois resident population, 1939-2017 (IDNR Hunter Heritage Program)

# DID YOU KNOW ILLINOIS HUNTERS ARE CONSERVATIONISTS?

Contributions of Illinois Hunters on local wildlife populations

**WHITE-TAILED DEER** 

1949 **2,550** **TODAY** → **660,000**

**WILD TURKEY** 

1900 **0** **TODAY** → **150,000**

**WATERFOWL** 

1900 **FEW** **TODAY** → **46,000,000**

These and many other species continue to benefit from the hunter's role in conservation efforts

Hunters and target shooters purchase firearms and ammunition

## THE FEDERAL AID IN WILDLIFE RESTORATION ACT



Manufacturers pay an 11% federal excise tax

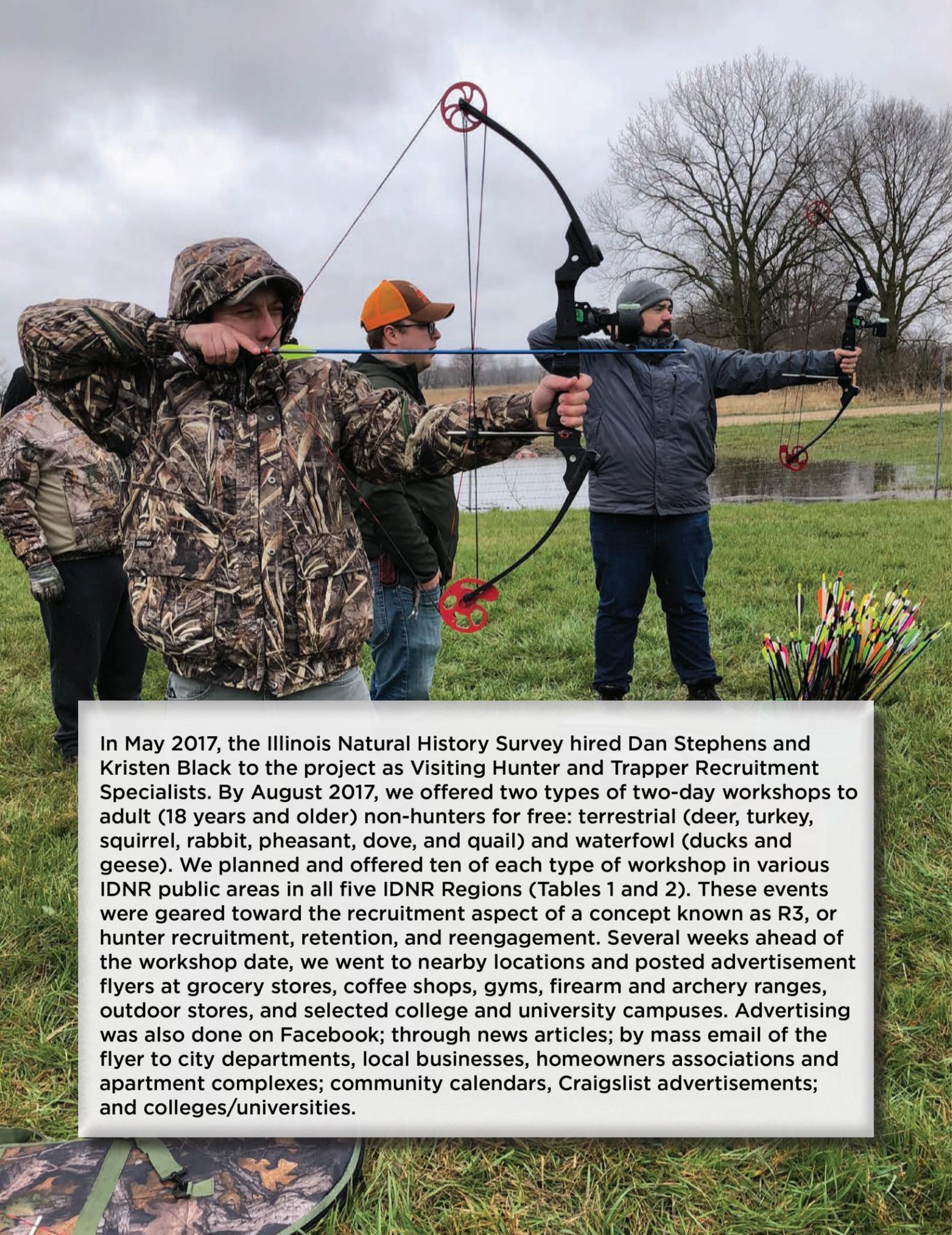
Revenue from this excise tax is distributed to wildlife state agencies

State wildlife agencies use these funds to purchase land for habitat and to manage wildlife populations



ILLINOIS HUNTERS SPEND **\$1.3 BILLION** ANNUALLY AND SUPPORT OVER **18,000** ILLINOIS JOBS





In May 2017, the Illinois Natural History Survey hired Dan Stephens and Kristen Black to the project as Visiting Hunter and Trapper Recruitment Specialists. By August 2017, we offered two types of two-day workshops to adult (18 years and older) non-hunters for free: terrestrial (deer, turkey, squirrel, rabbit, pheasant, dove, and quail) and waterfowl (ducks and geese). We planned and offered ten of each type of workshop in various IDNR public areas in all five IDNR Regions (Tables 1 and 2). These events were geared toward the recruitment aspect of a concept known as R3, or hunter recruitment, retention, and reengagement. Several weeks ahead of the workshop date, we went to nearby locations and posted advertisement flyers at grocery stores, coffee shops, gyms, firearm and archery ranges, outdoor stores, and selected college and university campuses. Advertising was also done on Facebook; through news articles; by mass email of the flyer to city departments, local businesses, homeowners associations and apartment complexes; community calendars, Craigslist advertisements; and colleges/universities.

**“THE LTH WORKSHOPS HAVE SHOWN ME HOW IMPORTANT HUNTING IS TO WILDLIFE CONSERVATION WHILE ALSO SHOWING ME THAT EATING WILD GAME IS AN ETHICAL ALTERNATIVE TO TRADITIONAL DIETS.”**

**-ALEX BLAYLOCK-BUCHANAN**



**“LEARNING HUNTING TECHNIQUES IN A NON-INTIMIDATING ENVIRONMENT HAS BEEN A GREAT EXPERIENCE. CAN'T WAIT TO GET OUT AND HARVEST MY FIRST TURKEY!”**

**-SARAH BAKER**

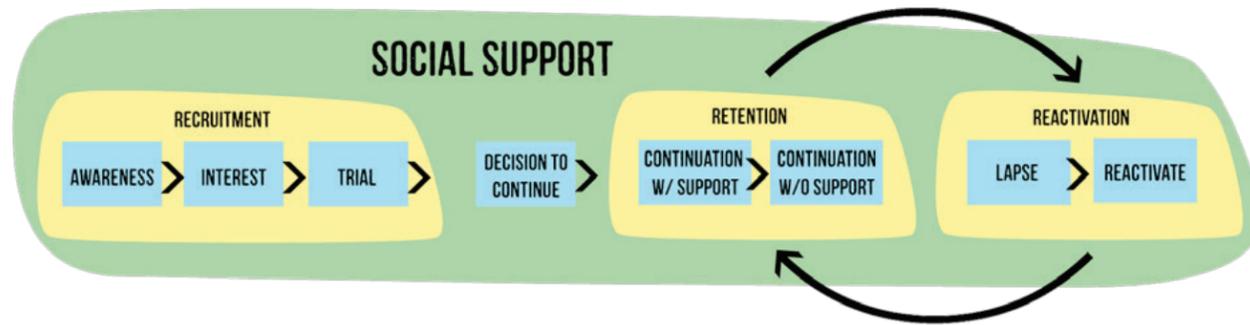


**“AN EXCELLENT PROGRAM TO BRING PEOPLE FROM OUTSIDE THE HUNTING CULTURE TO INSIDE THE HUNTING CULTURE.”**

**-JOE COLON**



## The Outdoor Recreation Adoption Model



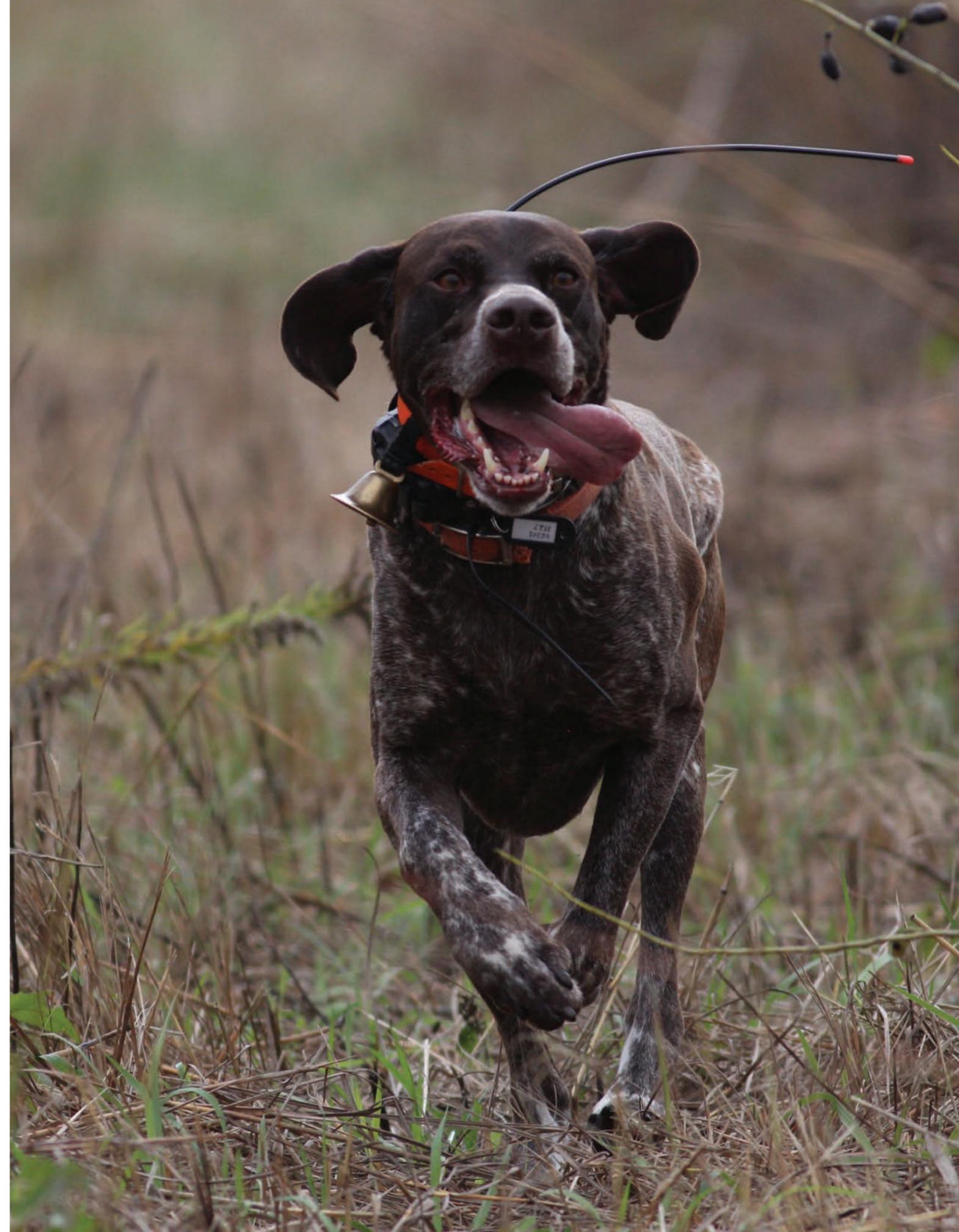
How does The Illinois Learn to Hunt Program fit within the Outdoor Recreation Adoption Model (ORAM)?

**Recruitment:** Learn to Hunt provides awareness about why, how, and where to hunt. Conservation is emphasized from the very beginning as a pillar of understanding the importance of hunting. We hold interest by providing multiple points of contact throughout the duration of the participant's time as a new or continuing hunter. Participants gain experience as a trial to hunting without having to navigate the regulations and equipment alone.

**Decision to Continue:** Because Learn to Hunt offers many opportunities around the state and throughout the year, participants have multiple opportunities to continue their education in a safe and inviting environment.

**Retention:** Once a participant has become aware of the program, been interested enough to try hunting, and made the decision to continue, they may do so with or without support. This ultimately depends on how comfortable the person is with the strategies, equipment, regulations, and possible outcomes. Learn to Hunt encourages most participants to hunt with an experienced friend, family member, or mentor the first few times they venture out, just to make sure they are comfortable continuing their journey through hunting. Eventually, the hunter will get to the point of hunting without support.

**Reengagement:** In the event that a hunter stops hunting for any reason, they may be reengaged through the Learn to Hunt Program. The seminars and series of workshops are geared toward hunters in every stage of the activity. We offer advanced hunting techniques events for hunters who may have lapsed in their hunting activity but would like to get back into the game.



# ILLINOIS LEARN TO HUNT **PURPOSE** AND **OBJECTIVES**

The primary purpose of this program is to provide adults with an opportunity to learn about hunting and cleaning game by holding workshops around the state that focus on how, where, and why to hunt, how to clean game and equipment post-hunt, the laws specific to hunting in Illinois, and the science behind wildlife management.

## ANNUAL OBJECTIVES

- Hold 10 workshops that transfer information on how, where, and why to hunt deer/turkey/small game, legal requirements, and post-hunt activities.
- Hold 10 workshops that transfer information on how, where, and why to waterfowl hunt, legal requirements, post-hunt activities, and the federal and state waterfowl management framework.
- Conduct analyses by IDNR Region and county to identify optimal areas for these workshops.
- The results and benefits to this work will relate directly to the IDNR's goals:
  1. Recruit 100 new deer/turkey/small game hunters per year
  2. Recruit 100 new waterfowl hunters per year
  3. Provide a cohort for a longitudinal study of the effects of these workshops



# FALL 2017 OVERVIEW

We offered two types of two-day workshops to adult (18 years and older) non-hunters for free: terrestrial (deer, turkey, squirrel, rabbit, pheasant, dove, and quail) and waterfowl (ducks and geese). We planned and offered ten of each type of workshop in various IDNR public areas in all five IDNR Regions (Tables 1 and 2).

Table 1: Breakdown of Fall 2017 LtH 2-day events, registration numbers, and attendance numbers.

Event	Date	Location	Registration	Attendance
LtH Terrestrial Game	8/26-27/17	Iroquois SWA	5	3
LtH Waterfowl	9/2-3/17	Tombstone Gun Range, Pyramid SRA	3	1
LtH Terrestrial Game	9/9-10/17	Allerton Park	29	17
LtH Waterfowl	9/9-10/17	Rice Lake/Banner Marsh SFWA	6	1
LtH Waterfowl	9/16-17/17	Star Gun Club, Sangchris Lake SP	4	2
LtH Waterfowl	9/16-17/17	Pere Marquette SP	7	4
LtH Terrestrial Game	9/23-24/17	Ten Mile Creek SFWA	4	2
LtH Waterfowl	9/23-24/17	Hidden Springs SF	5	4
LtH Terrestrial Game	9/30/17-10/1/17	Kaskaskia River SFWA	1	0
LtH Waterfowl	10/7-8/17	Torstenson Center	3	3
LtH Waterfowl	10/14-15/17	Kendall County FP	11	8
LtH Terrestrial Game	10/21-22/17	Argyle Lake SP	10	1
LtH Terrestrial Game	10/21-22/17	Camp Loud Thunder	11	1
LtH Terrestrial Game	10/28-29/17	Des Plaines SFWA	23	7
LtH Terrestrial Game	10/28-29/17	Forbes Biological Station	7	4
LtH Waterfowl	11/4-5/17	Middle Fork SFWA	5	4
LtH Waterfowl	11/4-5/17	Chain O'Lakes SP	8	4
LtH Waterfowl	11/11-12/17	Forbes Biological Station	0	0
LtH Terrestrial Game	11/11-12/17	Hidden Springs SF	17	9
LtH Terrestrial Game	11/18-19/17	Clinton Lake SRA	31	9

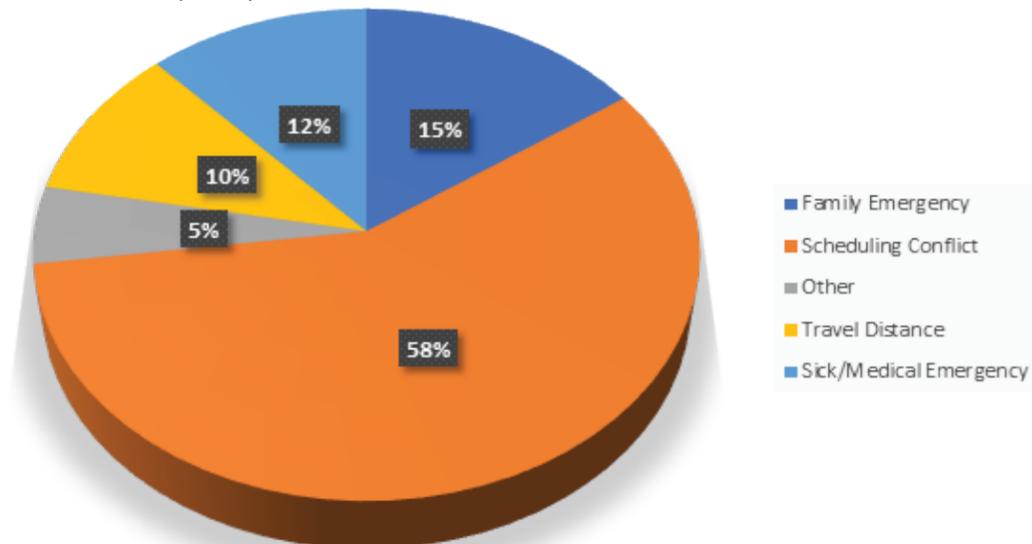


Figure 1: Responses of registrants that did not attend an event and their reasons for not attending (n=61).

Twenty seats were open per event but registration for events was mostly minimal, with about half the seats available being filled by registrants and an average attendance rate of 43% of those registrations. These workshops were two-day events over the weekend and the schedule can be found below. Of the 20 workshops held, two workshops (one of each type) were cancelled due to lack of interest. We used pre- and post-workshop questionnaires (Appendices 2 and 3, respectively) to assess demographics, constraints to hunting, motivations for wanting to learn to hunt, and efficacy of the program.

## EVENT SCHEDULE

### Day 1

- 8:00am–8:30am: Introduction, pre-workshop survey
- 8:30am–2:00pm: PowerPoint presentations
- 12:00pm–12:30pm: Lunch
- 2:00pm–4:00pm: Firearm/archery safety and target shooting

### Day 2

- 8:00am–10:00am: Scouting field exercise
- 10:00am–11:00am: Butchering and processing demonstration
- 11:00am–11:30am: Lunch
- 11:30am–3:00pm: Live mentored hunt
- 3:00pm–4pm: Cooking wild game
- 4:00pm: Question/Answer

## ANALYSIS

### Species Preference

- When observing how participant views about desire to hunt specific game species changed based on the species hunted during the workshop, we found a significant increase of people interested in squirrel hunting after they had experienced a squirrel hunt ( $p=0.001$ ), but did not find a significant change in those interested in hunting pheasant after experiencing a pheasant hunt ( $p=0.664$ ).

### Pre- to Post-Workshop Comparison

- Between the pre- and post-workshop questionnaires, participant interest in two species differed significantly. Participants were more interested in hunting squirrels post-workshop ( $p=0.049$ ) and less interested in hunting ducks ( $p<0.001$ ).
- Between the pre- and post-workshop questionnaires, participants valued hunting for companionship higher post-workshop ( $p=0.009$ ).



## PROGRAM RESTRUCTURING

Upon reviewing the post-workshop questionnaires, it became evident that the two-day program was too long, had too much classroom time, and the incorporated live hunts were not effective at recruiting new hunters. During the winter of 2017-2018, we created a comprehensive and strategic marketing plan, restructured workshops to accommodate more people, and rebranded the program as 'Illinois Learn to Hunt' (LtH) to be more identifiable in marketing efforts. The LtH program evolved into a fully field-based and hands-on course that lasted one day instead of two.

In addition to restructuring the workshops, we added several shorter classes promoted as seminars geared toward the retention and reengagement aspects of R3, or hunters looking to advance their skills and knowledge. Ninety seven percent of workshop participants responded that they were interested in taking advanced LtH workshops (Appendices 10 and 11). These classes included Remote Scouting Techniques, which taught participants how to use online resources to pre-scout an area, and Equipment Buying Strategies, which taught participants about the proper gear to purchase before hunting. These seminars were designed to address specific barriers to hunting analyzed through participant feedback from surveys and testimonials. Seminars were held on week nights for up to three hours, aiming to accommodate participants with a day job and/or other priorities that might prevent them taking a full workshop.

While we have removed the mentored hunts from the LtH workshops, we have not removed them from the program all-together. To have more efficient and successful hunts, we will provide the opportunity for 4 mentored hunts across the state and invite past workshop participants to attend.



# SPRING 2018 OVERVIEW

During the spring of 2018 events, workshops featured four different species-specific events: deer, turkey, small game, and waterfowl (Table 2). Splitting the terrestrial workshop into three different types of events helped to mitigate information overload and keep workshops to the one-day schedule. Additionally, offering more types of workshops allowed participants to attend multiple events, aiding in retention of the participant as a hunter and fostering interest in the program.

Table 2: Breakdown of Spring 2018 LtH events, registration numbers, and attendance numbers.

**\*\*Program underwent significant restructuring and rebranding during this time\*\***

Event	Date	Location	Registration	Attendance
Remote Scouting Seminar	3/6/18	Illinois Natural History Survey	10	8
LtH Turkey	3/10/18	Clinton Lake SRA	35	19
LtH Small Game	3/11/18	Rice Lake/Banner Marsh SFWA	16	4
Remote Scouting Seminar	3/20/18	Bolingbrook Bass Pro Shops	14	13
LtH Small Game	4/14/18	Aurora Sportsmen's Club	34	11
LtH Turkey	4/15/18	Des Plaines SFWA	32	16
LtH Deer	4/28/18	Ten Mile Creek SFWA	28	8
LtH Deer	4/29/18	Middle Fork SFWA	40	19
LtH Waterfowl	5/19/18	Aurora Sportsmen's Club	32	12
LtH Small Game	6/3/18	Des Plaines SFWA	30	14
Equipment Buying Seminar	6/19/18	Champaign Field & Stream	2	1
IDNR Wingshooting Clinic*	6/23/18	Middle Fork SFWA	26	24
IDNR Wingshooting Clinic*	6/24/18	Middle Fork SFWA	22	20

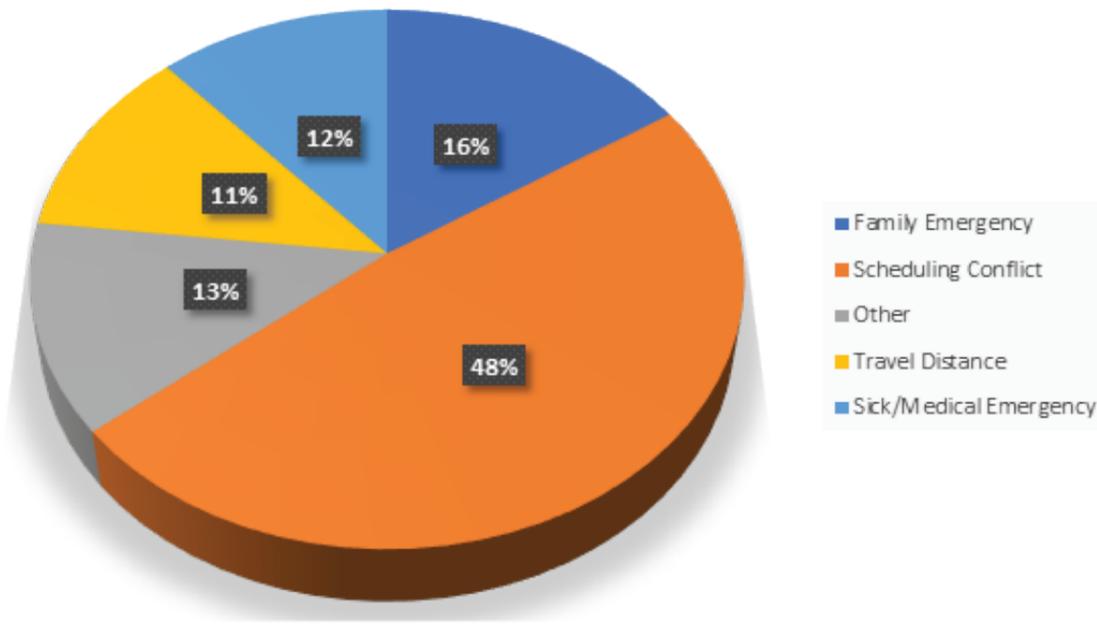


Figure 2: Responses of registrants that did not attend an event and their reasons for not attending (n=95).

Thirty seats were open per event and interest in events was high, causing need for a waiting list. Even with the waiting list used to back-fill cancelled participant slots, the attendance rate was about 47% of registrants. These workshops were one-day events over the weekend and the schedule can be found below. When compared with the two-day program, the one-day program garnered significantly more registrations and participants. We used pre- and post-workshop questionnaires (Appendices 5 and 6, respectively) to assess demographics, constraints to hunting, motivations for wanting to learn to hunt, and efficacy of the program.

## EVENT SCHEDULE

- 8:30am–9:30am: Introduction, pre-workshop survey, hunting ethics/conservation talk
- 9:30am–11:30am: Scouting and equipment use
- 11:30am–12:00pm: Butchering and processing wild game
- 12:00pm–1:00pm: Lunch and cooking wild game
- 1:00pm–3:00pm: Firearm/archery safety and target practice
- 3:00pm: Final Questions/answers, post workshop survey

## REGISTRATIONS PER EVENT



## ATTENDANCE PER EVENT





**“THE LTH WORKSHOPS TAUGHT ME HOW TO NOT LET A LACK OF EXPERIENCE OR KNOWLEDGE STOP YOU. THERE ARE MANY RESOURCES AVAILABLE WITH PEOPLE MORE THAN WILLING TO HELP.”**

**-WALTER MASNYK**



**“IT MAKES ME WANT TO HARVEST MY OWN MEAT AND STAY AWAY FROM PROCESSED FOODS.”**

**-HARVEY WATTS**



**“NOW I KNOW HOW TO FIND THE INFORMATION I NEED AND FEEL MUCH MORE COMFORTABLE AND SAFE IN MY UNDERSTANDING OF HUNTING AND HUNTING METHODS.”**

**-MATTHEW LENELL**



# MARKET RESEARCH

In order to develop an objective strategy to mitigate the decline of hunting participation in Illinois, an analysis of geodemographic segmentation is needed. The most significant application of geodemographic segmentation is for marketing efforts (Troy, 2008). State Fish and Wildlife Agencies and other conservation organizations have been attempting to recruit, retain, and reactivate (R3) new hunters with some success, however, R3 programs cannot be maximized without the involvement of traditional industry marketing techniques, such as geodemographic segmentation.

Geodemographic datasets were obtained from Environmental System Research Institute's (ESRI, 2014) Tapestry segmentation system at the regional, county, and census tract level. The Tapestry system breaks U.S. residential areas into 14 LifeMode groups and further into 67 tapestry segments using a combination of data from the 2010 Census, the American Community Survey, and Experian's INSOURCE consumer database and lifestyle data from GfK MRI for segmentation. Because this leaves little consumer variation at the regional or county level, it is often identified as one of the drawbacks of using geodemographic classification. However, even with its adherent limitations, the Tapestry system used for this analysis will provide a unique depiction of the geodemographic correlates of the Illinois public's interest in hunting. For the purpose of this paper, each Illinois IDNR region, census tract, and county is assigned a dominant segment.

Utilizing post-workshop surveys, workshop participants' dominant tapestry LifeMode segment (census tract level) was analyzed. This allowed for the creation of a model using the top five dominant segments found in the analysis (Table 3). This model was then utilized statewide to find concentrated areas of these top 5 segments (Figure 3). This model will allow Illinois R3 efforts to target marketing efforts using geodemographic trends. As R3 programs in Illinois continue, more data can be added to strengthen and refine the model.

Table 3: Top 5 dominant LifeMode groups of LtH event participants.

LifeMode Group	# of Participants
Affluent Estates	30
GenXurban	25
Cozy Country Living	15
Middle Ground	14
Scholars and Patriots	18

Table 4: Top 5 dominant Tapestry segments of LtH event participants.

Tapestry Segment	# of Participants
14C – Dorms to Diplomas	17
5B – In Style	14
1D – Savvy Suburbanites	10
1C – Boomburbs	8
8F – Old and Newcomers	7

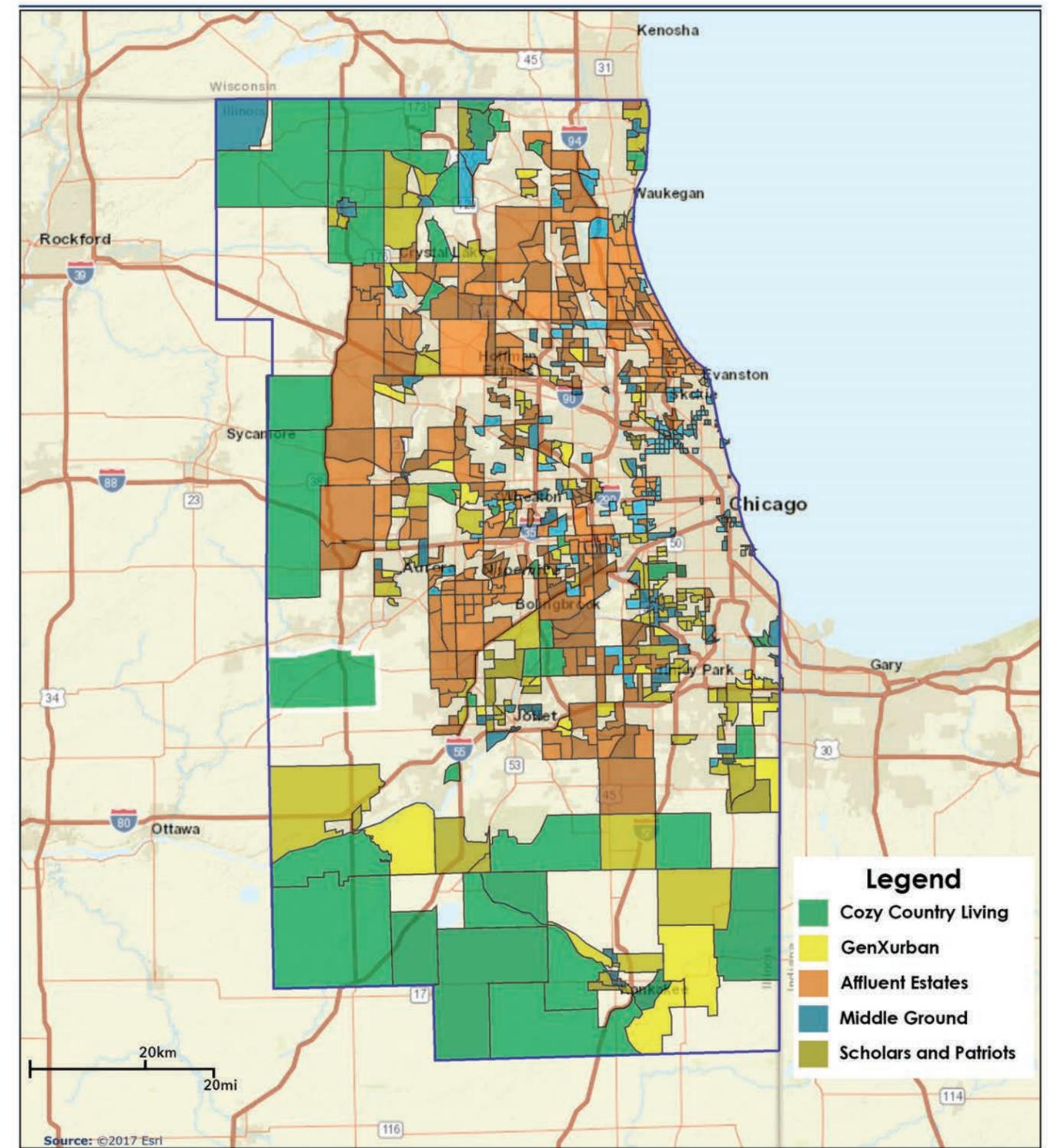


Figure 3: IDNR Region 2 priority geographies defined by the top 5 LifeMode groups or workshop participants.

Tapestry segmentation can also provide an insight into consumer spending behavior. IDNR Region 2 is expected to spend on average more per household than in other regions (Figure 4). Tapestry modeling can provide a visualization of areas that are expected to spend higher than the national average on hunting and fishing equipment (Figure 6) utilizing a combination of data from the 2010 Census, the American Community Survey, and Experian's INSOURCE consumer database and lifestyle data from GfK MRI.

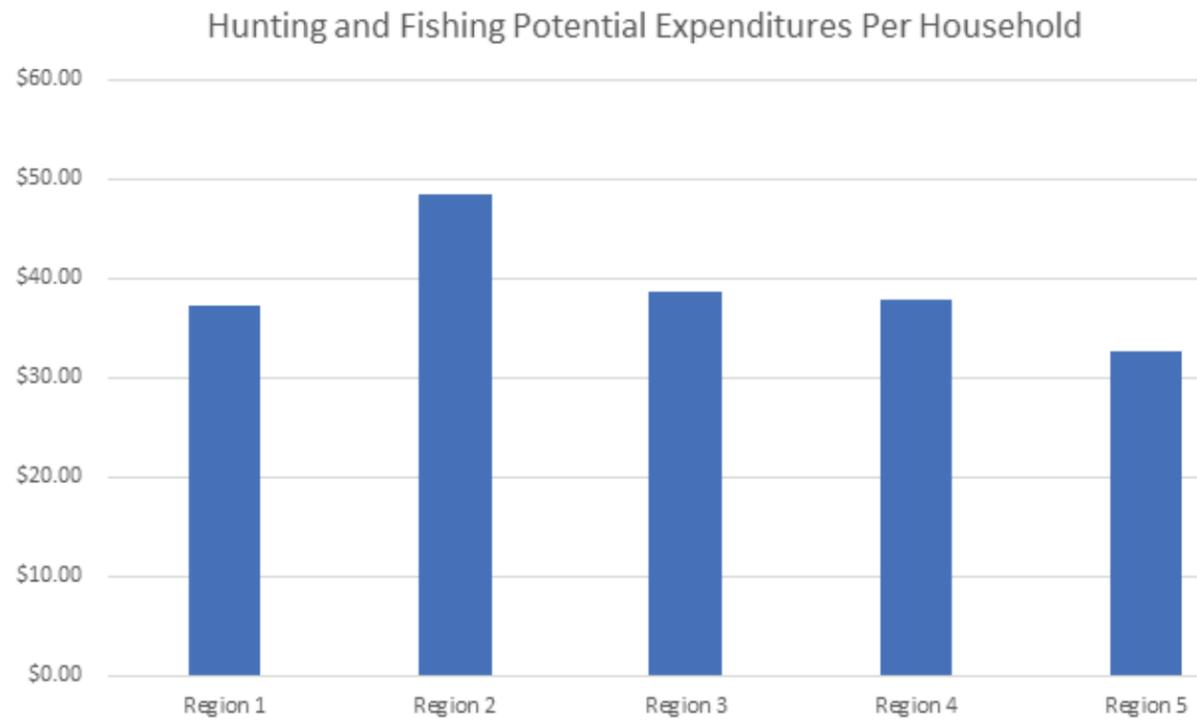


Figure 4: Expected average of hunting and fishing expenditures per household per IDNR region.



Figure 5: Expected hunting participation rates per IDNR region.

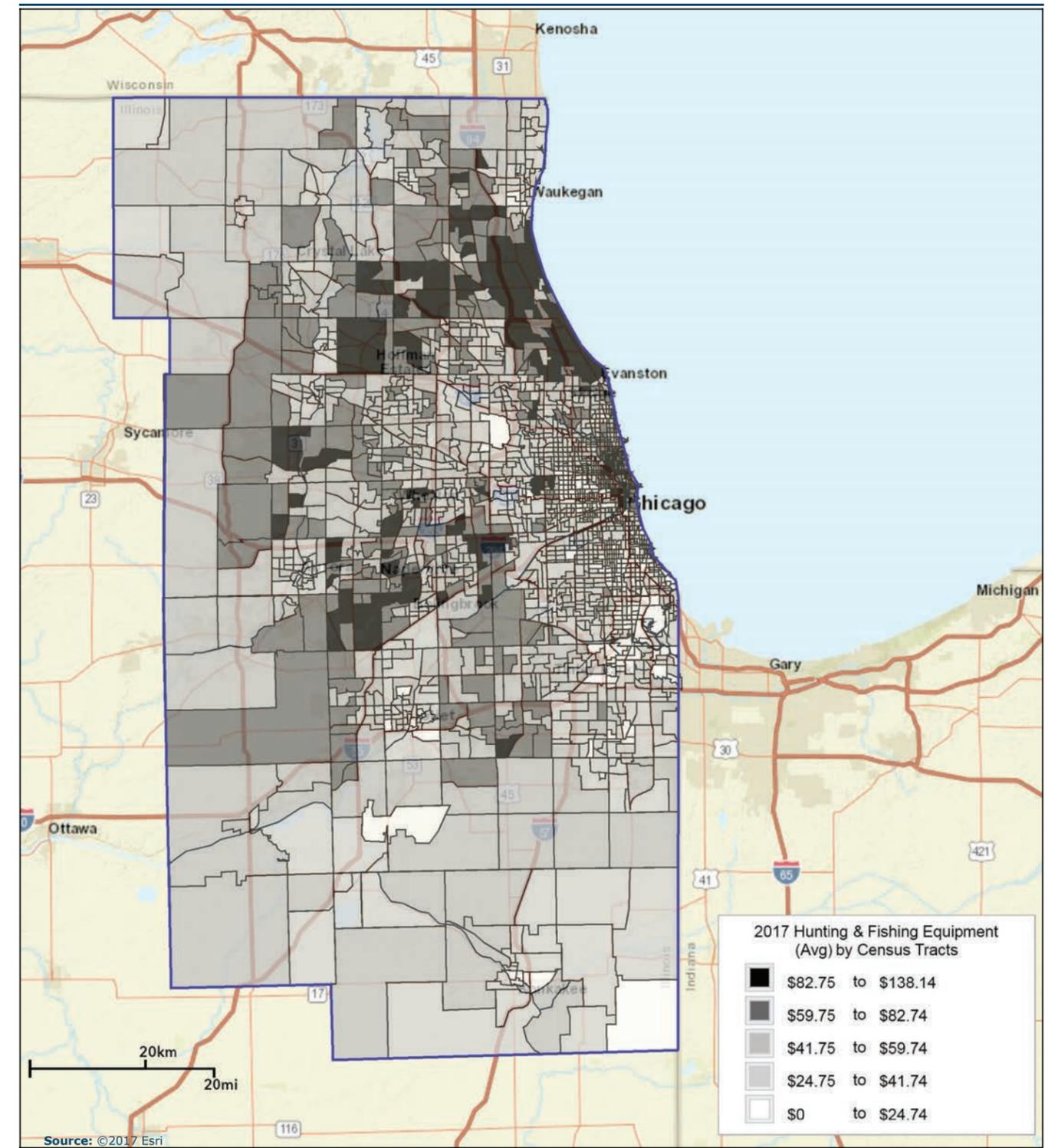


Figure 6: Expected average household hunting and fishing expenditures in IDNR Region 2 by census tract.

Using ESRI Community Analyst the Learn to Hunt program has developed a market analysis infographic that can be ran at multiple spatial scales (i.e. region, county, zip code, tract). This infographic provides critical demographic, behavior, and spending data that can be used to more effectively target marketing campaigns. Data presented in market analysis infographics is expected values based on a combination of data from the 2010 Census, the American Community Survey, and Experian's INSOURCE consumer database and lifestyle data from GfK MRI.

# REGION 1

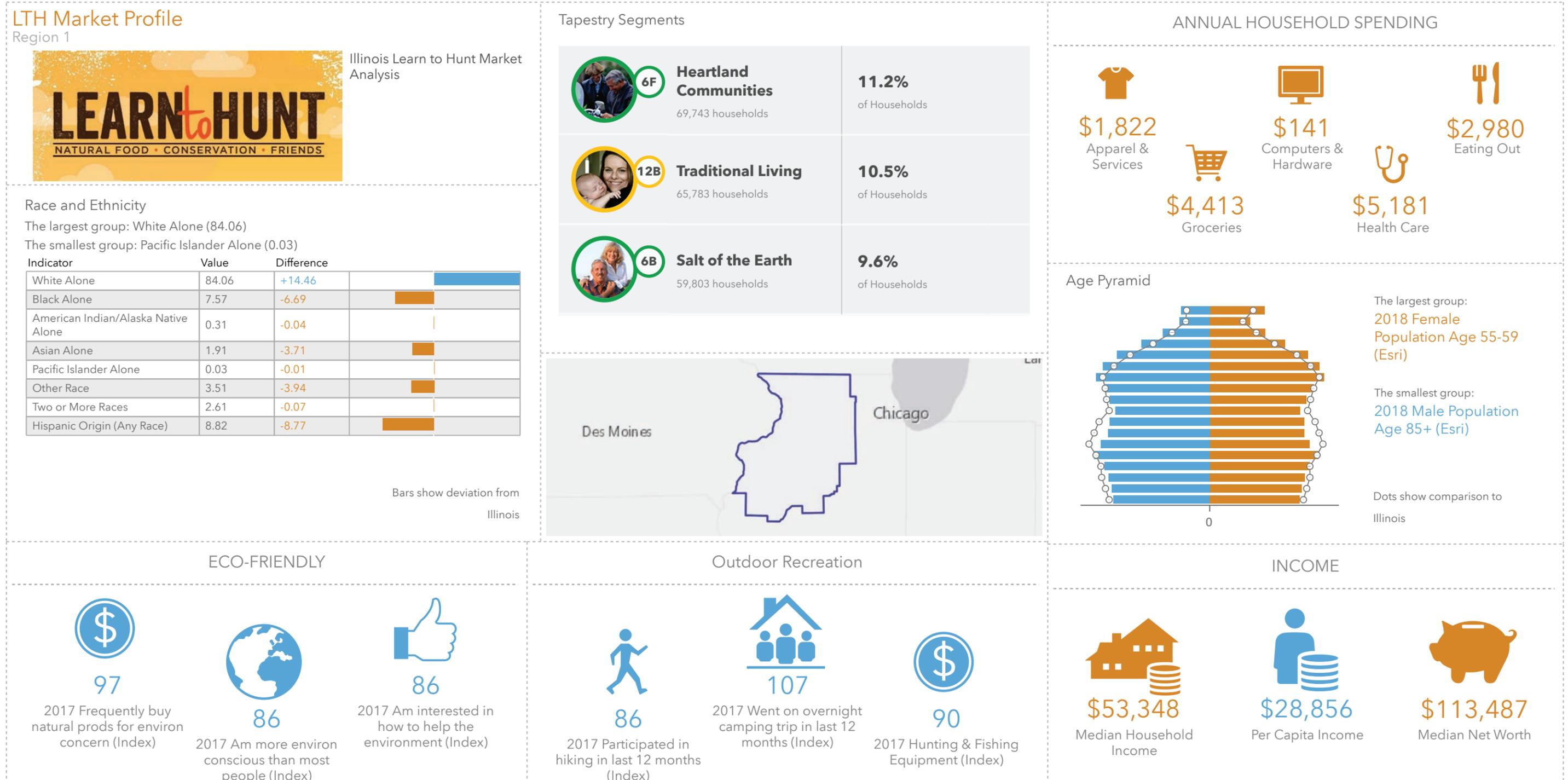


Figure 7: Marketing infographic for IDNR Region 1

# REGION 2

## LTH Market Profile Region 2



Illinois Learn to Hunt Market Analysis

### Race and Ethnicity

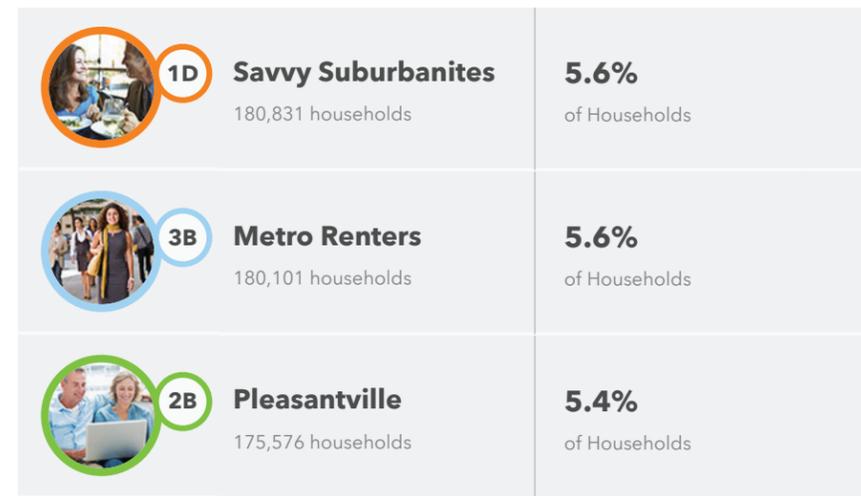
The largest group: White Alone (62.56)

The smallest group: Pacific Islander Alone (0.04)

Indicator	Value	Difference
White Alone	62.56	-7.04
Black Alone	16.84	+2.58
American Indian/Alaska Native Alone	0.38	+0.03
Asian Alone	7.33	+1.71
Pacific Islander Alone	0.04	0
Other Race	10.02	+2.57
Two or More Races	2.84	+0.16
Hispanic Origin (Any Race)	23.44	+5.85

Bars show deviation from Illinois

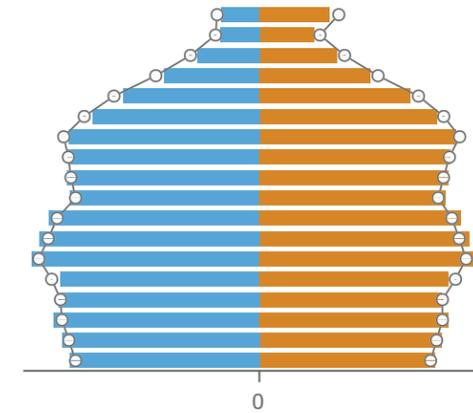
### Tapestry Segments



### ANNUAL HOUSEHOLD SPENDING



### Age Pyramid



The largest group:  
2018 Male Population Age 25-29 (Esri)

The smallest group:  
2018 Male Population Age 85+ (Esri)

Dots show comparison to Illinois

### ECO-FRIENDLY



### Outdoor Recreation



### INCOME



Figure 8: Marketing infographic for IDNR Region 2

# REGION 3

## LTH Market Profile Region 3



Illinois Learn to Hunt Market Analysis

### Race and Ethnicity

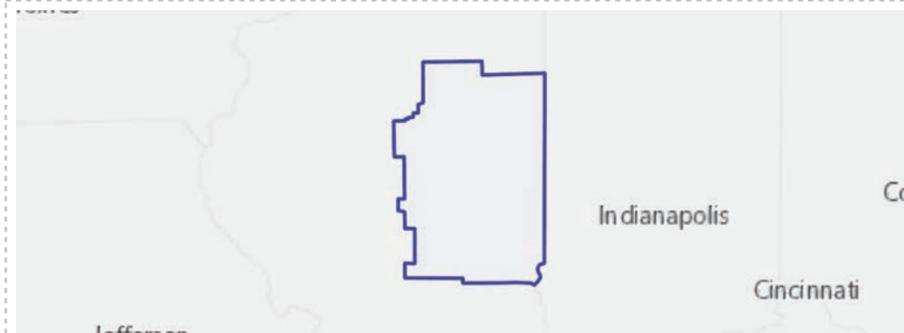
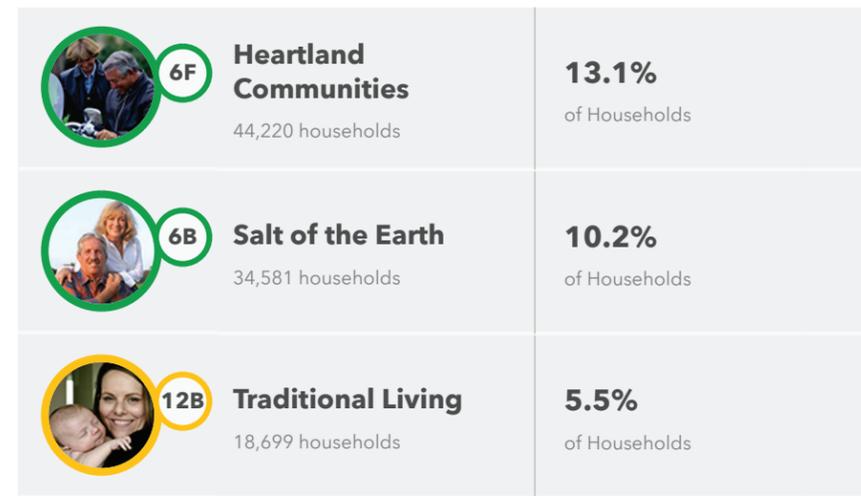
The largest group: White Alone (82.03)

The smallest group: Pacific Islander Alone (0.04)

Indicator	Value	Difference
White Alone	82.03	+12.43
Black Alone	9.05	-5.21
American Indian/Alaska Native Alone	0.25	-0.10
Asian Alone	4.43	-1.19
Pacific Islander Alone	0.04	0
Other Race	1.65	-5.80
Two or More Races	2.56	-0.12
Hispanic Origin (Any Race)	4.43	-13.16

Bars show deviation from Illinois

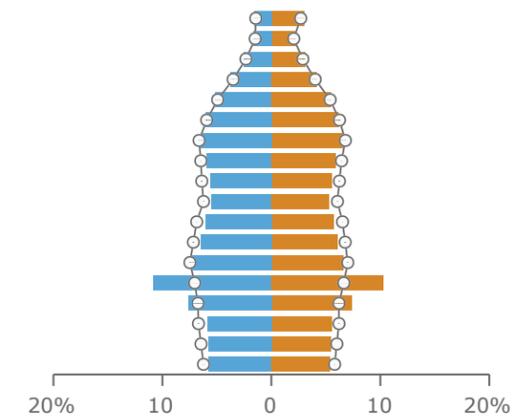
### Tapestry Segments



### ANNUAL HOUSEHOLD SPENDING



### Age Pyramid



The largest group:  
2018 Male Population  
Age 20-24 (Esri)

The smallest group:  
2018 Male Population  
Age 85+ (Esri)

Dots show comparison to Illinois

### ECO-FRIENDLY



### Outdoor Recreation



### INCOME



Figure 9: Marketing infographic for IDNR Region 3

# REGION 4

## LTH Market Profile Region 4



Illinois Learn to Hunt Market Analysis

### Race and Ethnicity

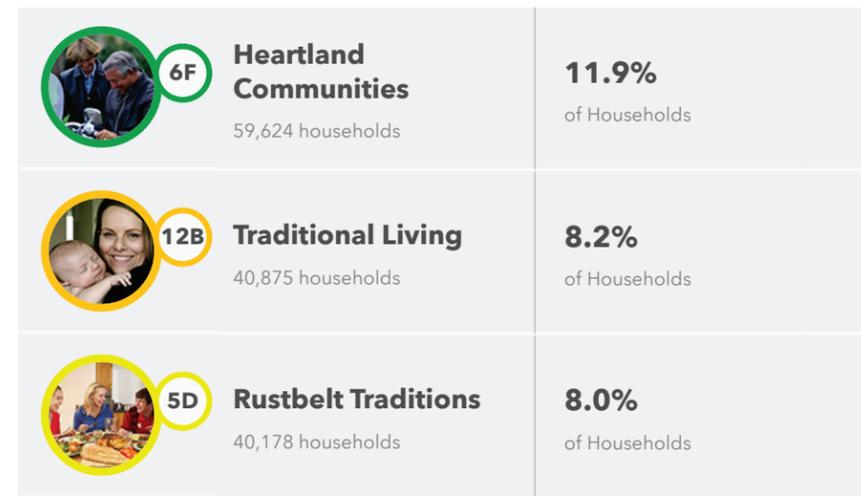
The largest group: White Alone (83.59)

The smallest group: Pacific Islander Alone (0.05)

Indicator	Value	Difference
White Alone	83.59	+13.99
Black Alone	11.86	-2.40
American Indian/Alaska Native Alone	0.27	-0.08
Asian Alone	1.07	-4.55
Pacific Islander Alone	0.05	+0.01
Other Race	1.07	-6.38
Two or More Races	2.09	-0.59
Hispanic Origin (Any Race)	3.06	-14.53

Bars show deviation from Illinois

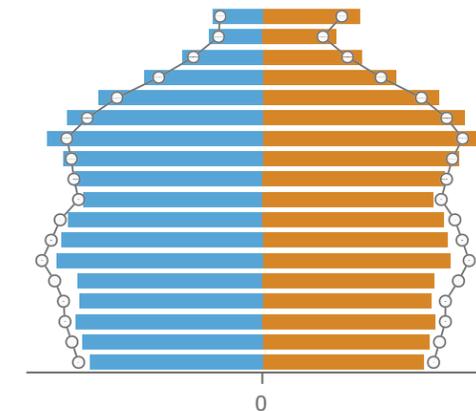
### Tapestry Segments



### ANNUAL HOUSEHOLD SPENDING



### Age Pyramid



The largest group:  
2018 Female Population Age 55-59 (Esri)

The smallest group:  
2018 Male Population Age 85+ (Esri)

Dots show comparison to Illinois

### ECO-FRIENDLY



### Outdoor Recreation



### INCOME



Figure 10: Marketing infographic for IDNR Region 4

# REGION 5

## LTH Market Profile Region 5



Illinois Learn to Hunt Market Analysis

### Race and Ethnicity

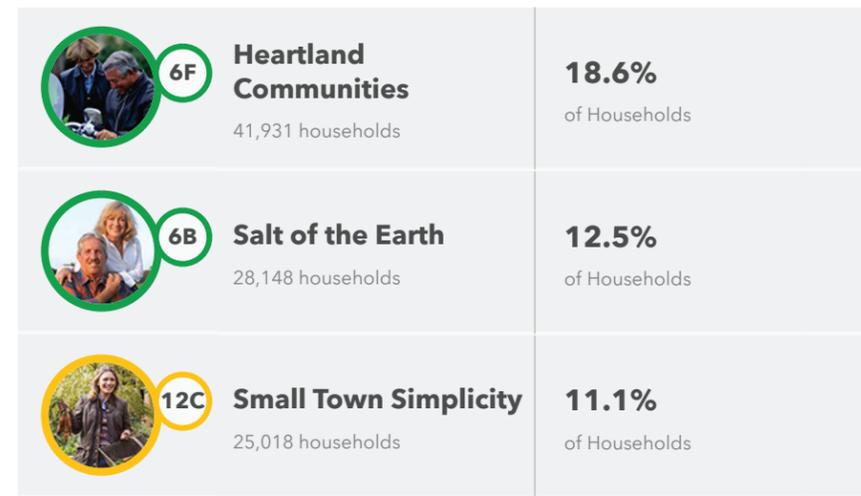
The largest group: White Alone (89.93)

The smallest group: Pacific Islander Alone (0.03)

Indicator	Value	Difference
White Alone	89.93	+20.33
Black Alone	5.78	-8.48
American Indian/Alaska Native Alone	0.34	-0.01
Asian Alone	1.05	-4.57
Pacific Islander Alone	0.03	-0.01
Other Race	0.99	-6.46
Two or More Races	1.88	-0.80
Hispanic Origin (Any Race)	2.63	-14.96

Bars show deviation from Illinois

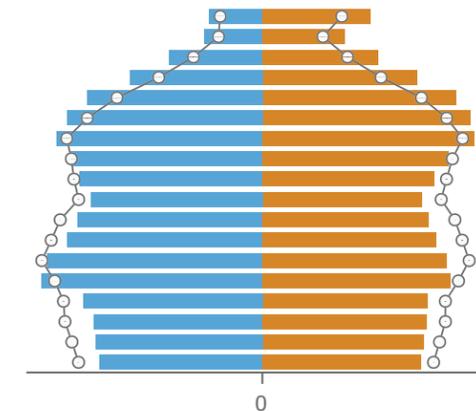
### Tapestry Segments



### ANNUAL HOUSEHOLD SPENDING



### Age Pyramid



The largest group:  
2018 Male Population  
Age 20-24 (Esri)

The smallest group:  
2018 Male Population  
Age 85+ (Esri)

Dots show comparison to Illinois

### ECO-FRIENDLY



### Outdoor Recreation



### INCOME



Figure 11: Marketing infographic for IDNR Region 5

2017 Buy Foods Specifically Labeled as Natural/Organic

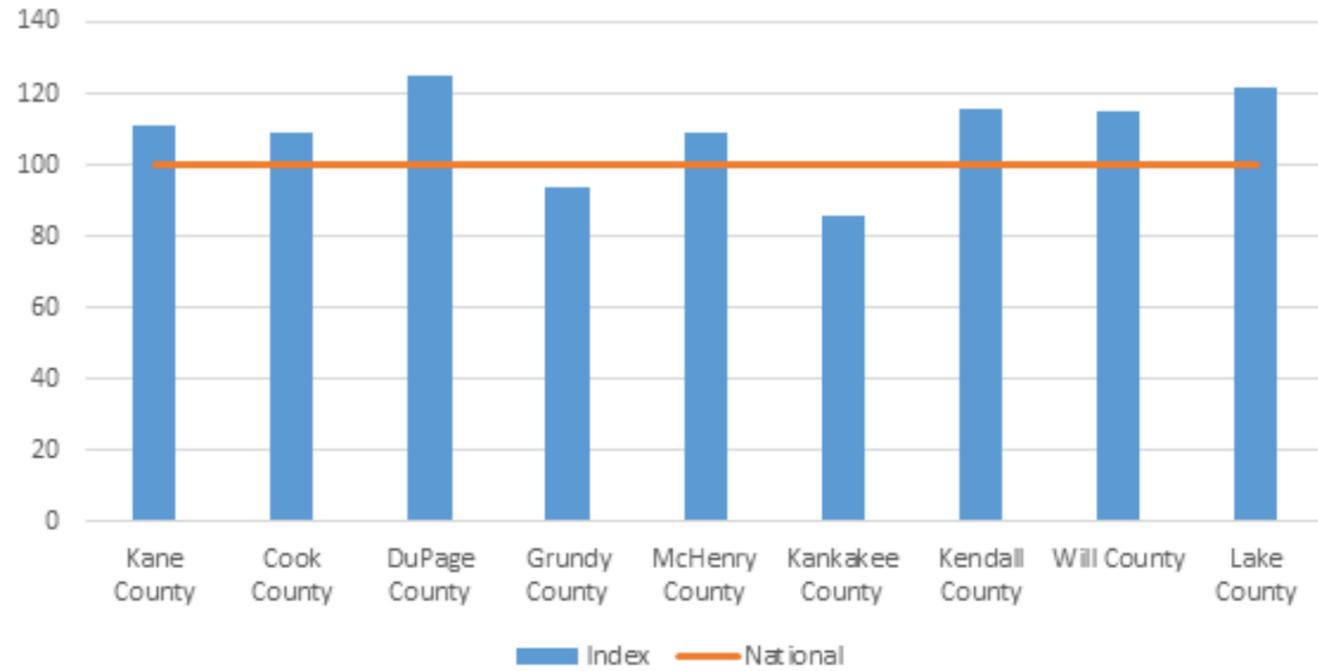


Figure 12: County level analysis of individuals who buy foods specifically labeled as natural/organic (index) in region 2.

Am More Environmentally Conscious Than Most People

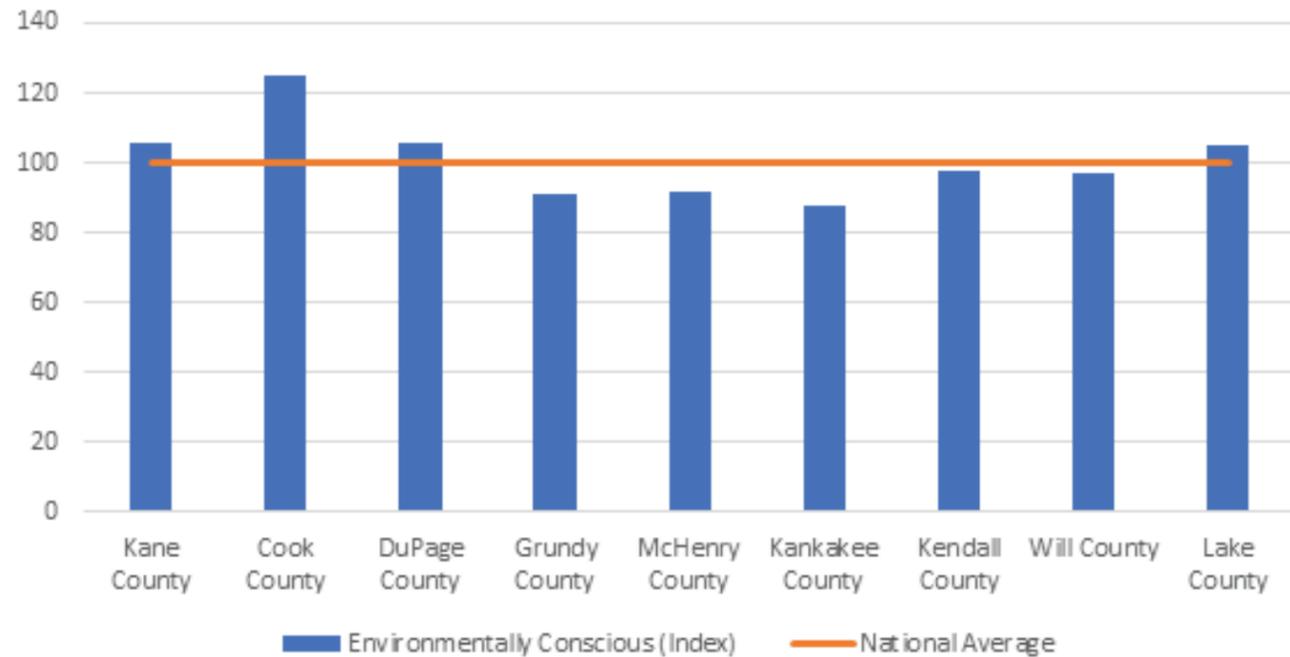


Figure 13: County level analysis of individuals who identify as being more environmentally conscious than most people (index) in region 2.

In addition to understanding behavior, spending habits, and demographic information it is important to understand media consumption behavior and patterns. We can analyze media consumption patterns using many different variables and different spatial scales allowing the program to maximize advertising and marketing efforts (Figures 14 & 15).

2017 Social network: Used to track current events (Index)

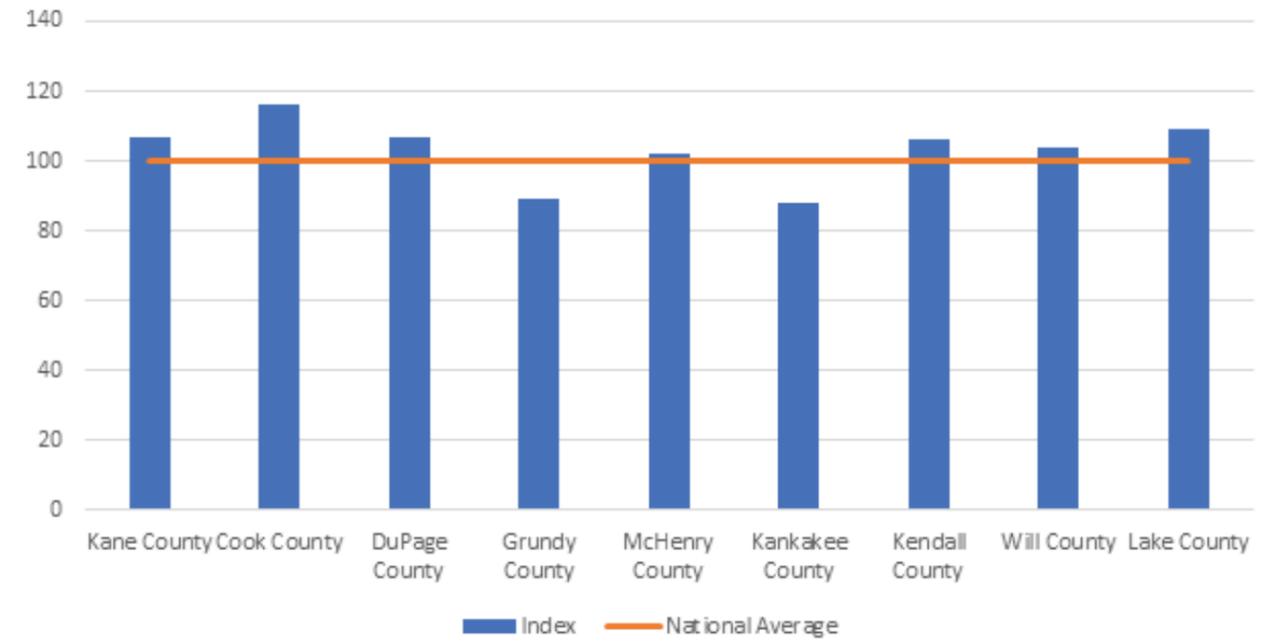


Figure 14: County level analysis of individuals who use social media to track current events (index) in region 2.

Read Local Newspaper (Index)

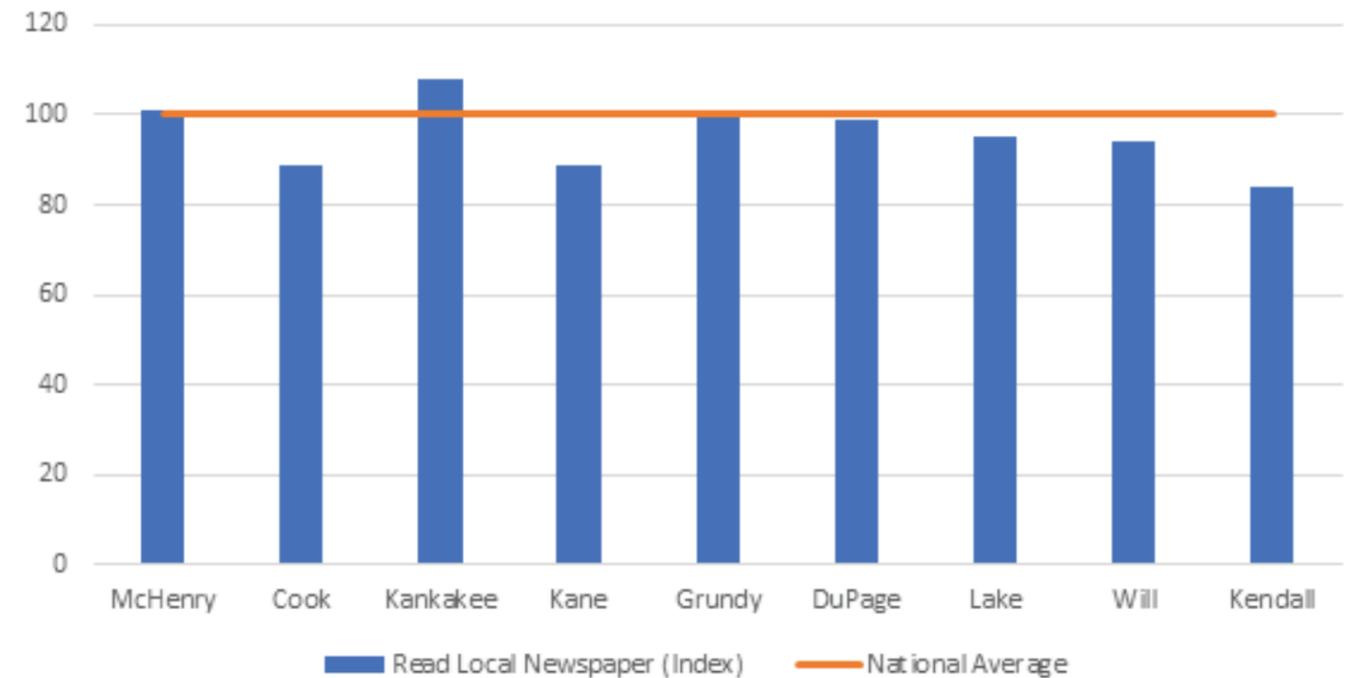


Figure 15: County level analysis of individuals who regularly read local newspapers (index) in region 2.

# MARKETING

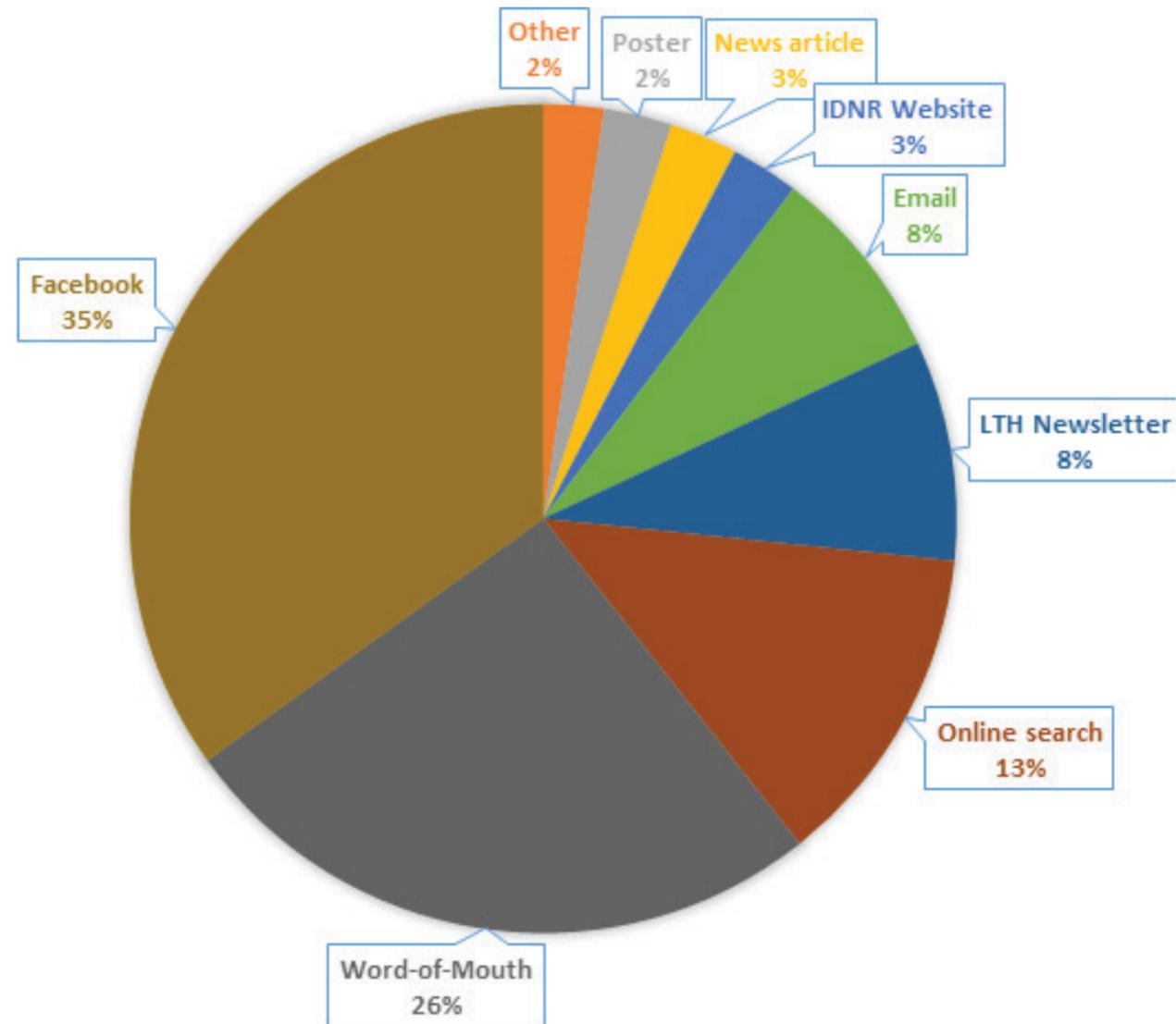


Figure 16: How registrants learn about the LtH program (n=338).

# COMPREHENSIVE MARKETING PLAN

The LtH program developed a comprehensive marketing plan (Appendix 12) with objectives and strategies to increase the scope and reach of ongoing marketing efforts. The comprehensive marketing is designed to address: defining the target market, what marketing channels will be utilized, and market research to track the efficacy of marketing efforts.



## TARGET MARKETS

Our target market is Illinois residents over 18 years old who have a desire to Learn to Hunt. They often enjoy being outdoors, spend time procuring their own food, target shoot, or engage in outdoor activities with family and friends.

Using market research through tapestry segmentation, participant surveys, website and social media analytics and the literature, the LtH program has identified 4 market segments: nature lovers, target shooters, social enthusiasts, and locavores. Though these segments have significant overlap, different marketing strategies appear to be more effective for each segment.

# NATURE LOVER

## HABITS

This group is comprised of individuals who prioritize their time spent in outdoors. They tend to value solitude and fresh air and are excited by what the natural world has to offer. As hunters, this group derives satisfaction from observing wildlife, even if they do not harvest game.

## KEYWORDS

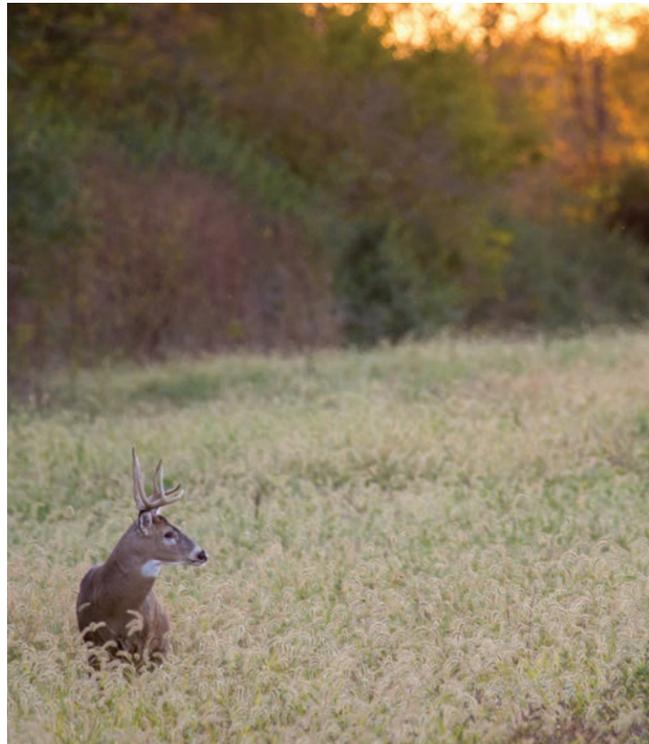
Connect with nature, fair chase, escape from it all, environmental friendly, fresh air, conserve, environment, active, natural, conservation, relaxing, stewardship, outdoor lifestyle, conservation funding, peaceful, quality time, escape, wildlife management, healthy, get outdoors, nature views

## MARKETING THEMES

Connecting with the Nature group depends on being able to educate these individuals about the importance of hunting to conservation. Examples include game species population control, habitat restoration and maintenance, and funding for natural resource research and education.

**“CONNECT WITH NATURE, HUNT ILLINOIS.”**

## EXAMPLE IMAGERY



# TARGET SHOOTERS/CHALLENGE-ORIENTED

## HABITS

This group is comprised of individuals who engage in competitive or recreational sporting activities involving tests of accuracy, precision, and speed while using a variety of firearms. As hunters, this group may use more primitive equipment, take more difficult shots, hunt in more adverse conditions than an average hunter would, and target trophy animals.

## KEYWORDS

Precision, accuracy, firearms, thrill, relaxing, tradition, conservation funding, investment, back to the basics, fun, excitement, traditional archery, archery, pushing yourself, new experiences, challenging, tough, heritage, primitive equipment, difficult, adverse conditions

## MARKETING THEMES

Connecting with the Challenge group depends on being able to offer different types of challenges or obstacles through hunting. Examples include compound bow hunters trying a recurve or long bow, a shotgun or rifle hunter trying a muzzleloader, and a target shooter trying hunting.

**“JOIN THE EXCITEMENT, HUNT ILLINOIS.”**

## EXAMPLE IMAGERY



# SOCIAL ENTHUSIAST

## HABITS

This group is comprised of individuals who prioritize time spent with family and friends. As hunters, this group may be more inclined to hunt if they have a hunting partner, enjoy introducing others to hunting, and engage in hunting camp-type events.

## KEYWORDS

Comradery, togetherness, family, friendship, tradition, make memories, Illinois heritage, economical, family, conservation, inexpensive, friends, relaxing, investment, roots, quality time, memories, fun, excitement

## MARKETING THEMES

Connecting with the Social group depends on being able to incorporate their friends and family in the experience. Examples include family or partner hunting events and group game cooking events.

**“MAKE MEMORIES. TAKE SOMEONE SPECIAL HUNTING.”**

## EXAMPLE IMAGERY



# LOCAVORE/FOODIE

## HABITS

This group is comprised of individuals who prioritize healthy and local eating. As hunters, this group may be more opportunistic, harvesting game for the main purpose of filling their freezer with ethically- and locally-sustained meat.

## KEYWORDS

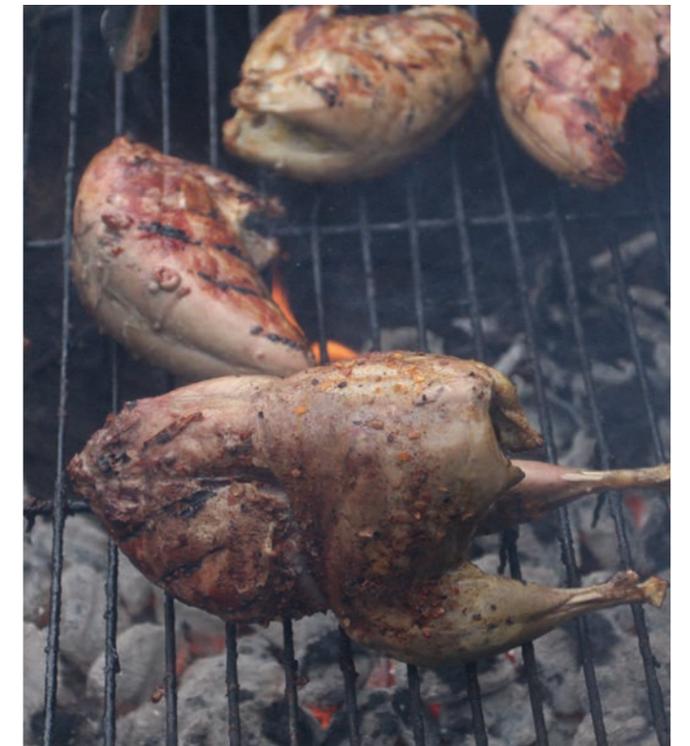
Natural food, sustainability, organic, local food, locally-sourced, non-GMO, hormone-free, cruelty-free, nutrition, fresh, free range, get active, get healthy, economical, active, natural, conservation, inexpensive, outdoor lifestyle, escape, healthy, ethical eating

## MARKETING THEMES

Connecting with the Locavore group depends on being able to present the health benefits of eating wild game compared to mass-produced meat. Examples include teaching these individuals how to take the most ethical shot, how to maximize use of all parts of the harvest, and how to properly process and cook wild game meat.

**“EAT HEALTHY. EAT LOCAL. HUNT ILLINOIS.”**

## EXAMPLE IMAGERY



# MARKETING CHANNELS

## SOCIAL MEDIA

Social media is used to drive internet traffic to program website and increase engagement between the program and LtH staff.

## FACEBOOK

Facebook is used as the main communication platform between program staff and the public. The Learn to Hunt program Facebook page ([www.facebook.com/IllinoisLearntoHunt](http://www.facebook.com/IllinoisLearntoHunt)) which was first established in August of 2017 has currently 617 followers. Facebook posts are made daily (weekdays) to fit the schedule as outlined in the table below (Table 5). This facebook schedule will allow the LtH program to evaluate: demographic data in conjunction with the reach and engagement of each post and evaluating the efficacy of marketing segmentation and efforts.



Table 5: Weekly Facebook posting schedule.

Weekday	Target Segment
Monday	Nature lover
Tuesday	Target shooter/challenge-oriented
Wednesday	Social enthusiast
Thursday	Locavore
Friday	N/A

Monthly evaluations are developed by program staff, utilizing Facebook “insights”, to evaluate response of Facebook methodology, and to determine the viability of the market segments. This allows program staff to refine this marketing strategy as laid out in the Adaptive Resource Management concept. A detailed audience distribution (Figure 17) showed program staff has been effectively reaching targeted age groups.

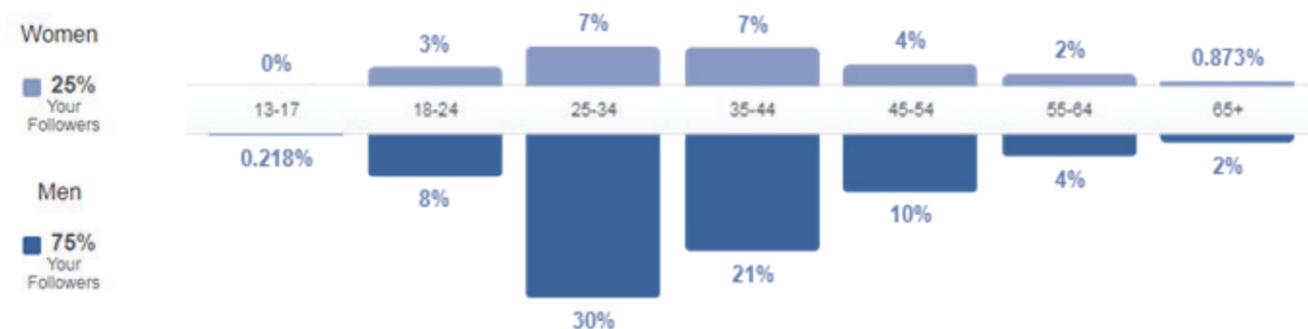


Figure 17: Age and gender distribution of Facebook followers (n=617)

## MEDIA COVERAGE

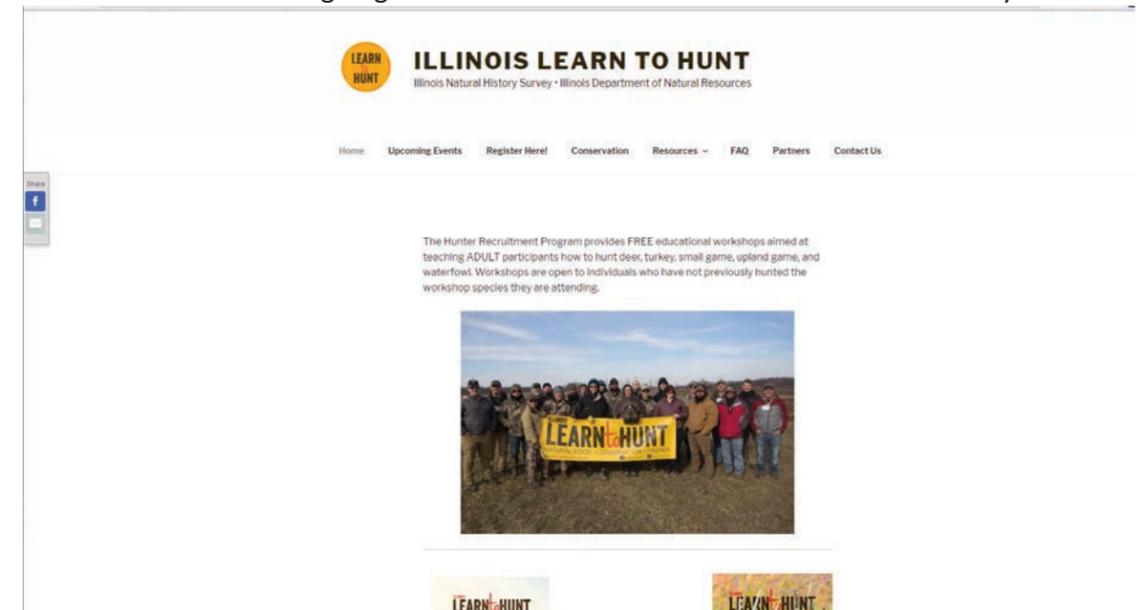
The LtH program has written and been featured in several media publications (Table 6). In addition to print publications, the Learn to Hunt program was also featured in WSIL 3 TV 6:00pm news coverage in a feature titled: *Decline in Hunters Hurting Conservation*. WSIL 3 interviewed program staff about the long-term decline of hunter numbers in Illinois and the overall impact this decline is having.

Table 6: Summary of LtH printed media features.

Publication	# of Articles
Outdoor Illinois Wildlife Journal	3
Illinois Outdoor News	3
Register News (Mt. Vernon)	2
Jacksonville Journal Courier	2
University of Illinois	1
WSIL3.com	1

## PROGRAM WEBSITE

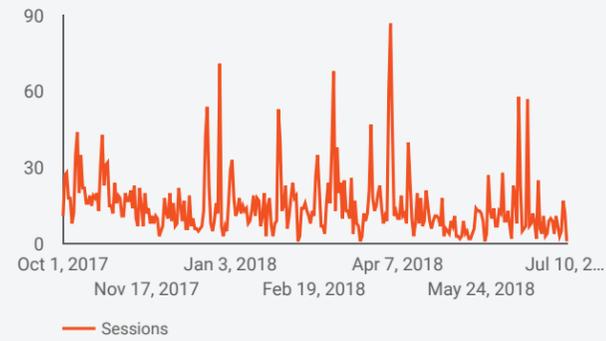
The program website [www.learntohuntill.com](http://www.learntohuntill.com) is used as a central hub for all information regarding the program and for all event registrations. In addition to information about upcoming events and registration, the program website has a collection of various resources, both external and internal, that a new hunter may find useful. The program has developed a series of Learn to Hunt manuals designed to supplement LtH events and provide useful information to new hunters (Appendex 17). The program has also created an ongoing database of wild game recipes and formatted a Learn to Hunt Wild Game recipe book that is available for free on our website (Appendex 16). Google Analytics has been installed on the back-end of the website and allows program staff to understand how the public navigates the website and which resources they find most useful. This information was vital for re-designing the website to a more aesthetic and easy to use interface.



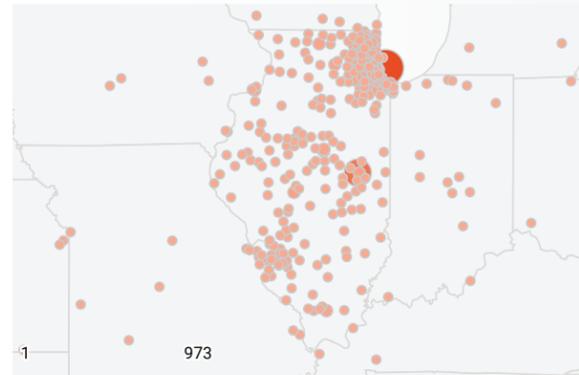
In addition to providing information about user experience, device functionality, and onsite content; Google Analytics provides unique datasets about the users interacting with the website both in the aggregate and individually. These data not only includes basic demographic information but also assumptions based on a user’s search history, social media activity, and content consumption patterns. These assumptions are referred to as Affinity Categories.

New Users <b>2,458</b> ↑ 37.4%	Sessions <b>4,253</b> ↑ 56.6%	Users <b>2,562</b> ↑ 35.3%	Register online (Goal 2 Completions) <b>43.0</b> No data
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### How are site sessions trending?



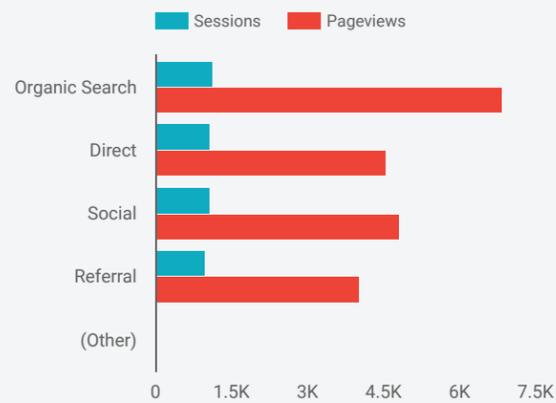
### What are the top cities by sessions?



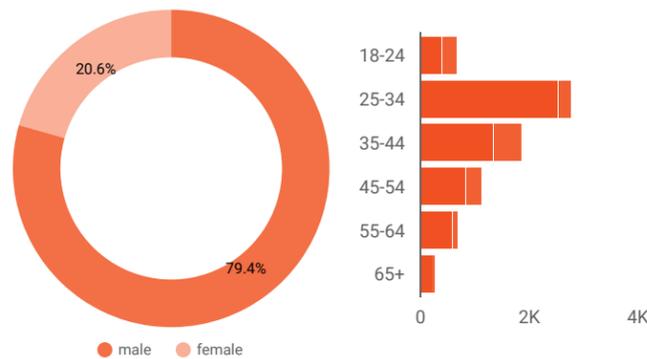
City	Sessions
1. Chicago	973
2. Champaign	528
3. Paris	122
4. (not set)	103
5. Urbana	72
6. Springfield	68
7. Frankfurt	65

### Which channels are driving engagement?

Goal: Engaged Users



### Engagement by Age & Gender



Affinity Category (reach)	Users
1. Food & Dining/Cooking Enthusiasts/30 Minute C...	881
2. Home & Garden/Do-It-Yourselfers	877
3. News & Politics/Avid News Readers/Entertainme...	796
4. Lifestyles & Hobbies/Outdoor Enthusiasts	781
5. Shoppers/Value Shoppers	749
6. Banking & Finance/Avid Investors	748
7. Lifestyles & Hobbies/Business Professionals	686
8. Lifestyles & Hobbies/Shutterbugs	649
9. Vehicles & Transportation/Auto Enthusiasts	589
10. Sports & Fitness/Sports Fans	555
11. Technology/Technophiles	503
12. Sports & Fitness/Health & Fitness Buffs	477

Figure 18: Google Analytics report for program website.

# PARTICIPANT SURVEY RESULTS

## Previous Hunting Experience

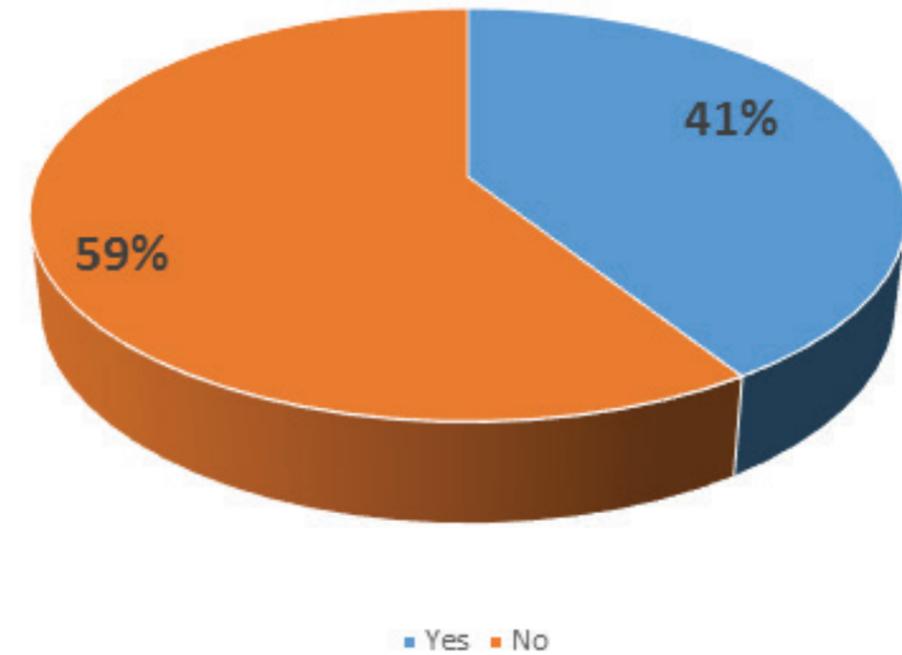


Figure 19: Percentage of workshop participants with prior hunting experience.

## Have you ever accompanied someone hunting, but not hunted yourself?

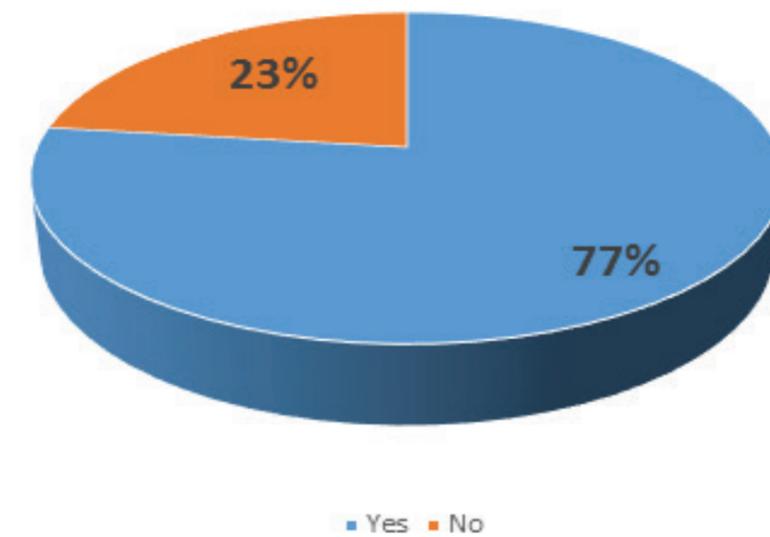


Figure 20: Percentage of workshop participants who have accompanied somebody else hunting but not hunted themselves.

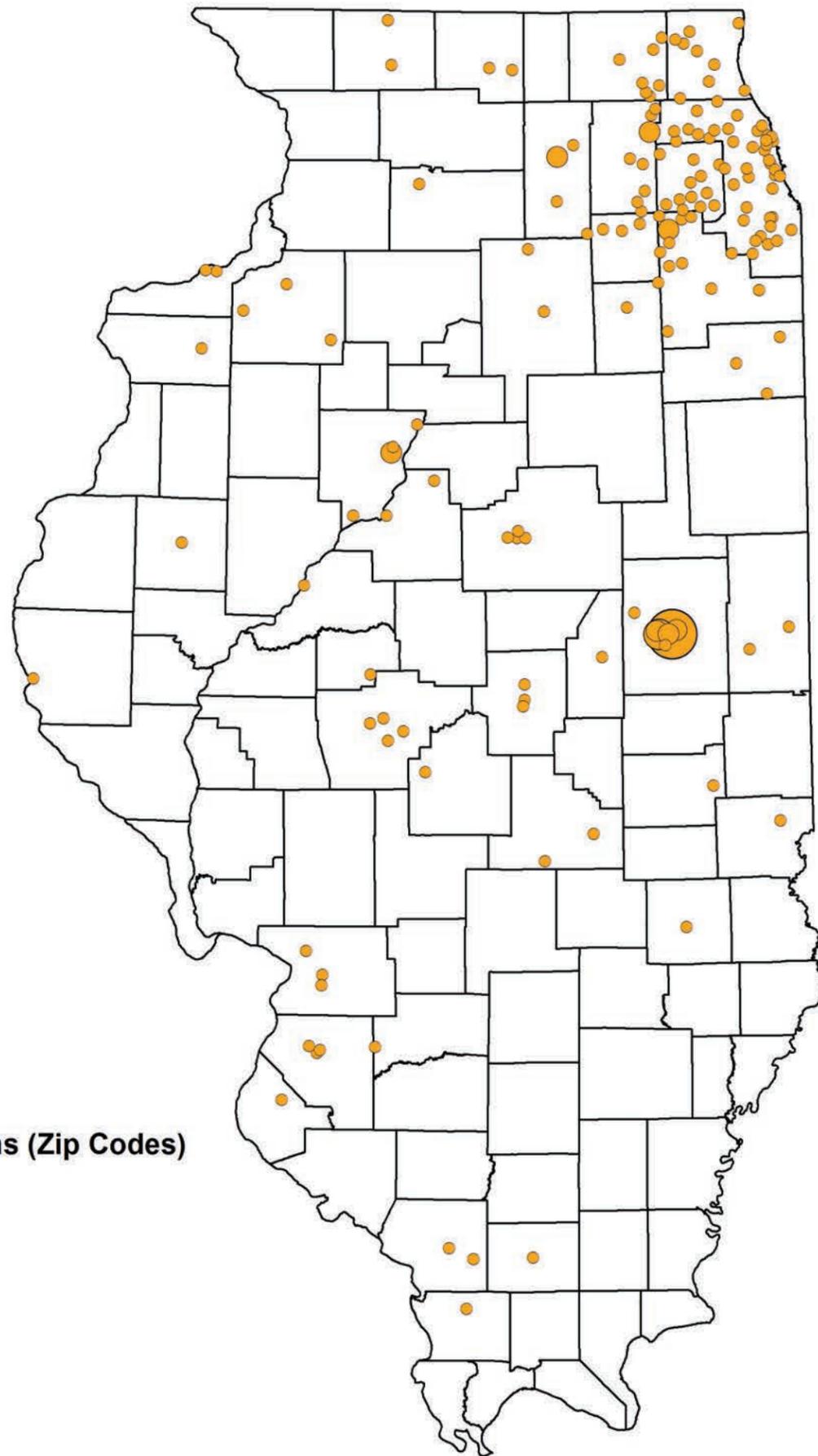


Figure 21: Locations of all LtH event registrants.

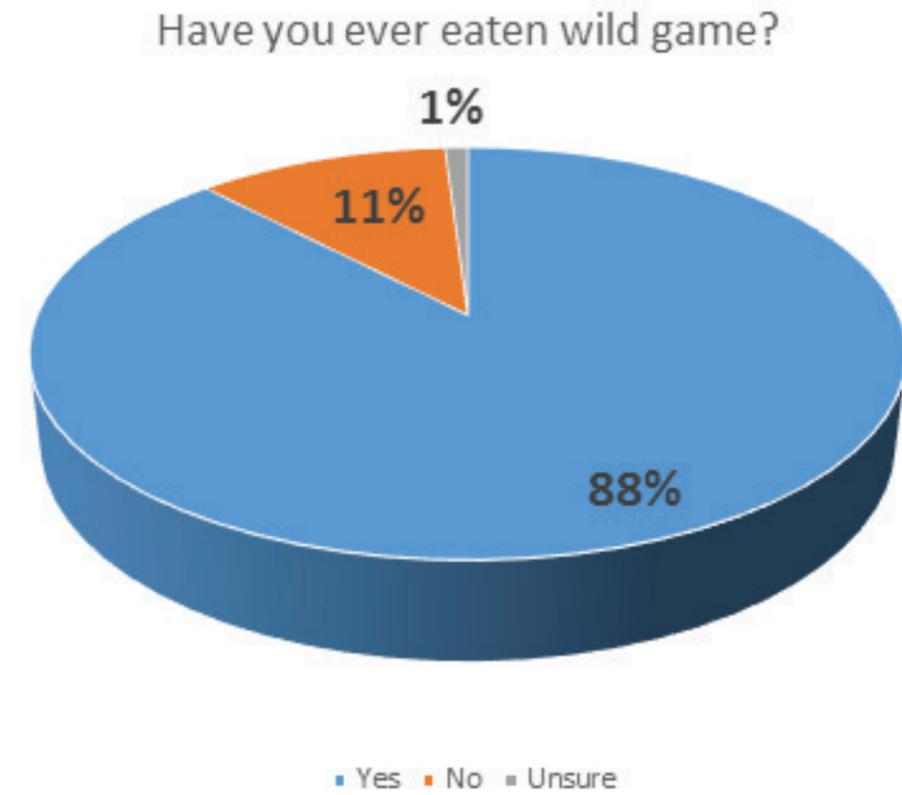


Figure 22: Wild game consumption among workshop participants.

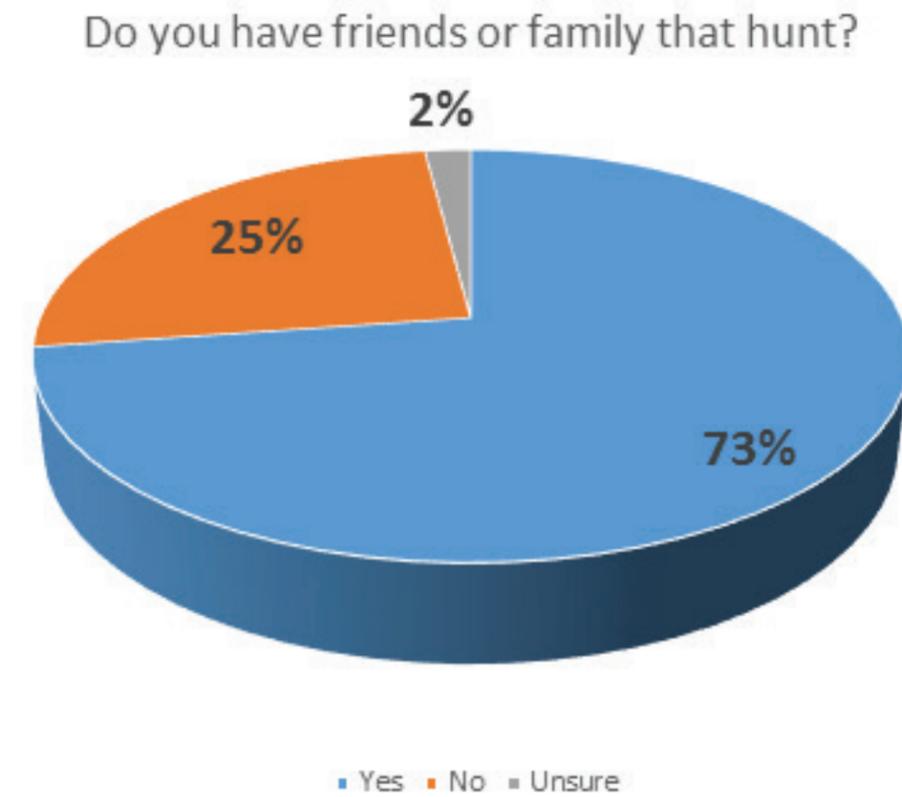


Figure 23: Percentage of workshop participants who have friends or family that hunt.

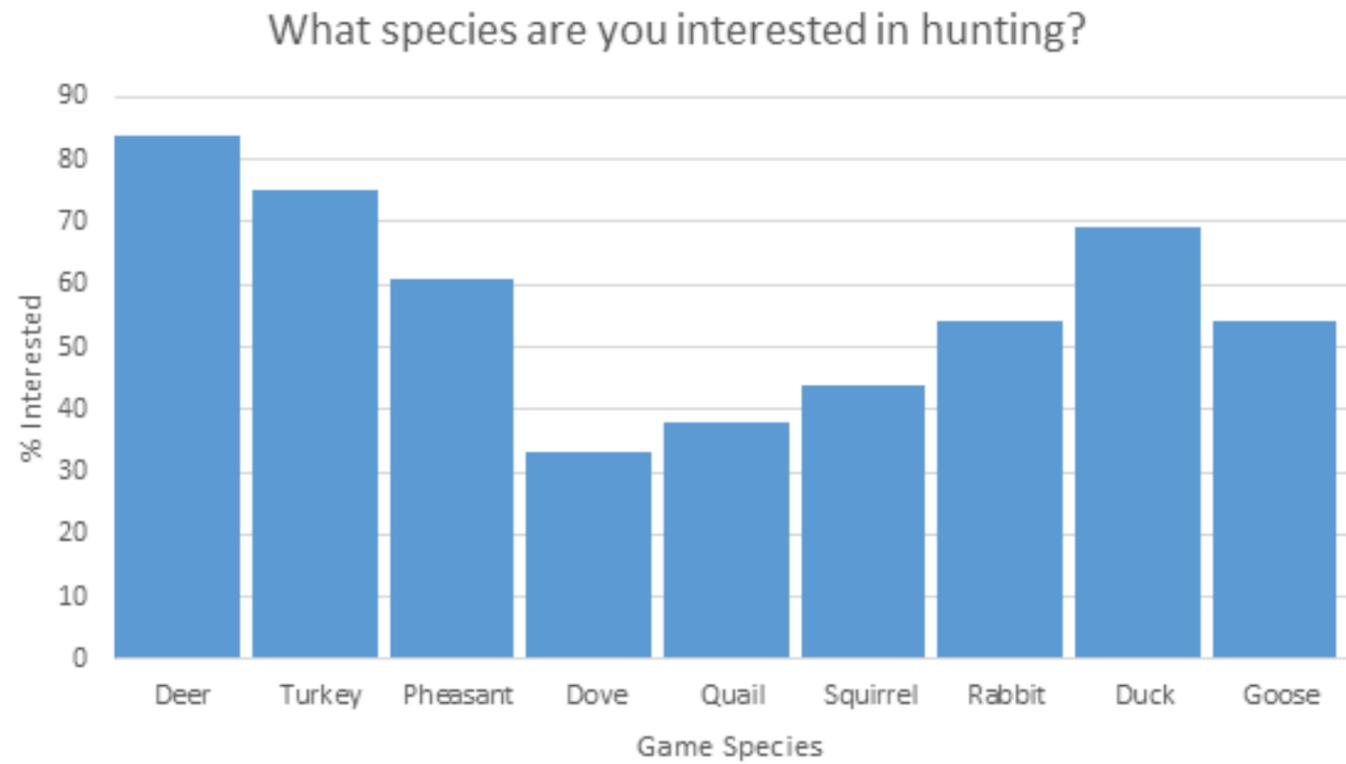


Figure 24: Percentage of workshop participant's response to species interested.

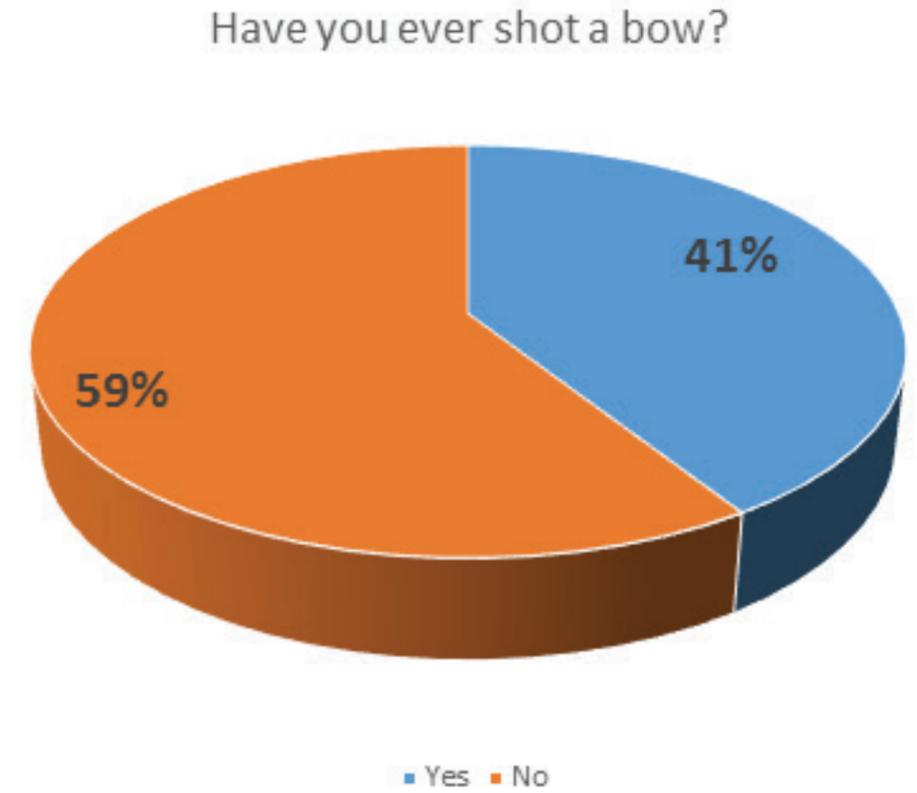


Figure 26: Percentage of workshop participants who have shot a bow prior to the LtH workshop.

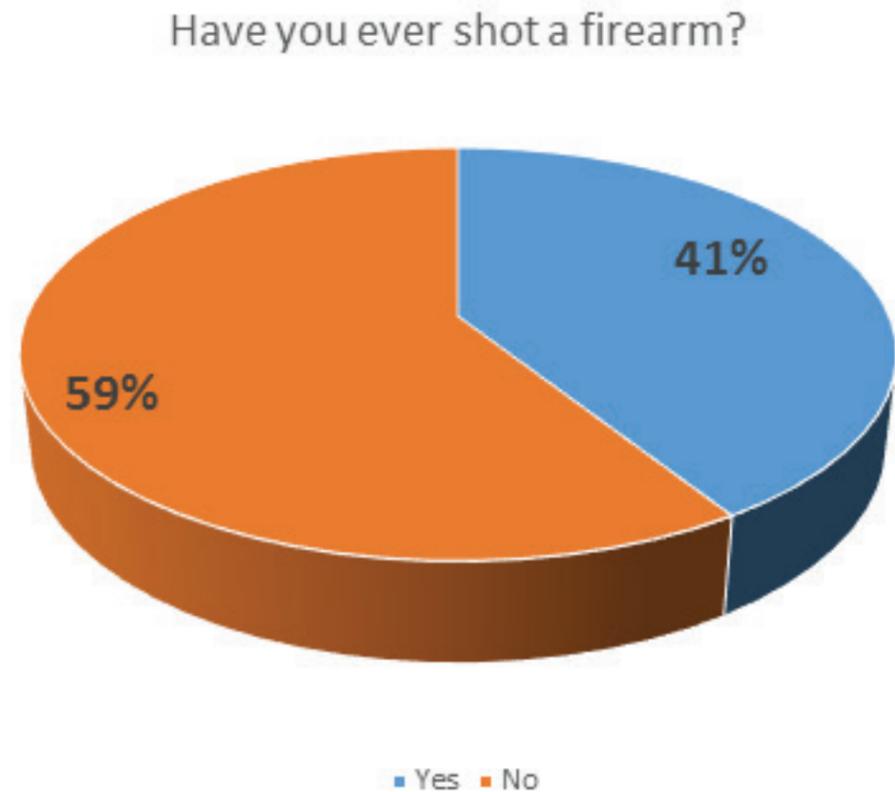


Figure 25: Percentage of workshop participants who have shot a firearm prior to the LtH workshop.

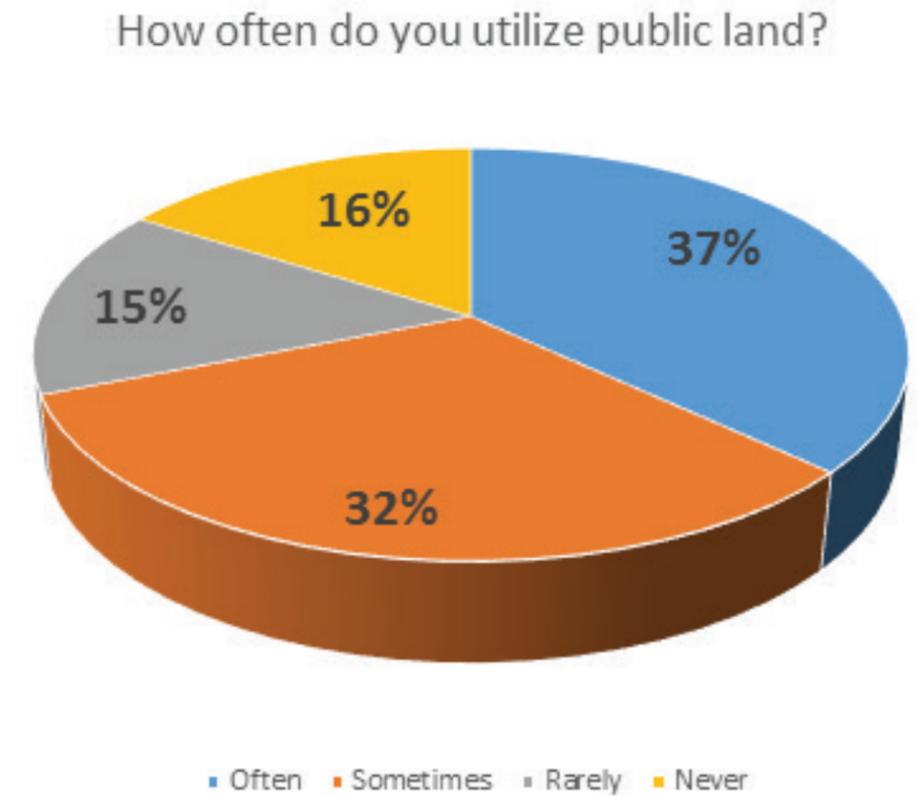
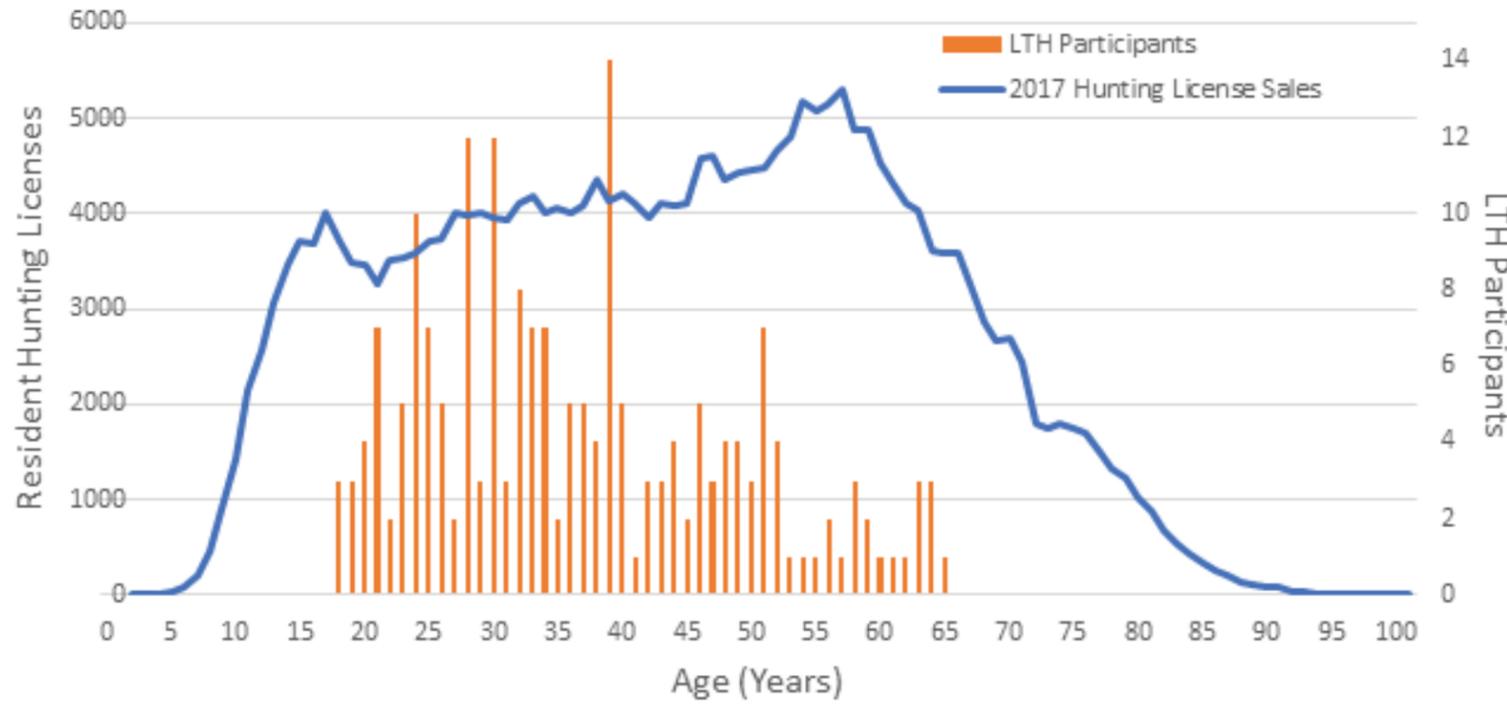


Figure 27:

Age Distribution of 2017 Statewide Resident Hunting License Holders vs. LTH Participants



Number of Years Lived in IL

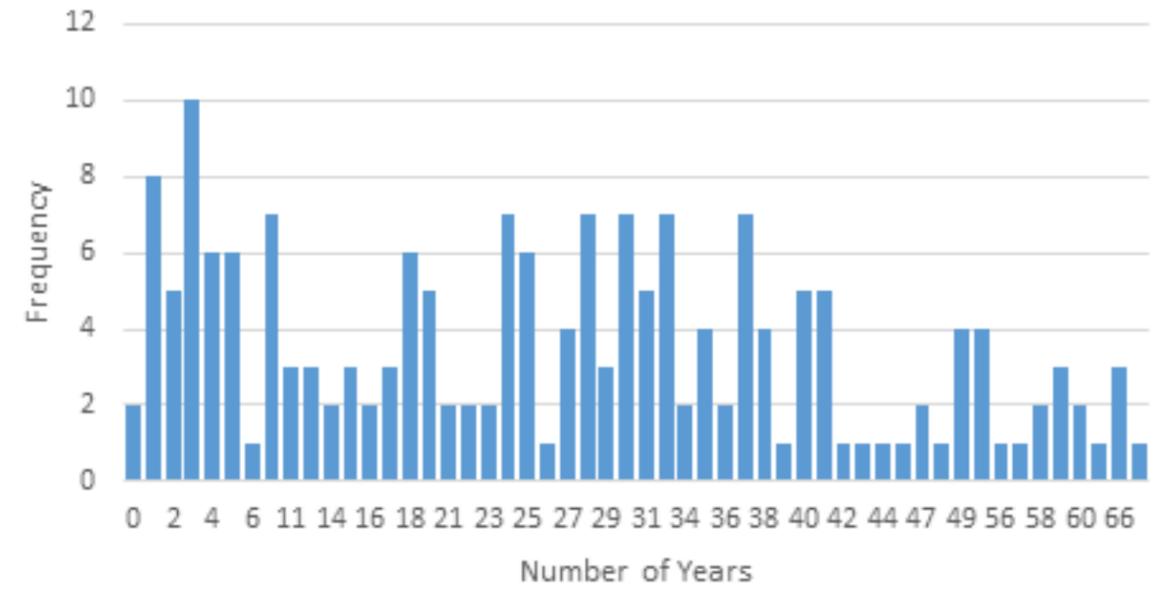


Figure 30: Length of time participants have resided in Illinois.

What is your gender?

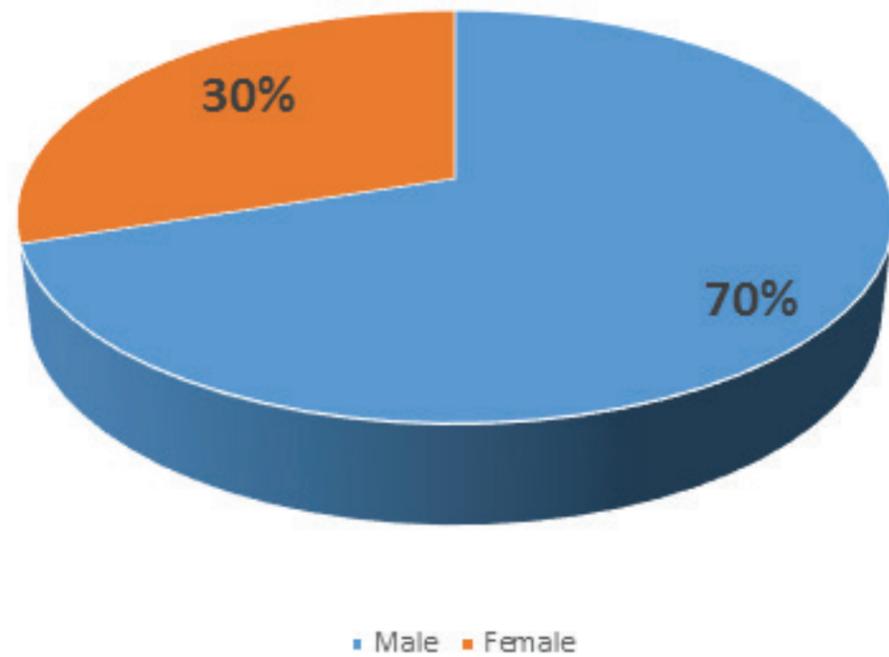


Figure 29: Gender breakdown of workshop participants.

Do you intend to live in Illinois for at least the next 5 years?

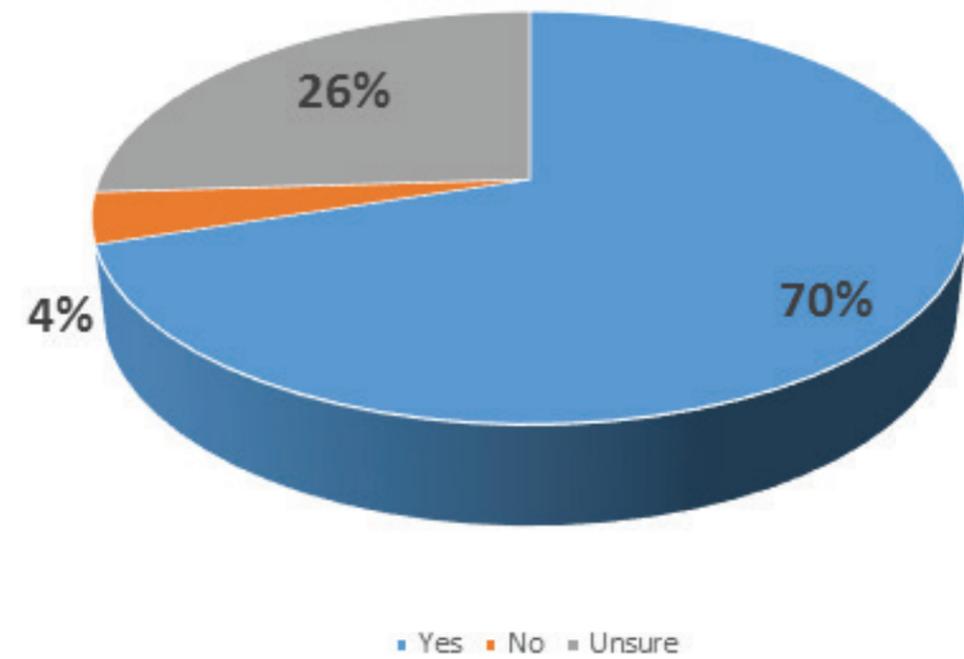


Figure 31: Percentages of workshop participants who plan to live in Illinois for the next 5 years.

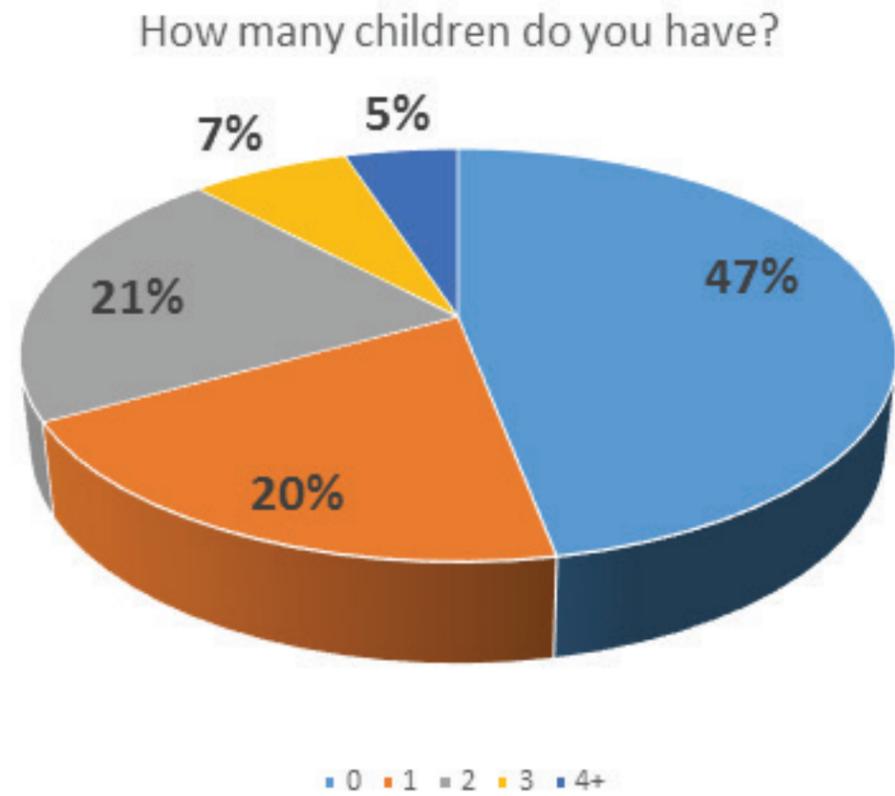


Figure 32: Child dependency of all Lth workshop participants.

In what range is the combined gross income of you and all members of your household?

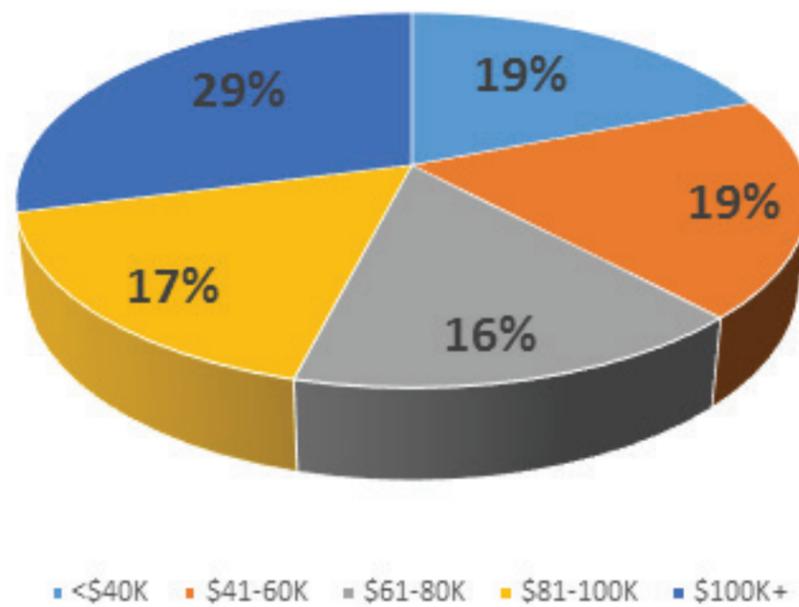


Figure 33: Annual household income of Lth participants.

What type of land will you hunt?

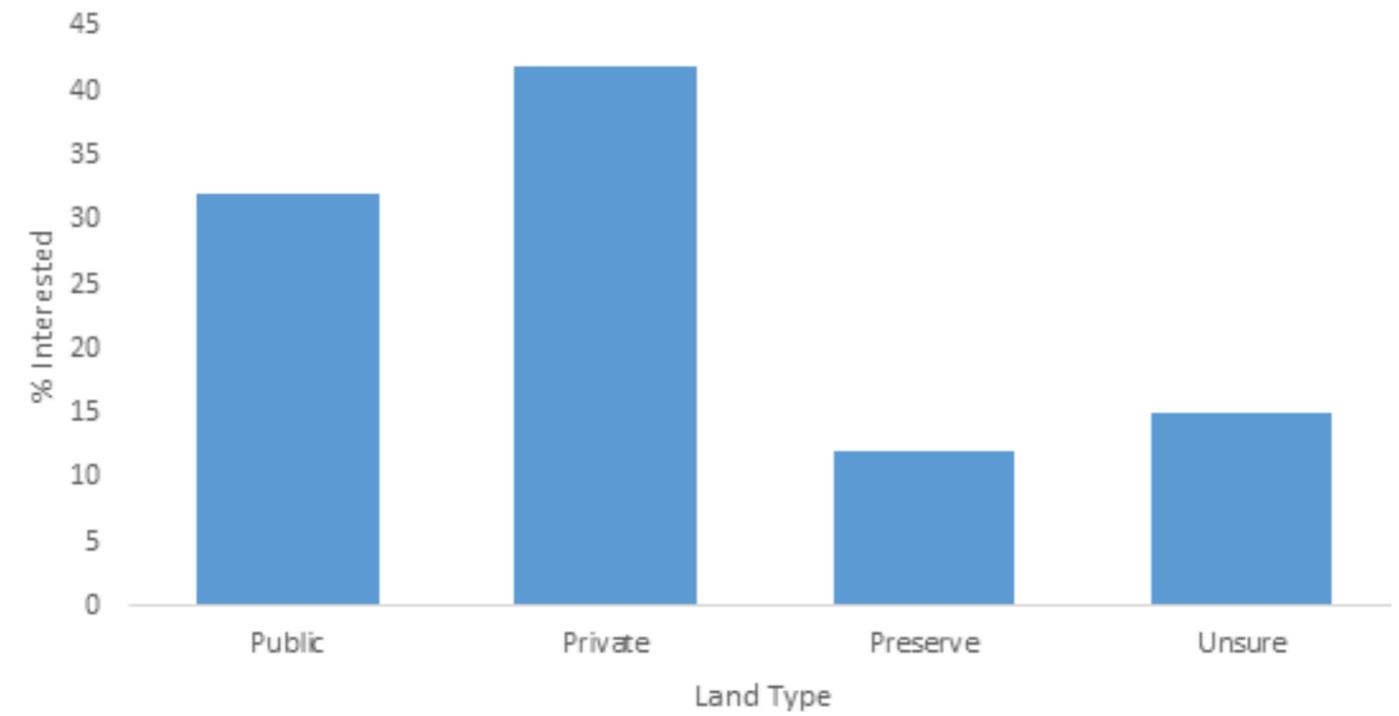


Figure 34: Preferred hunting land type of workshop participants.

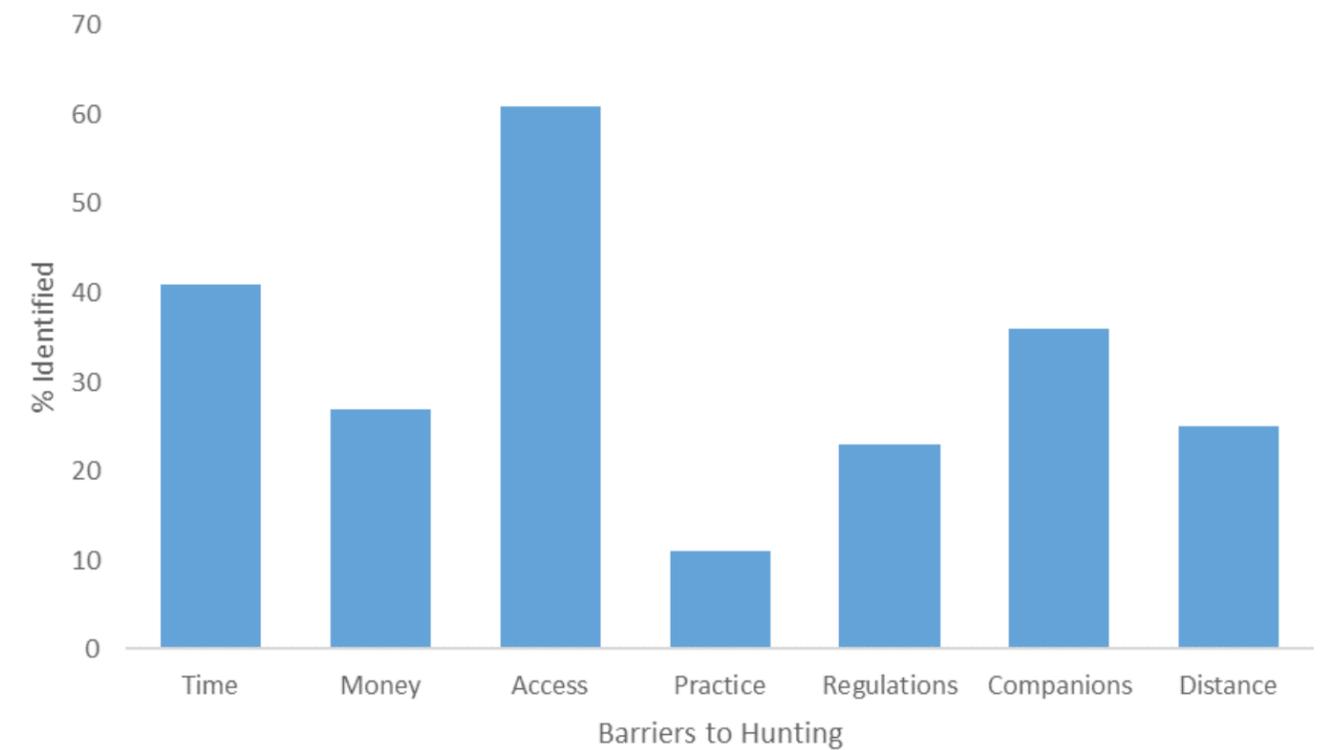


Figure 35: Workshop participants' barriers to hunting.

## ACCESSIBILITY OF TARGET SHOOTING OPPORTUNITIES

Illinois hunters, on average, are not willing (91%) to travel further than 30 miles to use a free public shooting range (Miller, 2001). Only 21% of all LtH registrants reside within 30 miles of an Illinois IDNR free public shooting range (Figure 36).

### PROXIMITY OF LTH REGISTRANTS TO IDNR TRAP RANGES

21% of registrants reside within 30 miles of an Illinois DNR Trap Range

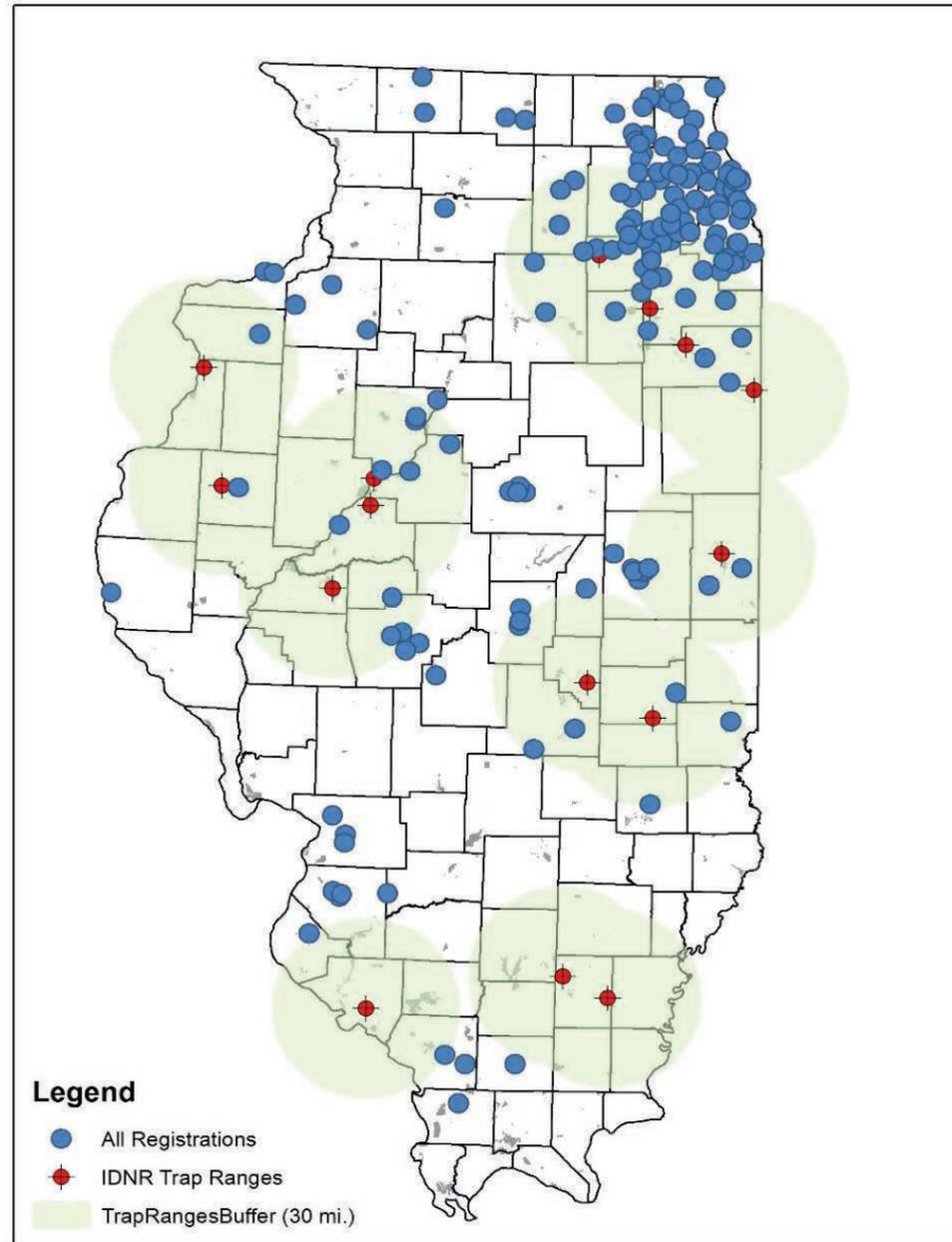


Figure 36: Proximity of LtH registrants to IDNR Trap ranges with in a 30 mile radius.

## MOVING FORWARD

- Total of 15 seminars and 35 workshops annually, using the one-day field-based species-specific format for workshops (targeting R1) and creating seminars with the intent to teach advanced hunting techniques (targeting R2 and R3).
- Using affinity and in-market category data in conjunction with Human Dimensions data, define target market segments.
- Use Google Analytics, Facebook Insights, and other web tracking data sources to develop and test marketing schemes based on pre-defined market segments.
- Using web tracking, Human Dimensions data, license buying data, and focus groups; identify trends in churn and develop and evaluate targeted messages at groups that are churning at a higher-than-average rate.
- Using Human Dimensions and license buying data, develop geospatial database to evaluate potential demand for reengagement in high churn areas.
- Conduct three focus groups (new hunters, lapsed hunters, and experienced hunters) to evaluate program structure, messaging, imagery, and efficacy.
- Using pre- and post-workshop surveys and annual license buying behavior, evaluate efficacy of program R3 efforts.
  - o Altering workshop format based on participant feedback had an increase from 9.5 registrations/event in the fall of 2017 to 30.9 registrations/event in the spring of 2018
- Use socioeconomic demographics to identify areas of program demand.
  - o Participants averaged 33 years old and lived in Illinois an average of 23 years
  - o 27% had annual combined gross household income < \$40,000, 21% made \$41,000 - \$60,000, 9% made \$61,000 - \$80,000, 16% made \$81,000 - \$100,000, and 27% made > \$101,000
  - o 56% of participants reside in a large metro area of 1+ million residents
  - o 62% of participants had no children, 33% had 1-3 children, and 4% ≥ 4 children
- Using current research and market trends, develop and evaluate non-traditional pathways to encourage gender, age, and ethnic diversity in the hunter population.
- Evaluate models developed by Human Dimensions lab and validate results through program events and findings.
- Using Human Dimensions hunter harvest surveys, create a campaign focused on retention and reengagement (e.g. questions about constraints, effort, and opinions).
- Increase collaboration with program partners, particularly collaborative workshops/seminars
- Contribute data and insights for the IDNR statewide hunter R3 strategy



# PARTICIPANT HARVEST PHOTOS



# LITERATURE CITATIONS

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# APPENDICES



Appendix 1: Online registration form for LtH events. Form hosted at: [www.learntohuntill.com](http://www.learntohuntill.com)

Learn to Hunt Registration

Participants must be at least 18 years of age and are required to supply their own boots and appropriate outdoor clothing. Each workshop is limited to 20 participants and registration will be open until spots are filled.

\* Which event are you registering for?

\* Name

First

Last

\* Phone Number

\* Email Address

This will be used for further communication about the event.

\* Zip Code

What is the zip code of your current residence?

\* What is your current age?

You must be 18 or older to attend.

\* Will you have an Illinois driver's license at the start of the workshop?

Yes

No

\* Have you taken Hunter Education (This is NOT a requirement for this workshop)

Yes

No

\* How did you hear about the Learn to Hunt program?

- Poster
- News article
- Facebook
- Learn to Hunt Newsletter
- Word of mouth
- Instagram
- IDNR Website
- Online search
- Other

Please be specific

What species of game have you previously hunted?

I have never hunted before

Deer

Turkey

Upland Bird (pheasant or quail)

Small game

Waterfowl

Please select only the species you have hunted.

Comments or questions

Please let us know if you have any further questions or comments.

Submit Form

WS:

### Hunter Pre-Workshop Questionnaire

Information is voluntarily. Responses will help us improve workshops for future participants.

Name: \_\_\_\_\_ Address: \_\_\_\_\_

1. Have you ever accompanied someone hunting, but not hunted yourself? **Yes No**
2. Have you ever eaten wild game meat? **Yes No I don't know**
3. Do you have friends or family that hunt? **Yes No I don't know**
4. What species are you interested in hunting? (circle all that apply)  
**Deer Turkey Pheasant Dove Quail Squirrel Rabbit Duck Goose**  
**Other:** \_\_\_\_\_
5. Why do you want to hunt?  
 \_\_\_\_\_  
 \_\_\_\_\_
6. How long have you been interested in hunting? \_\_\_\_\_ **years**
7. What has kept you from hunting in the past?  
 \_\_\_\_\_  
 \_\_\_\_\_
8. Have you ever shot a firearm? **Yes No**
9. Have you ever shot a bow? **Yes No**
10. How often do you use public land? (circle one) **Never Rarely Sometimes Often**  
**If so, for what activities?** \_\_\_\_\_
11. In what other outdoor activities do you participate? \_\_\_\_\_
12. What is your age? \_\_\_\_\_ **years**
13. What is your gender? (circle one) **Male Female**
14. How many years have you lived in Illinois? \_\_\_\_\_ **years**
15. Do you intend to live in Illinois for at least the next 5 years? **Yes No I don't know**
16. How many children do you have? **0 1 2 3 4+**
17. In what range is the *combined* gross income of you and all members of your household? (circle one)  
**<\$40K \$41-60K \$61-80K \$81-100K \$101K+**

**Thank you for your feedback!**

WS:

### Terrestrial Game Hunter Post-Workshop Questionnaire

Information is voluntarily. Responses will help us improve workshops for future participants.

Name: \_\_\_\_\_

- | (Please circle the number that matches your response)   | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
|---|-------------------|---|---|---|---|---|----------------|
| 1. I was well informed about the objectives of this workshop.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 2. The workshop fit my expectations.  | 1                 | 2 | 3 | 4 | 5 |   |                |
| 3. The activities in this workshop gave me sufficient practice using basic hunting equipment.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 4. The pace of this workshop was appropriate.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 5. I would recommend this workshop to friends interested in learning how to hunt.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 6. There were enough interactive hands-on activities.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 7. Shooting mentors taught me how to safely and effectively target shoot.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 8. My mentor was helpful in teaching me how to safely and effectively hunt wild game.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 9. The workshop improved my ability to safely and effectively hunt with a firearm.  | 1                 | 2 | 3 | 4 | 5 |   |                |
| 10. The workshop improved my ability to safely and effectively hunt with archery equipment.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 11. I am able to explain to a non-hunter why hunting is <i>economically</i> important to wildlife conservation.                           | 1                 | 2 | 3 | 4 | 5 |   |                |
| 12. I am able to explain to a non-hunter why hunting is <i>ecologically</i> important to wildlife conservation.                           | 1                 | 2 | 3 | 4 | 5 |   |                |
| 13. The presenters were well organized.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 14. The instructors were helpful.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 15. The instructors conveyed ideas effectively.   | 1                 | 2 | 3 | 4 | 5 |   |                |
| 16. Presentations were informative and easy to understand.  | 1                 | 2 | 3 | 4 | 5 |   |                |
| 17. Did the workshop make you comfortable harvesting a game animal?<br><b>Yes No Not Sure</b>   |                   |   |   |   |   |   |                |
| 18. Did you get the opportunity to harvest a game animal during the mentored hunt? <b>Yes No</b>  |                   |   |   |   |   |   |                |
| 19. What is the likelihood you will hunt <i>this</i> year?<br><b>Very unlikely Somewhat unlikely Not Sure Somewhat likely Very likely</b> |                   |   |   |   |   |   |                |

WS:

WS:

20. What is the likelihood you will hunt *next* year?  
**Very unlikely    Somewhat unlikely    Not Sure    Somewhat likely    Very likely**
21. If you will hunt in the future, what species will you hunt? (circle all that apply)  
**Deer    Turkeys    Pheasants    Doves    Quail    Squirrels    Rabbits    Ducks    Goose    Not Sure**  
**Other (please explain):** \_\_\_\_\_
22. What will be the primary type of land you hunt in the future? (circle one)  
**Public    Private    Hunting preserve    I don't know    None**
23. How likely are you to hunt with an experienced mentor this year?  
**Very unlikely    Somewhat unlikely    Not Sure    Somewhat likely    Very likely**
24. What is the likelihood you will introduce others to hunting?  
**Very unlikely    Somewhat unlikely    Not Sure    Somewhat likely    Very likely**
25. What barriers do you foresee as limiting your hunting in the future? (Circle all that apply)  
**Free time    Money    Land access    Shooting range    Hunting companions    Travel distance    Regulations**  
**Other (please explain):** \_\_\_\_\_
26. Are you familiar with the Illinois Recreational Access Program (IRAP)? **Yes    No**
27. Do you know how to purchase an Illinois hunting license? **Yes    No**
28. Name the Federal Legislative Act that provides an excise tax to fund wildlife conservation.  
**Name:** \_\_\_\_\_
29. How long would you travel to participate in this workshop? \_\_\_\_\_ **minutes**
30. What is the longest you would be willing to travel to hunt in Illinois? \_\_\_\_\_ **minutes**
31. Would you be interested in taking an advanced hunter training course? **Yes    No    I don't know**
32. Why do you want to hunt? (circle all that apply)  
**Food    Friendship    Exercise    Enjoy nature    Challenge    Trophy animals    Wildlife conservation**  
**Other (please explain):** \_\_\_\_\_
33. What topics of the workshop should be discussed in more detail? \_\_\_\_\_  
 \_\_\_\_\_
34. What topics of the workshop should be discussed in less detail? \_\_\_\_\_  
 \_\_\_\_\_
35. Is there any aspect of the workshop that could be improved? If yes, please make suggestions:  
 \_\_\_\_\_  
 \_\_\_\_\_

**Thank you for your feedback!**

**Waterfowl Hunter Post-Workshop Questionnaire**

*Information is voluntarily. Responses will help us improve workshops for future participants.*

**Name:** \_\_\_\_\_

- | <b>(Please circle the number that matches your response)</b>  | <b>Strongly Disagree</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>Strongly Agree</b> |
|---|--------------------------|----------|----------|----------|----------|----------|-----------------------|
| 1. I was well informed about the objectives of this workshop.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 2. The workshop fit my expectations.  | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 3. The activities in this workshop gave me sufficient practice using basic hunting equipment.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 4. The pace of this workshop was appropriate.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 5. I would recommend this workshop to friends interested in learning how to hunt.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 6. There were enough interactive hands-on activities.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 7. Shooting mentors taught me how to safely and effectively target shoot.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 8. My mentor was helpful in teaching me how to safely and effectively hunt wild game.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 9. The workshop improved my ability to safely and effectively hunt with a firearm.  | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 10. I am able to explain to a non-hunter why hunting is <i>economically</i> important to wildlife conservation.                                       | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 11. I am able to explain to a non-hunter why hunting is <i>ecologically</i> important to wildlife conservation.                                       | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 12. The presenters were well organized.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 13. The instructors were helpful.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 14. The instructors conveyed ideas effectively.   | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 15. Presentations were informative and easy to understand.  | 1                        | 2        | 3        | 4        | 5        |          |                       |
| 16. Did the workshop make you comfortable harvesting a game animal?<br><b>Yes    No    Not Sure</b>   |                          |          |          |          |          |          |                       |
| 17. Did you get the opportunity to harvest a game animal during the mentored hunt? <b>Yes    No</b>   |                          |          |          |          |          |          |                       |
| 18. What is the likelihood you will hunt <i>this</i> year?<br><b>Very unlikely    Somewhat unlikely    Not Sure    Somewhat likely    Very likely</b> |                          |          |          |          |          |          |                       |
| 19. What is the likelihood you will hunt <i>next</i> year?<br><b>Very unlikely    Somewhat unlikely    Not Sure    Somewhat likely    Very likely</b> |                          |          |          |          |          |          |                       |

WS:

20. If you will hunt in the future, what species will you hunt? (circle all that apply)  
**Ducks Geese Deer Turkeys Pheasants Doves Quail Squirrels Rabbits Not Sure**  
**Other (please explain):** \_\_\_\_\_
21. What will be the primary type of land you hunt in the future? (circle one)  
**Public Private Hunting preserve I don't know None**
22. How likely are you to hunt with an experienced mentor this year?  
**Very unlikely Somewhat unlikely Not Sure Somewhat likely Very likely**
23. What is the likelihood you will introduce others to hunting?  
**Very unlikely Somewhat unlikely Not Sure Somewhat likely Very likely**
24. What barriers do you foresee as limiting your hunting in the future? (Circle all that apply)  
**Free time Money Land access Shooting range Hunting companions Travel distance Regulations**  
**Other (please explain):** \_\_\_\_\_
25. Are you familiar with the Illinois Recreational Access Program (IRAP)? **Yes No**
26. Do you know how to purchase an Illinois hunting license? **Yes No**
27. Do you know how to purchase a Federal Migratory Bird (Duck) Stamp? **Yes No**
28. Name the Federal Legislative Act that provides an excise tax to fund wildlife conservation.  
**Name:** \_\_\_\_\_
29. How long would you travel to participate in this workshop? \_\_\_\_\_ **minutes**
30. What is the longest you would be willing to travel to hunt in Illinois? \_\_\_\_\_ **minutes**
31. Would you be interested in taking an advanced hunter training course? **Yes No I don't know**
32. Why do you want to hunt? (circle all that apply)  
**Food Friendship Exercise Enjoy nature Challenge Trophy animals Wildlife conservation**  
**Other (please explain):** \_\_\_\_\_
33. What topics of the workshop should be discussed in more detail? \_\_\_\_\_  
 \_\_\_\_\_
34. What topics of the workshop should be discussed in less detail? \_\_\_\_\_  
 \_\_\_\_\_
35. Is there any aspect of the workshop that could be improved? If yes, please make suggestions:  
 \_\_\_\_\_  
 \_\_\_\_\_

**Thank you for your feedback!**

WS:

**Hunter Pre-Workshop Questionnaire**

*Information is voluntarily. Responses will help us improve workshops for future participants.*

**Name:** \_\_\_\_\_ **Address:** \_\_\_\_\_

1. Have you ever accompanied someone hunting, but not hunted yourself? **Yes No**
2. Have you ever eaten wild game meat? **Yes No I don't know**
3. Do you have friends or family that hunt? **Yes No I don't know**
4. What species are you interested in hunting? (circle all that apply)  
**Deer Turkey Pheasant Dove Quail Squirrel Rabbit Duck Goose**  
**Other:** \_\_\_\_\_
5. Why do you want to hunt? \_\_\_\_\_
6. How long have you been interested in hunting? \_\_\_\_\_ **years**
7. What has kept you from hunting in the past? \_\_\_\_\_
8. If you have hunted before, how long has it been since you last hunted? \_\_\_\_\_ **years**
9. Have you ever shot a firearm? **Yes No**
10. Have you ever shot a bow? **Yes No**
11. How often do you use public land? (circle one) **Never Rarely Sometimes Often**  
**If so, for what activities?** \_\_\_\_\_
12. In what other outdoor activities do you participate? \_\_\_\_\_
13. What is your age? \_\_\_\_\_ **years**
14. What is your gender? (circle one) **Male Female**
15. How many years have you lived in Illinois? \_\_\_\_\_ **years**
16. Do you intend to live in Illinois for at least the next 5 years? **Yes No I don't know**
17. How many children do you have? **0 1 2 3 4+**
18. In what range is the *combined* gross income of you and all members of your household? (circle one)  
**<\$40K \$41-60K \$61-80K \$81-100K \$101K+**

**Thank you for your feedback!**

Appendix 6: Spring 2018 Learn to Hunt: Deer post-workshop questionnaire

Learn to Hunt Deer – Post-workshop Evaluation

1. Please rate the overall quality of the following workshop activities by circling the corresponding number below.

	Very Poor	Poor	Fair	Good	Excellent
Highlighted the importance of hunting	1	2	3	4	5
How to buy an Illinois hunting license discussion	1	2	3	4	5
Exposure to basic hunting equipment	1	2	3	4	5
Thorough explanation of field techniques	1	2	3	4	5
Sufficient amount of hands on activities	1	2	3	4	5
Information was conveyed clearly	1	2	3	4	5
Professionalism of mentors	1	2	3	4	5
Stressed the importance of firearm safety	1	2	3	4	5
Overall quality of live shooting experience	1	2	3	4	5
Field dressing demonstration	1	2	3	4	5
The value of obtaining wild game	1	2	3	4	5
The opportunity to try a wild game recipe	1	2	3	4	5
Overall quality of the workshop	1	2	3	4	5

2. Please circle the number below that corresponds with your attitude toward the following statements.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
I feel comfortable explaining the benefits of hunting to others.	1	2	3	4	5
I understand what basic equipment is necessary for deer hunting in Illinois.	1	2	3	4	5
I learned scouting techniques for deer in Illinois.	1	2	3	4	5
I understand the importance of simulating different deer vocalizations using various calls.	1	2	3	4	5
I improved my ability to safely handle a firearm.	1	2	3	4	5
I improved my ability to safely handle a bow.	1	2	3	4	5
I feel comfortable field processing a deer.	1	2	3	4	5
I am interested in trying wild game recipes.	1	2	3	4	5
I feel more comfortable harvesting my own wild game.	1	2	3	4	5

3. Following this workshop, please rate your **likelihood** of performing the following activities by circling the corresponding number below.

	Very Unlikely	Unlikely	Unsure	Likely	Very Likely
Recommend this workshop to someone else	1	2	3	4	5
Take another Illinois Learn to Hunt workshop	1	2	3	4	5
Take an advanced Learn to Hunt course (i.e. Remote Scouting, Processing, Wild Game Cooking)	1	2	3	4	5
Join a hunting club or organization (i.e. Pheasants Forever, NWTF, Whitetails Unlimited)	1	2	3	4	5
Purchase a firearm in the next year	1	2	3	4	5
Purchase a bow in the next year	1	2	3	4	5
Go hunting sometime in the future	1	2	3	4	5
Seek a mentor to take you hunting	1	2	3	4	5
Introduce someone new to hunting	1	2	3	4	5
Volunteer as a mentor for an Illinois Learn to Hunt workshop	1	2	3	4	5

4. If you plan to hunt in the future, what species would you like to hunt? **(Check all that apply)**

- Ducks     Geese     Deer     Turkeys     Pheasants  
 Doves     Quail     Squirrels     Rabbits     Unsure     None

5. If you plan to hunt in the future, what type of land will you hunt **MOST** often? **(Check only one)**

- Public     Private     Hunting preserve     Unsure     None

6. How far would you travel to hunt in Illinois? \_\_\_\_\_ Miles

7. From the list below, please select any barriers you foresee restricting you from hunting in the future. **(Check all that apply)**

- Free time     Money     Land access     Shooting range     Regulations  
 Hunting companions     Travel Distance     Other (Please identify): \_\_\_\_\_

8. What aspects of the workshop could be improved? \_\_\_\_\_

9. What was your favorite part of the workshop? \_\_\_\_\_

10. What additional trainings and/or resources will be helpful to continue your path to becoming a hunter?

\_\_\_\_\_

\_\_\_\_\_

Appendix 7: Spring 2018 Learn to Hunt: Small Game post-workshop questionnaire

Learn to Hunt Small Game – Post-workshop Evaluation

1. Please rate the overall quality of the following workshop activities by circling the corresponding number below.

	Very Poor	Poor	Fair	Good	Excellent
Highlighted the importance of hunting	1	2	3	4	5
How to buy an Illinois hunting license discussion	1	2	3	4	5
Exposure to basic hunting equipment	1	2	3	4	5
Thorough explanation of field techniques	1	2	3	4	5
Sufficient amount of hands on activities	1	2	3	4	5
Information was conveyed clearly	1	2	3	4	5
Professionalism of mentors	1	2	3	4	5
Stressed the importance of firearm safety	1	2	3	4	5
Overall quality of live shooting experience	1	2	3	4	5
Field dressing demonstration	1	2	3	4	5
The value of obtaining wild game	1	2	3	4	5
The opportunity to try a wild game recipe	1	2	3	4	5
Overall quality of the workshop	1	2	3	4	5

2. Please circle the number below that corresponds with your attitude toward the following statements.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
I feel comfortable explaining the benefits of hunting to others.	1	2	3	4	5
I understand what basic equipment is necessary for small game hunting in Illinois.	1	2	3	4	5
I learned scouting techniques for small game in Illinois.	1	2	3	4	5
I feel comfortable identifying areas where small game may be found.	1	2	3	4	5
I understand the importance of shooting zones while field hunting for upland game.	1	2	3	4	5
I expanded my knowledge of techniques to hunt small game species while using a dog.	1	2	3	4	5
I improved my ability to safely handle a firearm.	1	2	3	4	5
I feel comfortable field processing a small game animal.	1	2	3	4	5
I am interested in trying wild game recipes.	1	2	3	4	5
I feel more comfortable harvesting my own wild game.	1	2	3	4	5

3. Following this workshop, please rate your **likelihood** of performing the following activities by circling the corresponding number below.

	Very Unlikely	Unlikely	Unsure	Likely	Very Likely
Recommend this workshop to someone else	1	2	3	4	5
Take another Illinois Learn to Hunt workshop	1	2	3	4	5
Take an advanced Learn to Hunt course (i.e. Remote Scouting, Processing, Wild Game Cooking)	1	2	3	4	5
Join a hunting club or organization (i.e. Pheasants Forever, NWTF, Ducks Unlimited)	1	2	3	4	5
Purchase a firearm in the next year	1	2	3	4	5
Purchase a bow in the next year	1	2	3	4	5
Go hunting sometime in the future	1	2	3	4	5
Seek a mentor to take you hunting	1	2	3	4	5
Introduce someone new to hunting	1	2	3	4	5
Volunteer as a mentor for an Illinois Learn to Hunt workshop	1	2	3	4	5

4. If you plan to hunt in the future, what species would you like to hunt? **(Check all that apply)**

- Ducks     Geese     Deer     Turkeys     Pheasants  
 Doves     Quail     Squirrels     Rabbits     Unsure     None

5. If you plan to hunt in the future, what type of land will you hunt **MOST** often? **(Check only one)**

- Public     Private     Hunting preserve     Unsure     None

6. How far would you travel to hunt in Illinois? \_\_\_\_\_ Miles

7. From the list below, please select any barriers you foresee restricting you from hunting in the future. **(Check all that apply)**

- Cost of equipment too high     Too many regulations     No access to land  
 Hunting sites too far from home     Too much equipment needed     Not enough game  
 Seasons not long enough     No one to hunt with     Cost of license  
 Other (Please identify): \_\_\_\_\_

8. What aspects of the workshop could be improved? \_\_\_\_\_

9. What was your favorite part of the workshop? \_\_\_\_\_

10. What additional trainings and/or resources will be helpful to continue your path to becoming a hunter?  
 \_\_\_\_\_  
 \_\_\_\_\_

Appendix 8: Spring 2018 Learn to Hunt: Turkey post-workshop questionnaire

Learn to Hunt Turkey – Post-workshop Evaluation

1. Please rate the overall quality of the following workshop activities by circling the corresponding number below.

	Very Poor	Poor	Fair	Good	Excellent
Highlighted the importance of hunting	1	2	3	4	5
How to buy an Illinois hunting license discussion	1	2	3	4	5
Exposure to basic hunting equipment	1	2	3	4	5
Thorough explanation of field techniques	1	2	3	4	5
Sufficient amount of hands on activities	1	2	3	4	5
Information was conveyed clearly	1	2	3	4	5
Professionalism of mentors	1	2	3	4	5
Stressed the importance of firearm safety	1	2	3	4	5
Overall quality of live shooting experience	1	2	3	4	5
Field dressing demonstration	1	2	3	4	5
The value of obtaining wild game	1	2	3	4	5
The opportunity to try a wild game recipe	1	2	3	4	5
Overall quality of the workshop	1	2	3	4	5

2. Please circle the number below that corresponds with your attitude toward the following statements.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
I feel comfortable explaining the benefits of hunting to others.	1	2	3	4	5
I understand what basic equipment is necessary for turkey hunting in Illinois.	1	2	3	4	5
I learned scouting techniques for wild turkeys in Illinois.	1	2	3	4	5
I feel comfortable using different decoy strategies depending on the hunting situation.	1	2	3	4	5
I understand the importance of simulating different turkey vocalizations using various calls.	1	2	3	4	5
I improved my ability to safely handle a firearm.	1	2	3	4	5
I improved my ability to safely handle a bow.	1	2	3	4	5
I feel comfortable field processing a wild turkey.	1	2	3	4	5
I am interested in trying wild game recipes.	1	2	3	4	5
I feel more comfortable harvesting my own wild game.	1	2	3	4	5

3. Following this workshop, please rate your **likelihood** of performing the following activities by circling the corresponding number below.

	Very Unlikely	Unlikely	Unsure	Likely	Very Likely
Recommend this workshop to someone else	1	2	3	4	5
Take another Illinois Learn to Hunt workshop	1	2	3	4	5
Take an advanced Learn to Hunt course (i.e. Remote Scouting, Processing, Wild Game Cooking)	1	2	3	4	5
Join a hunting club or organization (i.e. Pheasants Forever, NWTF, Ducks Unlimited)	1	2	3	4	5
Purchase a firearm in the next year	1	2	3	4	5
Purchase a bow in the next year	1	2	3	4	5
Go hunting sometime in the future	1	2	3	4	5
Seek a mentor to take you hunting	1	2	3	4	5
Introduce someone new to hunting	1	2	3	4	5
Volunteer as a mentor for an Illinois Learn to Hunt workshop	1	2	3	4	5

4. If you plan to hunt in the future, what species would you like to hunt? **(Check all that apply)**

- Ducks     Geese     Deer     Turkeys     Pheasants  
 Doves     Quail     Squirrels     Rabbits     Unsure     None

5. If you plan to hunt in the future, what type of land will you hunt **MOST** often? **(Check only one)**

- Public     Private     Hunting preserve     Unsure     None

6. How far would you travel to hunt in Illinois? \_\_\_\_\_ Miles

7. From the list below, please select any barriers you foresee restricting you from hunting in the future. **(Check all that apply)**

- Cost of equipment too high     Too many regulations     No access to land  
 Hunting sites too far from home     Too much equipment needed     Not enough game  
 Seasons not long enough     No one to hunt with     Cost of license  
 Other (Please identify): \_\_\_\_\_

8. What aspects of the workshop could be improved? \_\_\_\_\_

9. What was your favorite part of the workshop? \_\_\_\_\_

10. What additional trainings and/or resources will be helpful to continue your path to becoming a hunter?

\_\_\_\_\_

\_\_\_\_\_

Appendix 9: Spring 2018 Learn to Hunt: Waterfowl post-workshop questionnaire

WS:

Learn to Hunt Waterfowl – Post-workshop Evaluation

1. Please rate the overall quality of the following workshop activities by circling the corresponding number below.

	Very Poor	Poor	Fair	Good	Excellent
Highlighted the importance of hunting	1	2	3	4	5
How to buy an Illinois hunting license discussion	1	2	3	4	5
Exposure to basic hunting equipment	1	2	3	4	5
Thorough explanation of field techniques	1	2	3	4	5
Sufficient amount of hands on activities	1	2	3	4	5
Information was conveyed clearly	1	2	3	4	5
Professionalism of mentors	1	2	3	4	5
Stressed the importance of firearm safety	1	2	3	4	5
Overall quality of live shooting experience	1	2	3	4	5
Field dressing demonstration	1	2	3	4	5
The value of obtaining wild game	1	2	3	4	5
The opportunity to try a wild game recipe	1	2	3	4	5
Overall quality of the workshop	1	2	3	4	5

2. Please circle the number below that corresponds with your attitude toward the following statements.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
I feel comfortable explaining the benefits of hunting to others.	1	2	3	4	5
I understand what basic equipment is necessary for waterfowl hunting in Illinois.	1	2	3	4	5
I learned scouting techniques for waterfowl in Illinois.	1	2	3	4	5
I feel comfortable using different decoy strategies depending on the hunting situation.	1	2	3	4	5
I understand the importance of simulating different waterfowl vocalizations using various calls.	1	2	3	4	5
I improved my ability to safely handle a firearm.	1	2	3	4	5
I feel comfortable field processing a duck or goose.	1	2	3	4	5
I am interested in trying wild game recipes.	1	2	3	4	5
I feel more comfortable harvesting my own wild game.	1	2	3	4	5

WS:

3. Following this workshop, please rate your **likelihood** of performing the following activities by circling the corresponding number below.

	Very Unlikely	Unlikely	Unsure	Likely	Very Likely
Recommend this workshop to someone else	1	2	3	4	5
Take another Illinois Learn to Hunt workshop	1	2	3	4	5
Take an advanced Learn to Hunt course (i.e. Remote Scouting, Processing, Wild Game Cooking)	1	2	3	4	5
Join a hunting club or organization (i.e. Pheasants Forever, NWTF, Ducks Unlimited)	1	2	3	4	5
Purchase a firearm in the next year	1	2	3	4	5
Go hunting sometime in the future	1	2	3	4	5
Seek a mentor to take you hunting	1	2	3	4	5
Introduce someone new to hunting	1	2	3	4	5
Volunteer as a mentor for an Illinois Learn to Hunt workshop	1	2	3	4	5

4. If you plan to hunt in the future, what species would you like to hunt? **(Check all that apply)**

- Ducks     Geese     Deer     Turkeys     Pheasants  
 Doves     Quail     Squirrels     Rabbits     Unsure     None

5. If you plan to hunt in the future, what type of land will you hunt **MOST** often? **(Check only one)**

- Public     Private     Hunting preserve     Unsure     None

6. How far would you travel to hunt in Illinois? \_\_\_\_\_ Miles

7. From the list below, please select any barriers you foresee restricting you from hunting in the future. **(Check all that apply)**

- Free time     Money     Land access     Shooting range     Regulations  
 Hunting companions     Travel Distance     Other (Please identify): \_\_\_\_\_

8. What aspects of the workshop could be improved? \_\_\_\_\_

9. What was your favorite part of the workshop? \_\_\_\_\_

10. What additional trainings and/or resources will be helpful to continue your path to becoming a hunter?

\_\_\_\_\_

\_\_\_\_\_

## Appendix 10: Summary of data from all 2017 Fall LtH workshops.

### 2017 Fall Data

#### Pre-Workshop Information

##### *Terrestrial*

Prior to the workshop:

- 88% never hunted
  - Of those who hunted, squirrel was most popular
- 85% never accompanied someone hunting
- 77% never ate wild game meat
- 62% had friends and/or family who hunted
- 83% shot a firearm, 70% shot a bow
- 61% never participated in a formal firearm or archery event
- participants were interested in hunting for an average of 8 years

Most popular: deer (96%), turkey (71%), pheasant (66%), rabbit (63%), duck (59%), squirrel (54%), goose (48%), quail (36%), and dove (27%)

Motivation: nature (95%), food (75%), exercise (64%), challenge (59%), conservation (57%), friendship (36%), and trophies (7%)

Awareness:

- 88% unfamiliar with IRAP
- 67% unfamiliar with Pittman-Robertson
- 30% used public land sometimes, 30% often, 20% rarely, 20% never

Demographics:

- Average age of participants = 33 years
- Average years lived in IL = 20
- 54% plan to live in Illinois  $\geq 5$  years, 43% unsure
- 70% - no children, 26% - 1 to 3, 4%  $\geq 4$
- 26% had annual combined gross household income  $< \$40,000$ , 24% made  $\$41,000 - \$60,000$ , 11% made  $\$61,000 - \$80,000$ , 16% made  $\$81,000 - \$100,000$ , and 24% made  $> \$101,000$

##### *Waterfowl*

Prior to the workshop:

- 66% never hunted
  - Of those who hunted, deer and pheasant were most popular
- 77% never accompanied someone hunting
- 86% ate wild game meat
- 80% had friends and/or family who hunted
- 83% shot a firearm, 60% shot a bow
- 54% participated in a formal firearm or archery event
- participants were interested in hunting for an average of 7 years

Most popular: duck (94%), turkey (74%), goose (71%), deer (66%), pheasant (60%), rabbit (49%), dove (40%), quail (37%), and squirrel (31%)

Motivation: nature (89%), food (77%), challenge (63%), conservation (63%), friendship (51%), exercise (43%), and trophies (6%)

Awareness:

- 94% unfamiliar with IRAP
- 62% unfamiliar with Pittman-Robertson
- 44% used public land often, 37% sometimes, 18% rarely, and 12% never

Demographics:

- Average age of participants = 34 years
- Average years lived in IL = 27
- 70% plan to live in Illinois  $\geq 5$  years, 24% unsure
- 49% - no children, 46% - 1 to 3, 6%  $\geq 4$
- 29% had annual combined gross household income  $< \$40,000$ , 16% made  $\$41,000 - \$60,000$ , 7% made  $\$61,000 - \$80,000$ , 16% made  $\$81,000 - \$100,000$ , and 32% made  $> \$101,000$

##### *Combined*

Prior to the workshop:

- 79% never hunted
  - Of those who hunted, pheasant was most popular
- 82% never accompanied someone hunting
- 80% ate wild game meat
- 69% had friends and/or family who hunted
- 83% shot a firearm, 66% shot a bow
- 55% had not participated in a formal firearm or archery event
- participants were interested in hunting for an average of 8 years

Most popular: deer (85%), turkey (73%), duck, (73%), pheasant (64%), rabbit (57%), goose (57%), squirrel (45%), quail (36%), and dove (32%)

Motivation: nature (92%), food (76%), challenge (60%), conservation (59%), exercise (56%), friendship (42%), and trophies (7%)

Awareness:

- 90% unfamiliar with IRAP
- 65% unfamiliar with Pittman-Robertson
- 36% used public land often, 29% sometimes, 19% rarely, and 17% never

Demographics:

- Average age of participants = 33 years
- Average years lived in IL = 23
- 60% plan to live in Illinois for  $\geq 5$  years, 36% were unsure
- 62% - no children, 33% - 1 to 3, 4%  $\geq 4$
- 27% had annual combined gross household income  $< \$40,000$ , 21% made  $\$41,000 - \$60,000$ , 9% made  $\$61,000 - \$80,000$ , 16% made  $\$81,000 - \$100,000$ , and 27% made  $> \$101,000$

#### Post-Workshop Information

##### *Terrestrial (n=50)*

- 94% were well-informed about the objectives of the workshop
- 98% reported the workshop fit their expectations
- 94% felt workshop activities gave them sufficient practice using basic hunting equipment
- 94% indicated pace of workshop was appropriate

- 98% would recommend workshops to friends interested in learning to hunt
- 94% reported there were enough hands-on activities
- 98% felt the shooting mentors taught them to target shoot safely and effectively
- 96% indicated their mentor was helpful in teaching them to safely and effectively hunt wild game
- 96% specified workshop improved their ability to safely and effectively hunt with a firearm
- 96% reported workshop improved their ability to safely and effectively hunt with archery equipment
- 94% would be able to explain to a non-hunter why hunting is economically important to conservation
- 94% would be able to explain to a non-hunter why hunting is ecologically important to conservation
- 96% stated presenters were well-organized
- 98% indicated instructors were helpful
- 96% felt instructors conveyed ideas effectively
- 92% reported presentations were informative and easy to understand
- 88% stated workshop made them comfortable harvesting a game animal
- 56% had opportunity to harvest a game animal during the mentored hunt
- 76% were likely to hunt this year and 88% were likely to hunt next year
- Future hunting: deer (86%), turkey (80%), pheasant (42%), dove (18%), quail (14%), squirrel (68%), rabbit (52%), duck (30%), geese (34%), and 4% were unsure.
- Land use: public land (68%), private land (12%), hunting preserves (6%), and 26% were unsure
- 53% reported being likely to hunt with an experienced mentor this year, 31% were unsure, and 16% reported being unlikely
- 68% reported being likely to introduce others to hunting, 26% were unsure, and 6% were unlikely
- Barriers: time (54%), money (36%), access (52%), not having access to a shooting range (22%), not having friends to hunt with (44%), distance to hunting land (20%), and confusing regulations (30%)
- 78% familiar with IRAP
- 100% knew how to purchase an Illinois hunting license
- Average time willing to travel for a workshop = 76 minutes
- Average time willing to travel to hunt in Illinois = 113 minutes
- 90% interested in taking advanced hunter training course
- Motivations: food (80%), friendship (56%), exercise (62%), nature (94%), challenge (72%), trophies (14%), and conservation (60%)

#### *Waterfowl (n=28)*

- 100% were well-informed about objectives of the workshop
- 100% reported workshop fit their expectations
- 100% felt that workshop activities gave them sufficient practice using basic hunting equipment
- 96% indicated pace of workshop was appropriate
- 100% would recommend workshops to friends interested in learning to hunt
- 100% reported there were enough hands-on activities
- 100% felt the shooting mentors taught them to target shoot safely and effectively
- 100% indicated their mentor was helpful in teaching them to safely and effectively hunt wild game
- 100% specified the workshop improved their ability to safely and effectively hunt with a firearm
- 96% would be able to explain to a non-hunter why hunting is economically important to conservation
- 96% would be able to explain to a non-hunter why hunting is ecologically important to conservation
- 100% stated presenters were well-organized
- 100% felt instructors were helpful
- 100% reported instructors conveyed ideas effectively
- 100% specified presentations were informative and easy to understand
- 86% indicated workshop made them comfortable harvesting a game animal

- 52% had opportunity to harvest a game animal during the mentored hunt
- 79% were likely to hunt this year and 86% were likely to hunt next year
- Future hunting: deer (71%), turkey (68%), pheasant (64%), dove (61%), quail (64%), squirrel (50%), rabbit (39%), duck (46%), geese (39%), and 7% were unsure
- Land use: public land (57%), private land (32%), hunting preserves (14%), and 21% were unsure
- 57% reported being likely to hunt with an experienced mentor this year, 29% were unsure, and 14% reported being unlikely
- 64% reported being likely to introduce others to hunting, 29% were unsure, and 7% reported being unlikely
- Barriers: time (50%), money (21%), access (57%), not having access to a shooting range (4%), not having friends to hunt with (39%), distance to hunting land (25%), and confusing regulations (4%)
- 89% were familiar with the Illinois Recreational Access Program
- 100% reported knowing how to purchase an Illinois hunting license
- 100% reported knowing how to purchase a Federal Migratory Bird Stamp
- Average time willing to travel for a workshop = 77 minutes
- Average time willing to travel to hunt in Illinois = 138 minutes
- 89% would be interested in taking an advanced hunter training course
- Motivations: food (82%) friendship (71%), exercise (57%), nature (93%), challenge (64%), trophies (7%), and conservation (68%)

#### Additional Analyses

##### *Species Preference*

- When observing how participant views about desire to hunt specific game species changed based on the species hunted during the workshop, we found a significant increase of people interested in squirrel hunting after they had experienced a squirrel hunt ( $\chi^2=0.001$ ), but did not find a significant change in those interested in hunting pheasant after experiencing a pheasant hunt ( $\chi^2=0.664$ ).

##### *Pre- to Post-Workshop Comparison*

- Between the pre- and post-workshop questionnaires, participant interest in two species differed significantly. Participants were more interested in hunting squirrels post-workshop ( $\chi^2=0.049$ ) and less interested in hunting ducks ( $\chi^2<0.001$ ).
- Between the pre- and post-workshop questionnaires, participants valued hunting for companionship higher post-workshop ( $\chi^2=0.009$ ).

## Appendix 11: Summary of data from all 2018 Spring LtH workshops.

### 2018 Spring Data

#### Pre-Workshop Information

(n=92)

##### Prior to the workshop:

- 47% never hunted
  - Of those who hunted, deer was most popular (19%)
- 71% never accompanied someone hunting
- 3% never ate wild game meat
- 76% had friends and/or family who hunted
- 91% shot a firearm, 65% shot a bow
- participants were interested in hunting for an average of 12 years
- participants who had hunted before had an average lapse period of 3 years
- 39% used public land often, 35% sometimes, 11% rarely, 15% never
- Most popular: deer (85%), turkey (77%), duck (66%), pheasant (60%), rabbit (52%), goose (52%), squirrel (44%), quail (39%), and dove (35%)

##### Demographics:

- Average age of participants = 39 years
- 72% male, 28% female
- Average years lived in IL = 29
- 83% plan to live in Illinois  $\geq 5$  years, 13% unsure
- 33% - no children, 62% - 1 to 3, 5%  $\geq 4$
- 10% had annual combined gross household income < \$40,000, 15% made \$41,000 - \$60,000, 21% made \$61,000 - \$80,000, 15% made \$81,000 - \$100,000, and 30% made > \$101,000

#### Post-Workshop Information

(n=98)

##### Quality of the workshop (% positive):

- Highlighted the importance of hunting: 97%
- How to buy an Illinois hunting license discussion: 74%
- Exposure to basic hunting equipment: 94%
- Thorough explanation of field techniques: 94%
- Sufficient amount of hands on activities: 91%
- Information was conveyed clearly: 98%
- Professionalism of mentors: 98%
- Stressed the importance of firearm safety: 99%
- Overall quality of live shooting experience: 92%
- Field dressing demonstration: 87%
- The value of obtaining wild game: 91%
- The opportunity to try a wild game recipe: 87%
- Overall quality of the workshop: 99%

##### Attitude toward aspects of hunting (% agree):

- Comfortable explaining the benefits of hunting to others: 98%
- Understand what basic equipment is necessary hunting in Illinois: 98%
- Learned scouting techniques for hunting in Illinois: 97%
- Improved my ability to safely handle a firearm: 79%
- Comfortable field processing a small game animal: 78%
- Interested in trying wild game recipes: 98%
- More comfortable harvesting my own wild game: 90%

##### Likelihood of performing certain activities (% likely):

- Recommend this workshop to someone else: 100%
- Take another Illinois Learn to Hunt workshop: 99%
- Take an advanced Learn to Hunt course: 97%
- Join a hunting club or organization: 74%
- Purchase a firearm in the next year: 72%
- Go hunting sometime in the future: 96%
- Seek a mentor to take you hunting: 81%
- Introduce someone new to hunting: 71%
- Volunteer as a mentor for an Illinois Learn to Hunt workshop: 31%

##### Future hunting:

- Interested in: deer (85%), turkey (75%), pheasant (62%), dove (38%), quail (36%), squirrel (43%), rabbit (56%), duck (66%), geese (54%)
- Land use: public land (60%), private land (28%), hunting preserves (7%), and 21% were unsure
- Barriers: time (35%), money (27%), access (71%), not having access to a shooting range (8%), not having friends to hunt with (35%), distance to hunting land (30%), and confusing regulations (28%)
- Average distance willing to travel to hunt in Illinois = 134 miles



# Comprehensive Marketing Plan

The Learn to Hunt program is a collaboration between the Illinois Natural History Survey and the Illinois Department of Natural Resources. The goal of the program is to: recruit, retain, and re-engage the Illinois public in hunting.

## Table of Contents

1.0 Executive Summary.....	2
1.1 Objectives.....	2
2.0 Target Markets.....	2
2.1 Market Definition and Segmentation .....	2
3.0 Marketing Plan Strategy.....	3
3.1 Emphasize Social, Biological, and Economic Benefits.....	3
3.2 Emphasize Food Procurement .....	3
4.0 Social Media Tactics .....	3
4.1 Instagram .....	3
4.2 Facebook .....	6
5.0 Program Website .....	7
5.1 SEO Optimization .....	7
5.2 Monthly Newsletter Archives .....	7
5.3 Additional Resources .....	7
5.4 Participant FAQ.....	7
5.5 Online Registration .....	7
6.0 Current Online Analytics .....	7
6.1 Social Media .....	8
6.2 Program Website Analytics.....	8

## 1.0 Executive Summary

The Learn to Hunt program is a collaboration between the Illinois Natural History Survey and the Illinois Department of Natural Resources. The goal of the program is to: recruit, retain, and reactivate the Illinois public in hunting. This marketing plan will detail the steps program staff to increase reach of marketing efforts.

### 1.1 Objectives

1. Increase awareness of the Illinois Learn to Hunt program
2. Increase participation at Learn to Hunt events
3. Increase communication to past and future Learn to Hunt participants
  - 3.1 Increase monthly newsletter subscribers to 500
  - 3.2 Develop and maintain a compilation of past participant FAQs and address these in communication efforts
4. Develop a social networking campaign to expand communication to new audiences
  - 4.1 Increase Facebook following to 1,000 followers
  - 4.2 Increase Instagram following to 500 followers

## 2.0 Target Markets

Our target market is Illinois residents between the ages of 18 and 50 who have a desire to Learn to Hunt. They often enjoy being outdoors, spend time procuring their own food, target shoot, or engage in outdoor activities with family and friends.

### 2.1 Market Definition and Segmentation

We target 4 segments: nature lovers, target shooters, social enthusiasts, and locavores. While these segments have significant overlap, different marketing strategies may be more effective for each segment.

**2.1.1 Nature lover** – These individuals enjoy spending time in the outdoors and observing wild animals and plants.

- *Habits:* Enjoys being outside, wildlife watching, outdoor recreation, conservation minded, environmentally friendly
- *Keywords:* Connect with nature, fair chase, get away from it all, environmental friendly, fresh air, conserve, environment, active, natural, conservation, relaxing, stewardship, outdoor lifestyle, conservation funding, peaceful, quality time, escape, wildlife management, healthy
- *Marketing Themes:* “Connect to nature, hunt Illinois.” “Hunting—protect the heritage, protect the environment.” “Hunters, the original stewards of the land.” It's important to highlight in marketing the emotions and feelings that arise when people are in nature.

**2.1.2 Target shooter** – An individual who engages in competitive or recreational sporting activities involving tests of accuracy, precision, and speed in using a variety of firearms.

- *Habits:* Competitive, goal oriented, gear centric, female participation is on the upswing, big spenders
- *Keywords:* Precision, accuracy, firearms, thrill, relaxing, tradition, conservation funding, investment, back to the basics, fun, excitement
- *Marketing Themes:* Try to focus on the competitive nature of target shooters. Marketing to these individuals will be difficult to ascertain. There will be significant overlap within this market to other targeted markets.

**2.1.3 Social enthusiast** – These individuals yield satisfaction and a large driving force behind their motivations arise from interacting with other people rather than the activity itself.

- *Habits:* Family oriented, driven by friendship
- *Keywords:* Comradarie, togetherness, family, friendship, tradition, make memories, Illinois heritage, economical, family, conservation, inexpensive, friends, relaxing, investment, roots, quality time, memories, fun, excitement

- *Marketing Themes:* “Make memories. Take someone special hunting.” “Hunting connects family and friends.” “Connect with nature, connect with family, hunt Illinois.” “Buy a license, take a friend, make memories.” “It’s about more than just the hunt.” Highlight the comradery of hunting by using photos that allow readers to visualize their family or social group in that setting.

**2.1.4 Locavore** – An individual who prefer to eat foods which are grown or harvested relatively close to their place of residence.

- *Habits:* Spend time procuring food, health conscious, food motivated, typically millennials
- *Keywords:* Natural food, sustainability, organic, local food, non-GMO, nutrition, fresh, free range, get active, get healthy, economical, active, natural, conservation, inexpensive, outdoor lifestyle, escape, healthy
- *Marketing Themes:* “Eat local, hunt Illinois.” “Taste the outdoors.” “Locally harvested.” Highlight the "natural food" aspect of in great detail. Utilize food photos that depict wild game in a clean and presentable manner. Avoid blood and gore in these images.

## 3.0 Marketing Plan Strategy

Create a unified message to be consistent across marketing efforts. It is important to have a unified message, mission, and overall tone on various marketing strategies. This document is to be used as a guide to keep these efforts consistent, concise, and effective.

### 3.1 Emphasize Social, Biological, and Economic Benefits

Since workshop participants will come from a wide range of backgrounds, we will emphasize our focus on the social, economic, and biological benefits of hunting.

### 3.2 Emphasize Food Procurement

Our goal is to establish a program reputation that promotes the harvest and preparation of wild game using ethical hunting techniques established during Learn to Hunt workshops.

## 4.0 Social Media Tactics

Use social media to drive internet traffic to program website and increase engagement on various social media platforms. All social media content is to be consistent with program messaging.

### 4.1 Instagram

**Objective:** Utilize Instagram to target younger (18-34 years old) demographic that have shifted away from other forms of media. Post a minimum of 1 photo per day with relevant content based on time of year and current events.

#### 4.1.1 Targeted posts - Photo or Videos

- Highlight the products or services that Illinois Learn to Hunt provides
  - Pictures from Learn to Hunt events
  - Flyers with dates of upcoming workshops
  - Gear used at Learn to Hunt events
- Crisp wildlife photography
- Testimonials from past workshop participants
- Hunting pictures from past workshop participants (shows our program in fact did create new hunters)
- Wild game food and recipes

#### 4.1.2 Target Markets - Be seasonally relevant

- Nature lovers

- Locavores
- Target Shooters
- Social enthusiast
- Demographic Targets: college students, females, minorities
- Outdoor recreationists: hikers, photographers, campers, fishers(wo)men

#### 4.1.3 'Reaching' Tactics:

- Use appropriate hashtags to generate related interest in our posts.
- Search related hashtags to "like" and "comment" on photos that have appropriate content
- Reply to or "like" every comment on Illinois Learn to Hunt posts
- Engage every new follower by liking or commenting on their recent posts
- "Comment" or "like" every time somebody uses our #LearnToHuntIL hashtag
- Conduct a product "giveaway" by requiring followers to upload a post taking someone hunting and tagging the Illinois Learn to Hunt page with a unique hashtag
- "Repost" other pages popular and relevant posts when possible (using the Repost Instagram Application)

**4.1.4 Program Hashtags:** Use 2-5 relevant hashtags in each post and then add 20-30 hashtags in the first comment of the post.

- **Every post:** #LearnToHuntIL, #NaturalFood, #Conservation,
- **Our Partners to tag with hashtags:** #NWTF, #DucksUnlimited, #PheasantsForever, #DeltaWaterfowl, #QUGA, #IFOR, #IDNR, #USFWS, #WhitetailsUnlimited, #4H, #CLWA, #FroggToggs, #CampLoudThunder #HuntersHaven, #ICF, #StarGunClub, #TombstoneGunRange
- **Other popular outdoor companies:** #QDMA, #Cableas (#WhatGetsYouOutdoors, #ItsInMyNature), #BassProShops, #FieldAndStream, #ATA
- **General Hunting Hashtags:** #Hunting, #BowHunting, #GunHunting, #Bow, #Gun, #Hunt, #Archery, #ProudHunter
  - **Duck Hunters:** #DuckHunting, #Duck, #DuckSeason, #Waterfowl, #Drake, #Hen, #Mallard, #Woodie, #DuckDog, #BirdDog, #GunDog, #Bands, #WingShooting, #FlightsCancelled, #Cupped, #DuckBlind, #Limits
  - **Deer Hunters:** #Deer, #Whitetail, #WhitetailedDeer, #DeerHunting, #DeerSeason, #Buck, #Doe, #Venison, #Backstraps, #BigBuck, #MonsterBuck, #DeerSociety
  - **Shed Hunters:** #ShedHunting, #Sheds, #WhiteGold, #Shedicated, #ShedHead, #Scouting, #ShedDog, #BrownGold, #DeadHead, #PostSeason, #Whitetail, #BoneZone, #BoneYard
- **Nature lover**
  - Broad scale: #Nature, #Adventure, #Nature\_obsession, #GetOutside, #Wanderlust, #Outdoors, #TheGreatOutdoors
  - Mid-scale: #WildernessCulture, #LifeOfAdventure, #HikeLife, #ConnectWithNature, #Escape
  - Fine scale: #ExploreIL, #LearnToHuntIL, #Stewardship, #Conservation, #Conserve, #FairChase, #GetAwayFromItAll
- **Target shooter**
  - Broad scale: #Guns, #GunsOfInstagram, #PewPew, #SecondAmendment, #GunsDaily, #GunDay, #Bullseye, #BangBang, #Practice, #Pull, #Shooting, #SafetyFirst

- Mid-scale: #Gunstagram, #TargetShooting, #PrecisionShooting, #LongRangeShooting, #Shooter, #Shooting, #PracticeMakesPerfect
- Fine scale: #TightGroups, #ILShooters, #IllinoisFirearms, #Illinois, #IllinoisShooters, #ClayPigeons

#### • **Social enthusiast**

- Broad scale: #GetInvolved, #Friends, #Comradarie, #Togetherness, #Family, #Memories, #Friendship, #Hobby
- Mid-scale: #FamilyFirst, #DadLife, #MomLife, #FamilyAndFriends, #FamilyLife, #FamilyHobby
- Fine scale: #Conservation, #IllinoisFamily, #IllinoisFriends, #FamilyHobby, #HavingFun, #NatureLove

#### • **Locavore**

- Broad scale: #LocalFood, #Harvest, #NaturalFood, #Local, #FoodInstagram, #FoodStylist, #Foodstagram, #Food, #FoodLover, #Cooking
- Mid-scale: #Locavore, #LocalHarvest, #Homegrown, #Sustainable, #WildGame, #FillTheFreezer, #EatWhatYouKill, #HuntYourFood, Venison, #EatWild, #HuntHarvestEat
- Fine scale: #Locavores, #HealthyFoodPorn, #WildGameMeat, #TradLife, #KnowWhereYourFoodComesFrom, #FieldToTable, #WildGameWildGainz

#### • **Demographics**

- **College Students:** #College, #CollegeLife, #University, #UIUC, #SIU, #EIU
- **Females:** #Women, #WomenWhoHunt, #GirlsWhoHunt, #OutdoorsWoman, #WomenInTheOutdoors, #Huntress, #HuntressView, #WildlifeWomen
- **Minorities**

#### • **Outdoor Recreationists**

- **Hiking:** #Hiking, #HikingAdventures
- **Fishing:** #Fishing, #GoneFishing, #IceFishing
- **Birding:** #Waterfowl, #Birds, #SongBirds, #TweetTweet
- **Photography:** #Wildlife, #Photography, #Naturegram, #WildlifePhoto, #WildlifeAddicts
- **Camping:** #Camping, #Campsite, #Tent, Campfire, #Travel, #Explore
- **Dog trainers:** #Retrievers, #GunDogs, #DogsOfInstagram, #HuntingDog, #GSP, #Dog, #DogsOfInsta, #Pointer, #PointersOfInstagram, #PheasantHunting

**4.1.5 Weekly post themes** - Use topics that are relevant during specific times of the year (i.e. turkey season, deer season, scouting, etc.). Determine a time frame to run the promotion and stick through it to build equity in the theme.

- "Wildlife Wednesday"
- "Workshop Wednesday"
- "Wild game Wednesday"
- "Trail cam Tuesday"

#### 4.1.6 Instagram Stories

- Workshops
- Hunting license, permits, and regulation reminders
- Cooking wild game processes
- Setting up gear/cleaning gear

#### 4.1.7 Instagram Evaluation

Evaluation of Instagram social media efforts will be evaluated using the analytics data within the application. By using the marketing tactics listed above, the program aims to gain ~50 new followers per month, while increasing overall follower engagement. The Illinois Learn to Hunt Instagram page should exponentially increase the number of impressions it has per week, in conjunction with the increase of Followers. Lastly, the Instagram page should be actively promoting followers to click the website link and/or email link to inquire about Learn to Hunt workshops.

#### 4.2 Facebook

**Objective:** Utilize Facebook as the main communication platform between program staff and the public.

##### 4.2.1 Facebook Schedule

Facebook posts will be made daily (weekdays) to fit the schedule as outlined in Figure 1. In addition to daily posts, posts will be made in conjunction with ongoing LTH events to highlight workshop activities. All posts should contain a photo, video, or other forms of media. All posts should also contain a “call to action” and the program hashtag: #LearnToHuntIL. If a new event is posted to Facebook, no other posts should be published that day (see 4.2.1).

Table 1: Weekly schedule for program Facebook posts.

Weekday	Target Segment	Marketing Themes
<b>Monday</b>	Nature lover	Connect hunting to nature (see 2.1.1)
<b>Tuesday</b>	Target shooter	Challenges or obstacles through hunting (see 2.1.2)
<b>Wednesday</b>	Social enthusiast	Social aspects of hunting (see 2.1.3)
<b>Thursday</b>	Locavore	Hunting for food (see 2.1.4)
<b>Friday</b>	N/A	Open day for posting, use relevant current events, pop culture, or memes

##### 4.2.1 Post Events and Activities

As new program events are developed they are to be added to the program page as an official Facebook Event. All corresponding information should be filled out for the event and a program photograph should be added.

##### 4.2.2 Cross-program Marketing

Encourage the promotion of program events and posts by partners. Reciprocate the promotion of related partner events.

##### 4.2.3 Facebook Messages

Respond in a timely fashion to messages received from the public by the program Facebook page. Add relevant questions to program FAQ documents.

##### 4.2.4 Facebook Evaluation

Following the detailed schedule (Figure 1) will allow program staff to evaluate the efficacy of social media efforts. Monthly evaluations will be developed by program staff, utilizing Facebook “insights”, to evaluate response of Facebook methodology, and to determine the viability of the market segments (see 2.1). This will allow program staff to refine this marketing strategy as laid out in the Adaptive Resource Management concept.

## 5.0 Program Website

The program website will be maintained to reflect the goals of the program. The website is to be user-friendly, aesthetic, and mobile responsive.

### 5.1 SEO Optimization

Search Engine Optimization (SEO) encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

#### 5.1.1 SEO Best Management Practices

- Content – update and be consistent within the text on the page, titles, and webpage descriptions
- Website performance – optimize website to be more responsive
- Authority – create strong enough content that other websites link to our site
- User experience – analyze website bounce rate and adjust website navigation to ensure a seamless user experience

#### 5.1.2 SEO Practices to Avoid

- Keyword stuffing – do not overuse keywords
- Poor user experience

### 5.2 Monthly Newsletter Archives

Build and maintain an online archive of past program newsletters. These archives are a useful resource for new hunters and contain valuable information.

### 5.3 Additional Resources

Build and maintain a catalog of additional resources for various types of hunting. Categories are to include: deer, turkey, small game, upland bird, and waterfowl. This should be designed to be an evolving catalog and new resources should be added as they are discovered or published.

### 5.4 Participant FAQ

Maintain a database of participant questions pertaining to workshop specifics. Make this database visible to website visitors to ensure that program staff is not receiving the same questions over and over.

### 5.5 Online Registration

## 6.0 Current Online Analytics

Current analytics data will be used to better understand and define target audiences. Analytics will also allow program staff to track what sources online traffic is coming from to help determine where to invest marketing efforts. Furthermore, analytics data will be used to evaluate the efficacy of marketing efforts.

## 6.1 Social Media

### 6.1.1 Facebook

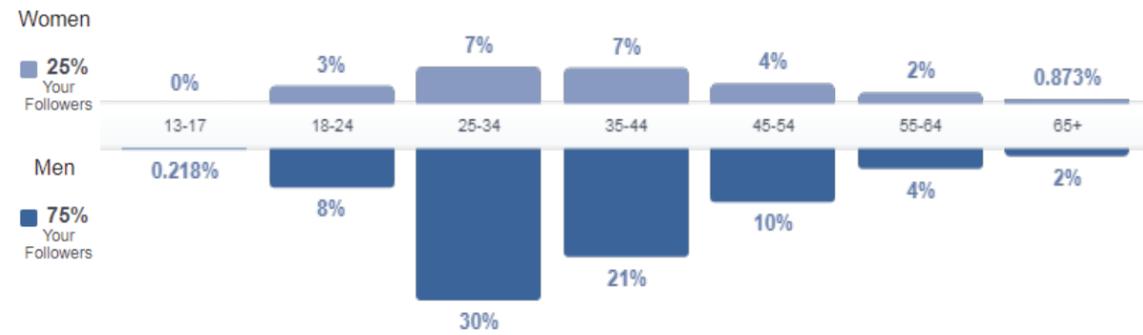


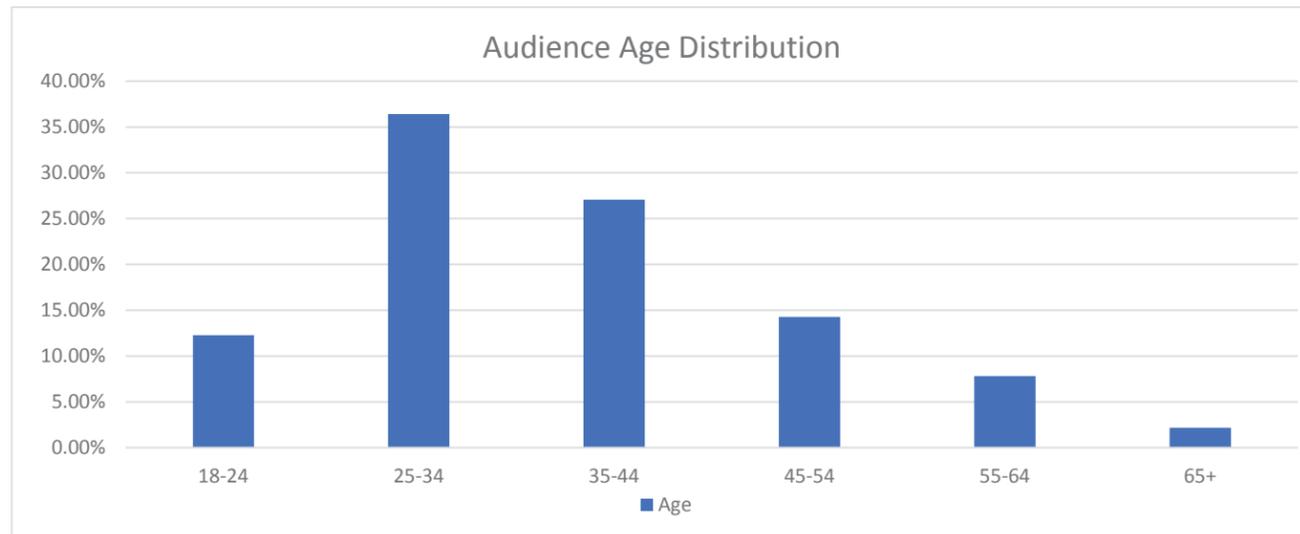
Figure 2: Age and gender distribution of Facebook followers

### 6.1.2 Instagram

The program Instagram account is still in its infancy and demographic data is currently not available.

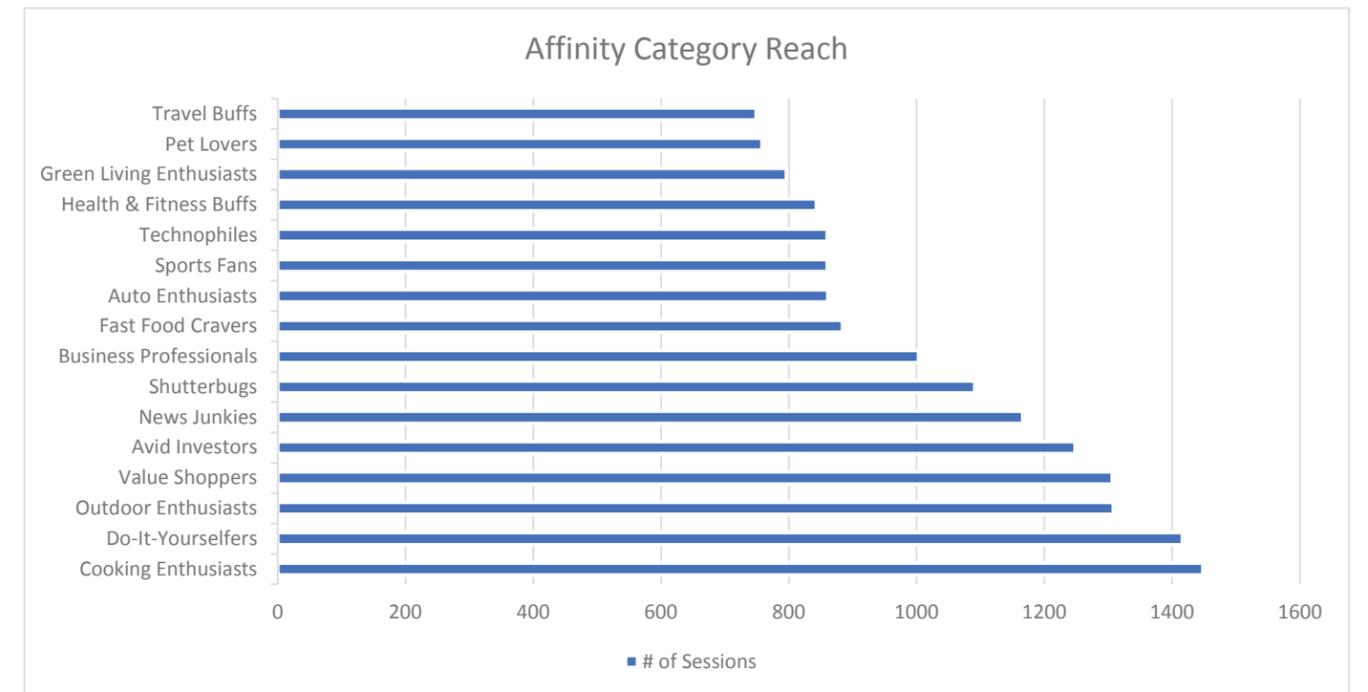
## 6.2 Program Website Analytics

### 6.2.1 Audience Age Distribution

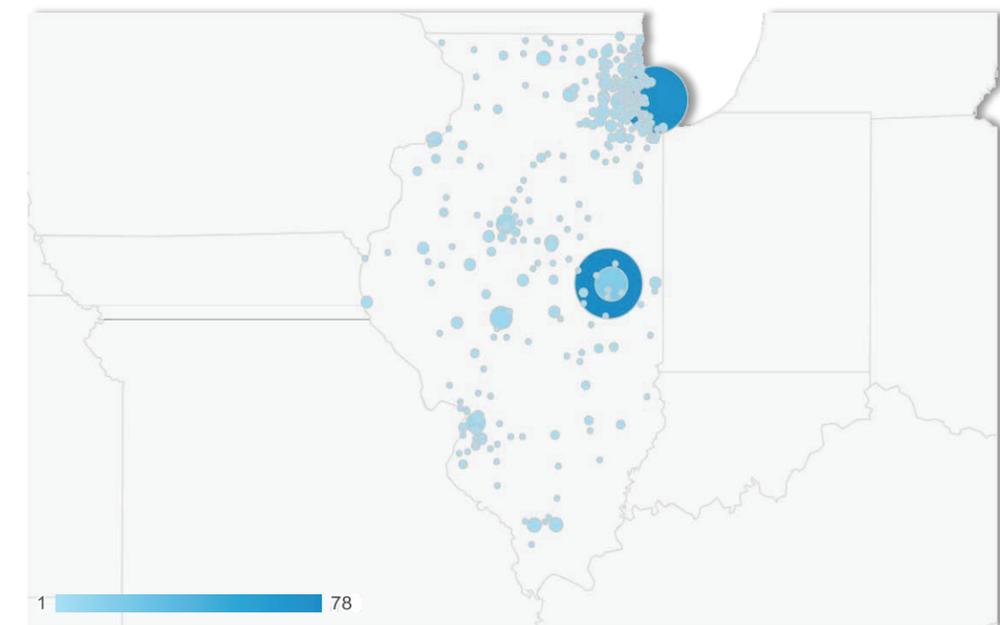


### 6.2.2 Affinity Category Reach

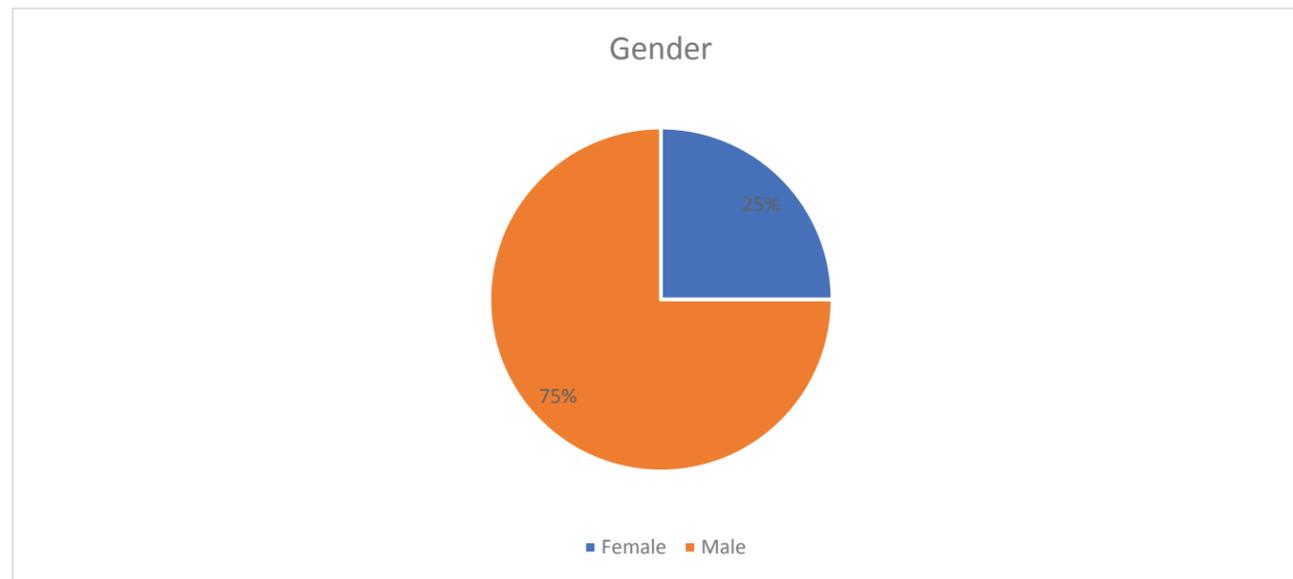
Affinity targeting analyzes an individual's overall interests, passions, and lifestyle to get an overall sense of their identity. This data gives us an overall assessment of other interests our website and potentially program audience has. Program staff will use the data in Figure 4 when developing new marketing materials, outreach methods, and social media posts.



### 6.2.3 Audience Location



6.2.4 Audience Gender



**Clothing**

- Camouflage coat
- Camouflage pants
- Camouflage hat
- Hunter orange vest/hat (depending upon current season, this may or may not be required)
- Camouflage facemask/face paint
- Boots
- Gloves

**Basic Hunting Gear**

- Hunting license/permits
- Windshield card (if applicable)
- Firearm and ammo OR bow and arrows
- Backpack/fanny pack
- Hunting knife
- Knife sharpener
- Flashlight/headlamp
- Compass
- Maps
- Basic first aid kit
- Binoculars
- Water

**Optional Hunting Accessories**

- Handsaw
- GPS unit
- Hatchet
- Hunting blind & chairs
- Range finder (extremely useful for bowhunting)
- Scent control/cover scent
- Basic firearm/bow maintenance kit
- Handwarmers
- Snacks

**Small game hunting on IRAP leased sites is available for public access**

- Free upland game permit application period: Aug 1 – Aug 31
- Squirrel hunting from Aug 1 – Sept 30
- Rabbit hunting from Dec 10 – Dec 31
- For Foot Traffic Only. Illinois Hunting Rules and Regulations must be followed

**Statewide Seasons on IDNR Sites (2017-2018)**

- Squirrel: Aug 1 – Feb 15
- Rabbit: Nov 4 – Feb 15



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## Clothing

- Camouflage shirt/jacket
- Camouflage pants
- Camouflage hat
- Camouflage facemask/face paint
- Boots
- Dark or camouflage gloves

## Basic Hunting Gear

- Hunting license/permits
- Windshield card (if applicable)
- Shotgun and ammo OR bow and arrows
- Gun or bow carrying case
- Appropriate choke tube and choke tube wrench (if using a shotgun)
- Backpack/fanny pack
- Hunting knife
- Flashlight/headlamp
- Compass
- Maps
- Basic first aid kit

## Calls & Decoys (optional, but one call and decoys are recommended)

- Diaphragm call
- Slate call
- Box call
- Turkey decoys (hen and tom or jake)
- Locator call

## Optional Hunting Accessories

- GPS unit
- Hunting blind & chairs
- Handsaw
- Knife sharpener
- Binoculars
- Rangefinder (extremely useful for bowhunting)
- Seat cushion if hunting from the ground
- Turkey hunting vest
- Basic firearm/bow maintenance kit

## Misc. Accessories

- Water
- Snacks
- Insect repellent

## Lottery Application Deadline – Spring Turkey

- First Lottery (Residents Only) – Fall 2017
- Second Lottery – Winter 2018
- Third Lottery – Winter 2018

## Lottery Application Deadline – Fall Turkey

- First Lottery (Residents Only) – Fall 2017
- Second Lottery – Summer 2017
- Third Lottery – Summer 2017



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## Clothing

- Brush chaps
- Boots
- Insulating layer (fleece or wool)
- Hat/cap
- Gloves
- Hunter orange (as required by law)

## Basic Hunting Equipment

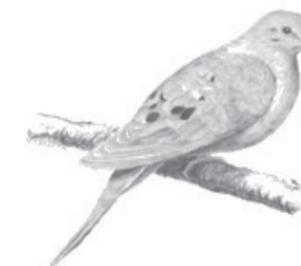
- Hunting license and permits
- Windshield card (if applicable)
- Shotgun
- Ammo
- Choke tubes
- Gun case
- Gun care/cleaning kit
- Choke tube wrench
- Water bottle
- Maps
- Shooting glasses
- Hearing protection
- Basic first aid kit
- Flashlight/headlamp
- Hunting knife
- Game shears (optional)

## Optional Hunting Accessories

- Handsaw
- GPS unit
- Hatchet
- Hunting blind & chairs
- Treestand & safety harness
- Range finder (extremely useful for bowhunting)
- Scent control/cover scent
- Basic firearm/bow maintenance kit
- Deer cart/sled
- Handwarmers
- Snacks

## Lottery Permit Application Deadlines (2017)

- Free upland game Aug 1 – Aug 31
- Dove first lottery June 1 – June 30
- Dove second lottery July 7 – July 21
- Dove third lottery July 28 – August 25



# LEARN to HUNT

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## Clothing

- Waterproof camouflage coat
- Waders/boots
- Camouflage pants
- Camouflage hat
- Face mask/face paint
- Dark or camouflage gloves

## Basic Hunting Equipment

- Hunting license/federal duck stamp/permits
- Windshield card (if applicable)
- Shotgun and ammo (non-toxic shot)
- Appropriate choke tubes and choke tube wrench
- Gun case
- Hunting backpack or waist pack
- Compass
- Maps
- Basic first aid kit

## Calls & Decoys (optional, but one call and decoys are recommended)

- Floating/field goose decoys
- Floating/field mallards
- Appropriate calls
- Decoy bag
- Decoy weights
- Decoy cord
- Confidence decoys
- Decoy anchors
- 6-in-1 whistle
- Double-reed duck call
- Goose flute

## Optional Hunting Equipment

- Knife
- Knife sharpener
- Binoculars
- Flashlight/headlamp
- Shooting glasses
- Hearing protection

## Lottery Application Deadline

- First Lottery (Residents-only) – Late Summer 2017
- Second Lottery – Late Summer 2017
- Third Lottery – Late Summer 2017



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## Clothing

- Camouflage coat
- Camouflage pants
- Camouflage hat
- Hunter orange vest/hat (depending upon current season, this may or may not be required)
- Camouflage facemask/face paint
- Boots
- Gloves

## Basic Hunting Gear

- Hunting license/permits
- Windshield card (if applicable)
- Firearm and ammo OR bow and arrows
- Backpack/fanny pack
- Hunting knife
- Knife sharpener
- Flashlight/headlamp
- Compass
- Maps
- Basic first aid kit
- Binoculars
- Water

## Calls & Lures (Optional)

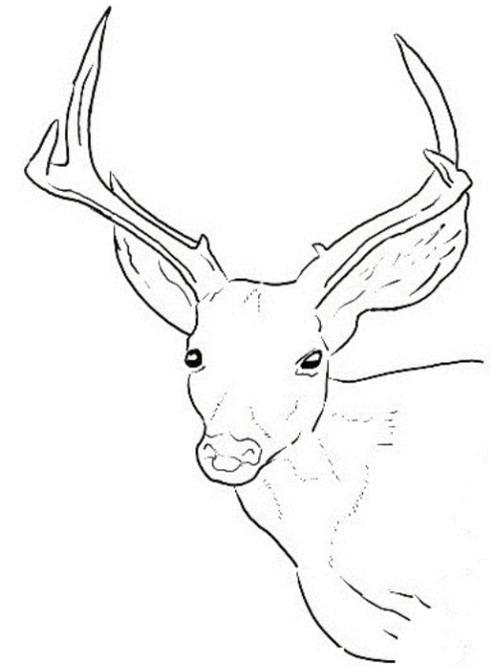
- Grunt call
- Doe bleat
- Rattling antlers
- Doe estrous
- Buck urine
- Deer decoy

## Optional Hunting Accessories

- Handsaw
- GPS unit
- Hatchet
- Hunting blind & chairs
- Treestand & safety harness
- Range finder (extremely useful for bowhunting)
- Scent control/cover scent
- Basic firearm/bow maintenance kit
- Deer cart/sled
- Handwarmers
- Snacks

## Lottery Permit Application Deadline

- First Lottery (Residents Only) – Spring 2017
- Second Lottery – Summer 2017
- Third (Final) Lottery – Late Summer 2017
- Late Winter Antlerless – Late Fall 2017



**How to assemble your booklet:**

1. Place first page face-down on the table
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3. Stack record pages face-up on top of page 2
4. Fold along the center line located on page 1
5. Staple along center line to keep pages together (optional)

(Fold entire booklet along this line)

Illinois Natural History Survey  
Hunter Recruitment Project

Terrestrial Game Hunter Harvest Log



Date	Location	Number	Deer	Turkey	Squirrel	Rabbit	Pheasant	Quail	Furbearers
		# Seen							
		# Harvested							
		# Seen							
		# Harvested							
		# Seen							
		# Harvested							
		# Seen							
		# Harvested							
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Page 1

**How to assemble your log:**

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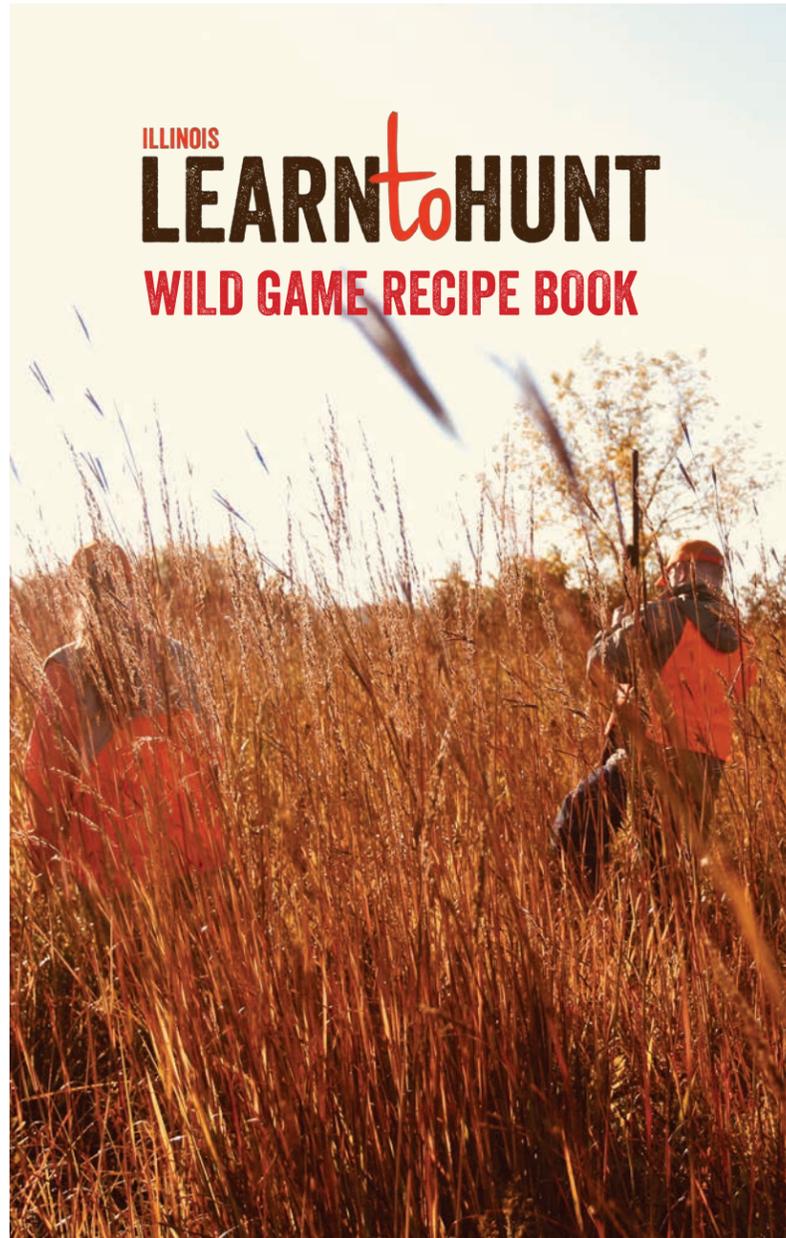
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Illinois Natural History Survey  
Hunter Recruitment Project

Waterfowl Hunter Harvest Log



Date	Location	Number	Mallard	Wood	Green-winged Teal	Blue-winged Teal	Gadwall	Shoveler	Widgeon	Pintail	Canada Goose	Snow Goose	Other
		# Seen											
		# Harvested											
		# Seen											
		# Harvested											
		# Seen											
		# Harvested											
		# Seen											
		# Harvested											
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		# Harvested											

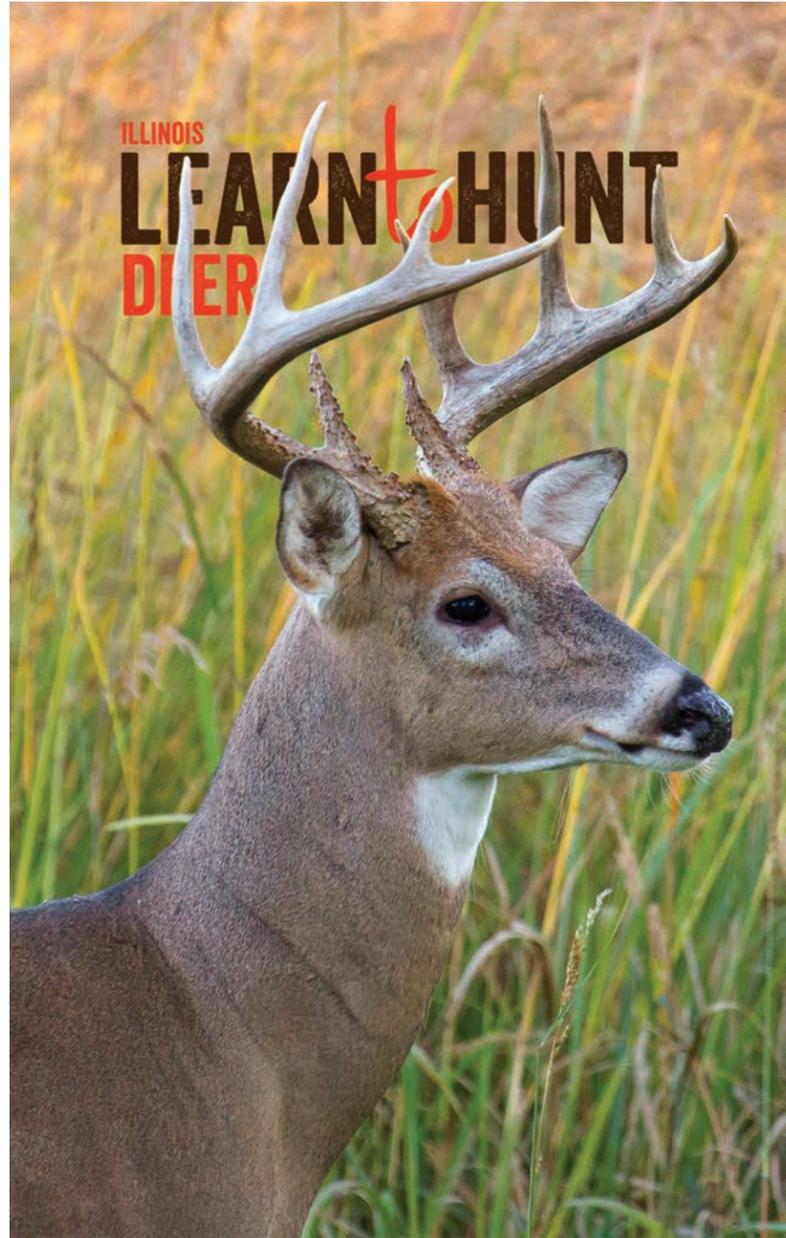


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**TABLE OF CONTENTS**

DEER RECIPES	3
TURKEY RECIPES	7
WATERFOWL RECIPES	11
SMALL GAME RECIPES	15
UPLAND GAME	19
SAUCES	23

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**WILD GAME RECIPE**  
**STUFFED VENISON BACKSTRAP**  
Recipe by: campchef.com

**INGREDIENTS**  
Backstrap (Elk or Deer)  
Salt  
Pepper  
Olive Oil  
Bacon- 1 lb  
Mushrooms- 2 cups  
Garlic- 1 clove  
Cream Cheese- 8 oz  
Bread Crumbs- 1 cup



**DIRECTIONS**  
Trim unwanted silver skin from backstrap, and butterfly lengthwise. Season with salt and pepper. Chop bacon into 1/2 inch pieces and brown in a pan. Add mushrooms and garlic. Once the mushrooms are cooked, remove from heat. In a medium-size bowl, mix bacon, mushrooms, cream cheese and breadcrumbs. Evenly add stuffing mixture to the butterfly-cut backstrap. Close butterfly cut and tie off with butcher's twine. Brush with olive oil. Grill over medium/high heat until the meat reaches medium rare. For the best taste and texture, be sure not to over cook. Slice and enjoy!

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**WILD GAME RECIPE**  
**VENISON ROAST SANDWICH**

**INGREDIENTS**

4 lb venison roast  
1 1/2 cups ketchup  
3 tbsp brown sugar  
1 tbsp ground mustard  
1 tbsp lemon juice  
2 tbsp soy sauce  
1 tbsp liquid smoke  
2 tsp celery salt  
2 tsp Worcestershire sauce  
1 tsp onion powder



**DIRECTIONS**

Cut roast in half, place in crockpot. Mix all ingredients into a bowl and pour over venison. Cook on low for 4 hours. Pull out roast and cut meat into smaller pieces. Place meat back in crockpot for 3 hours. Pull the roast out of the crockpot and shred meat using two forks. Serve on toasted bun.

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5

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**WILD GAME RECIPE**  
**VENISON TACO PIE**  
Recipe by: Outdoor Channel

**INGREDIENTS**

2 pounds ground venison  
2 envelopes taco seasoning  
1/2 cup water  
2 cans crescent rolls  
12 ounces sour cream  
2 cups shredded sharp cheese

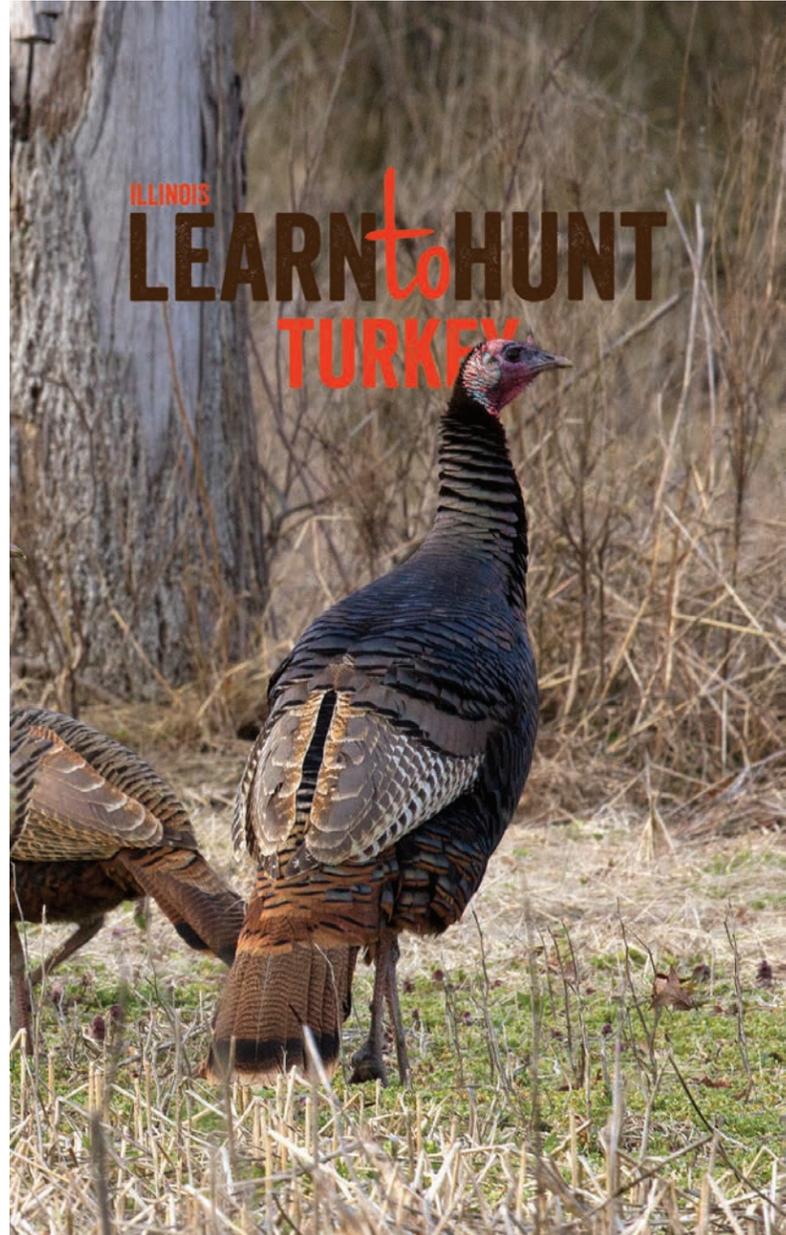


**DIRECTIONS**

Brown and drain venison. Add taco seasoning and 1/2 cup water. Mix well. Pat the 2 cans of crescent rolls into the bottom and up the sides of a greased 9x13 inch cake pan. Spread mixed venison on top of crescent rolls. Spread sour cream over venison. Sprinkle with shredded cheese. Bake at 350 degrees for 35-40 minutes. Let sit for 10 minutes before serving.

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6



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**WILD GAME RECIPE**  
**PAN-FRIED WILD TURKEY**  
Recipe by: Outdoor Channel

**INGREDIENTS**  
2 cups bread crumbs  
6 eggs  
1 tablespoon homemade garlic powder  
1 tablespoon homemade onion powder  
2 pounds turkey breast, cut into strips  
Canola oil for frying



**DIRECTIONS**  
Preheat oil to 375 degrees. Place the bread crumbs in a shallow bowl or on a plate. In another bowl, whisk the eggs with the garlic and onion powder. Dip fillets in eggs, then coat with crumb mixture. In a large skillet over medium-high heat, heat oil and test cook with one fillet before cooking fillets in batches. Fry for 3 minutes on each side or until fish flakes easily with a fork and is a deep golden brown.

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**WILD GAME RECIPE**  
**WILD TURKEY SLOPPY JOES**  
 Recipe by: mossyoak.com

**INGREDIENTS**  
 2 pounds ground meat  
 15 ounces tomato sauce  
 12 ounces tomato paste  
 1 cup brown sugar  
 1/4 cup Worcestershire sauce  
 1/4 cup red wine  
 1/4 cup balsamic vinegar  
 1 red onion (diced)  
 1 red bell pepper (diced)  
 1/2 tablespoon kosher salt  
 1 stick butter  
 Kaiser rolls



**DIRECTIONS**  
 Heat skillet on medium heat and caramelize diced onion in 1/2 stick of butter with balsamic vinegar; remove.  
 Reduce red wine in skillet for 15-20 seconds on medium heat.  
 Add venison burger, tomato sauce and paste, Worcestershire sauce, brown sugar, kosher salt and caramelized onion. Simmer on medium heat until burger is browned, then reduce heat to low and continue simmering for 20-30 minutes.  
 Butter Kaiser rolls and toast face down until golden brown.  
 Smother toasted Kaiser rolls with sloppy venison, top with diced red bell pepper for hot color and extra crunch.  
 Want to give your sandwich a kick? Add minced jalapeno or serrano peppers and shredded pepper jack cheese.  
 Make extra and vacuum seal it. This meal is ideal for a quick fix when you're pressed for time and hunger strikes at home or hunting camp.

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9

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**WILD GAME RECIPE**  
**WILD TURKEY BREAST AND WINE SAUCE**  
 Recipe by: Outdoor Channel

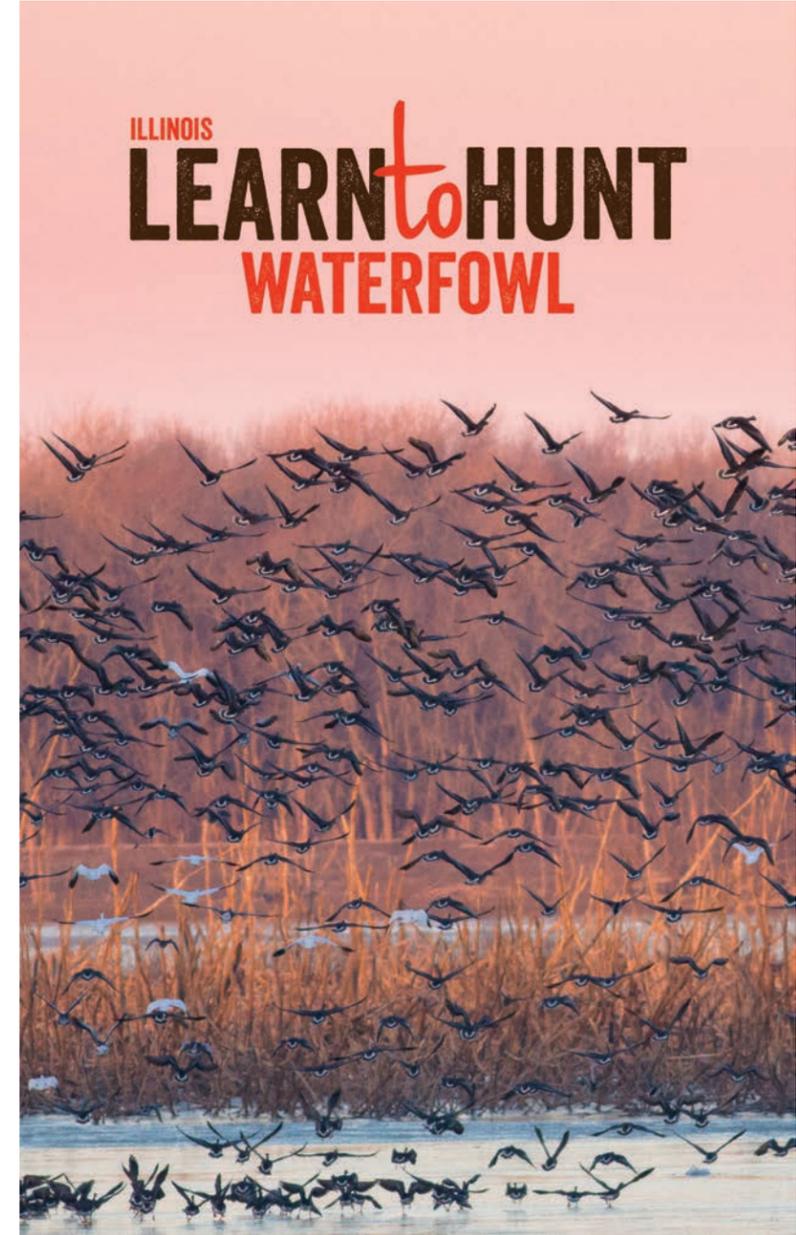
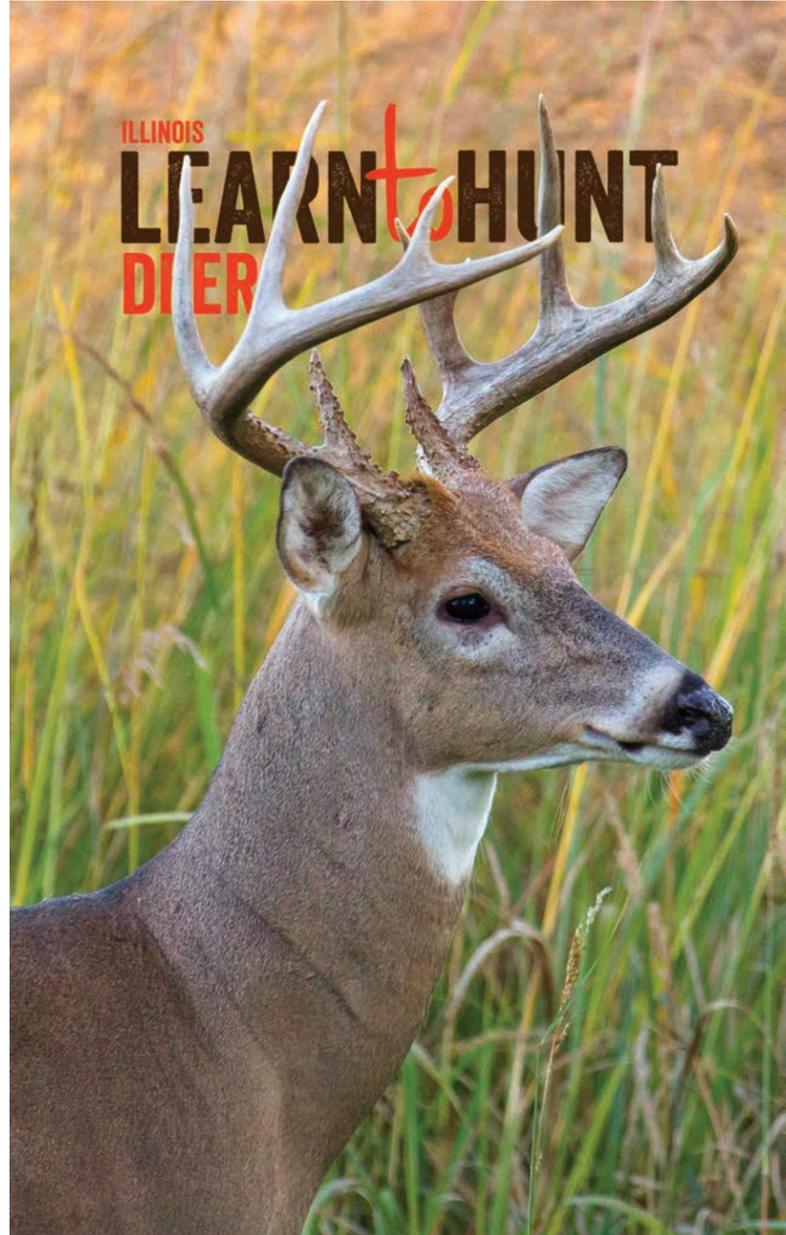
**INGREDIENTS**  
 3 pounds turkey breast, cut into strips  
 4 tablespoons flour  
 1 teaspoon homemade onion powder  
 1/2 teaspoon freshly ground black pepper  
 2 teaspoons paprika  
 1 teaspoon sage  
 2 tablespoons canola oil  
 1/2 cup dry white wine  
 8 ounces fresh mushrooms, cleaned and sliced  
 1 bunch fresh chives, chopped



**DIRECTIONS**  
 In a skillet, heat canola oil to medium high heat to brown the turkey strips. In a resealable bag, add the flour, onion powder, pepper, paprika and sage together; shake to mix. Add the turkey strips and shake to coat evenly. Brown the turkey strips and lower the heat while adding the wine, mushrooms and chives. Cover and simmer for approximately 45 minutes.

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10



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**WILD GAME RECIPE**  
**KOREAN BBQ DUCK**  
 Recipe by: fieldandstream.com

**INGREDIENTS**  
 6-8 duck breasts  
 ½ cup white sugar  
 ½ cup soy sauce  
 ½ cup sesame oil



**DIRECTIONS**  
 Mix the ingredients together and pour over duck breasts. Marinade for 20 minutes to 2 hours.  
 Grill breasts on high at 500 °F to sear skin or meat with deep grill marks.  
 Cook 2 to 2 ½ minutes per side and the duck will be rare and can be sliced thin as an appetizer or served whole as part of a meal.

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12

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**WILD GAME RECIPE**  
**DUCK WITH ARUGULA/SPINACH PESTO**  
 Recipe by: fieldandstream.com

**INGREDIENTS**  
 4-6 Duck Breasts  
 kosher salt  
 fresh ground black pepper  
 2 tablespoons olive oil

**PESTO INGREDIENTS**  
 1 cup toasted pine nuts  
 2 cups arugula/spinach blend, packed tightly  
 1 cup Parmesan cheese, grated  
 2 cloves garlic, minced  
 1 1/2 cups olive oil  
 Salt to taste



Heat oven to 350° F. Place the raw pine nuts on a baking sheet and bake until slightly toasted, about 4-5 minutes. Keep an eye on them so they don't burn. Remove from oven and let cool. In a food processor or blender, add toasted pine nuts, arugula/spinach blend, Parmesan cheese, garlic and a pinch of salt. Add oil and pulse to blend until semi-smooth. Adjust with more salt if needed. (This will yield roughly 2

**DIRECTIONS**  
 Preheat oven to 400° F. Coat duck breast with olive oil and season both sides with kosher salt and freshly ground black pepper. Heat an oven proof skillet over medium heat and sear both sides of the duck breasts until golden brown. Remove from heat and set skillet in the oven. Remove from oven and let rest for 10 minutes before slicing. Serve sliced duck with arugula/spinach pesto. -Enjoy.

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13

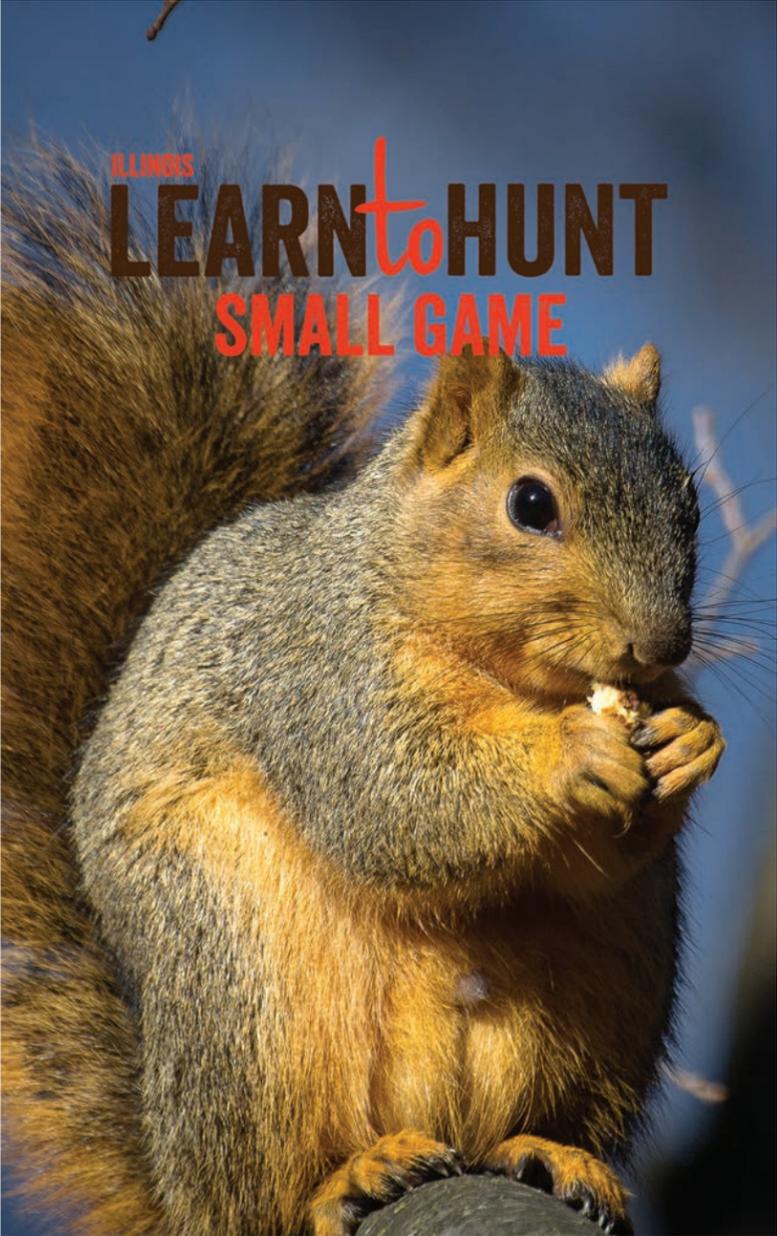
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**WILD GAME RECIPE**  
**SWEET PEPPER GOOSE STIR-FRY**  
 Recipe by: tasteofhome.com

**INGREDIENTS**  
 2 goose breasts (about 1 pound), cut into 2-inch strips  
 1/4 cup cornstarch  
 2 teaspoons sugar  
 6 tablespoons soy sauce  
 1/4 cup white wine vinegar  
 1/2 teaspoon pepper  
 1 medium green pepper, julienned  
 1 medium sweet red pepper, julienned  
 3 tablespoons canola oil  
 Hot cooked rice



**DIRECTIONS**  
 In a small bowl, combine the cornstarch, sugar, soy sauce, vinegar and pepper; stir until smooth. Pour half into a large resealable plastic bag; add goose. Seal bag and turn to coat; refrigerate for 1-2 hours. Cover and refrigerate remaining marinade.  
 Drain and discard marinade. In a large skillet or wok, stir-fry goose and peppers in oil for 4-6 minutes or until meat is no longer pink and peppers are crisp-tender. Stir reserved marinade; add to the pan. Bring to a boil; cook and stir for 1-2 minutes or until thickened. Serve with rice. Yield: 2 servings

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**WILD GAME RECIPE**  
**SQUIRREL AND DUMPLINGS**

**INGREDIENTS**  
 1 large squirrel  
 1 can (12 oz.) evaporated milk  
 4 tbsp butter  
 4 cups all-purpose flour  
 5 tsp baking powder  
 1 tsp salt  
 1 tsp baking soda  
 3 tbsp vegetable shortening  
 2 cups butter milk



**DIRECTIONS**  
 In a large pot, bring 10-12 cups of water to a boil. Add the squirrel and season generously with salt and pepper. Cover and simmer until tender. Remove the squirrel and set aside. Add the milk and butter to the broth. Simmer. In a large mixing bowl, sift together the flour, baking soda, baking powder, and salt. Add shortening. Add the buttermilk, a little at a time. Divide the dough into 4 pieces. Roll each dough to 1/4" thick. Cut into large squares. Return the broth to a boil. Drop the dumplings into the pot. Simmer for 15 minutes. Put the squirrel meat back into the pot and serve.

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**WILD GAME RECIPE**  
**FRIED RABBIT**  
 Recipe by: [geniuskitchen.com](http://geniuskitchen.com)

**INGREDIENTS**  
 1 rabbit, cut up  
 2 tablespoons salt  
 3 eggs, beaten  
 2 cups flour  
 1/2 teaspoon salt  
 1/4 teaspoon pepper



**DIRECTIONS**  
 Cut up rabbit into pieces.  
 In a lg. pot, fill about half way with water. Add 2 T. salt, and bring to a boil. Add rabbit, and parboil for 1/2 hours Drain, and let cool.  
 Beat eggs in a bowl.  
 Put flour on a plate, and mix with salt and pepper.  
 Dip rabbit pieces, one at a time, into egg, and then flour mixture.  
 Meanwhile, on high, heat 1/2" of oil in a lg. cast iron frying pan.  
 When oil is hot, turn down to med. and add rabbit pieces, one at a time into the oil.  
 When first side is golden, flip over to the other side. Cook until golden brown and crispy.  
 Drain each piece on a paper towel, to soak up grease.  
 Serve hot, with your favorite side dish.

**FOR MORE INFORMATION**  
[www.learntohuntill.com](http://www.learntohuntill.com)

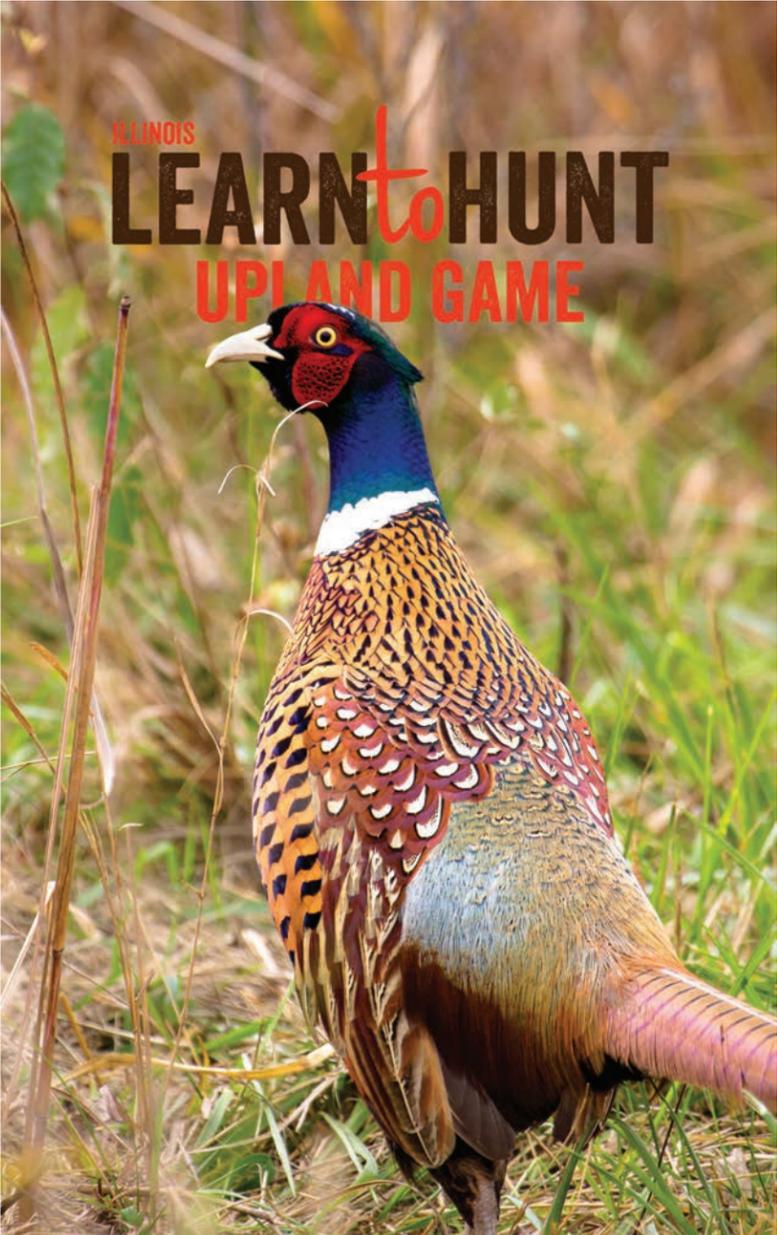
**ILLINOIS**  
**LEARN to HUNT**  
 CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY  
**WILD GAME RECIPE**  
**RABBIT STEW**  
 Recipe by: Outdoor Channel

**INGREDIENTS**  
 ¼-pound bacon, cut into pieces  
 3-pounds rabbit meat, cut in bite-sized pieces  
 ½ teaspoon salt  
 ⅓ cup flour  
 ½ teaspoon garlic powder  
 ½ teaspoon onion powder  
 ½ cup onion, grated  
 1 cup dry red wine  
 1 cup chicken broth  
 1 tablespoon black raspberry, currant or plum jelly  
 ½ teaspoon fresh rosemary  
 1 cup fresh mushrooms, sliced



**DIRECTIONS**  
 In a large skillet, fry the bacon until brown. Drain. Reserve bacon fat to fry rabbit in. Meanwhile, place the salt, flour, garlic and onion powder in a resealable bag. Add the rabbit pieces and shake to coat evenly. Place in the hot bacon grease and fry until brown. Remove from skillet and drain. Reserve 3 tablespoons of fat. Sauté the onion in the bacon fat in the same skillet until translucent. Add wine and chicken broth; scraping the bottom of the pan to release the bits. Bring to a boil and add the jelly and fresh rosemary. Place the rabbit back in the skillet and bring back to a boil. Reduce heat to a simmer and cook on low for 1-1/2 to 2 hours, or until tender. Add mushrooms during the last 30 minutes of cooking. Remove rabbit and cover with foil to keep warm.

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**WILD GAME RECIPE**  
**PHEASANT WHITE CHILI**

Recipe by:  
 Pheasantfordinner.com

**INGREDIENTS**  
 4 cups pheasant meat  
 4 slices of bacon  
 1 ½ tbs. butter  
 1 cup chopped onion  
 2 stalks celery  
 2 (15-ounce) cans great northern beans in light chili sauce  
 2 (14.5-ounce) cans of chicken broth  
 1 (11-ounce) can of drained white corn  
 2 (4-ounce) cans chopped green chili peppers  
 4 tsp. ground cumin  
 ½ tbs. hot pepper sauce  
 1 cup shredded Monterey jack cheese  
 2 tbs. chopped fresh parsley



**DIRECTIONS**  
 Mince raw pheasant and sauté with bacon. In a large saucepan, add the butter, onion, and celery and cook on medium heat until soft. Add the pheasant and bacon, beans, chicken broth, corn, and green chilies. Add the broth slowly to get the consistency you like. Season with cumin and hot pepper sauce (adjust amounts to taste). Cover and cook for 15 to 20 minutes. Garnish chili with shredded cheese and chopped parsley.

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20

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**WILD GAME RECIPE**  
**GRILLED ROSEMARY PHEASANT**

Recipe by: campchef.com

**INGREDIENTS**  
 Pheasant breast and thighs - 3-4 lbs  
 Extra virgin olive oil - 1/2 cup  
 Balsamic vinegar - 1/2 cup  
 Soy sauce - 1/4 cup  
 Worcestershire sauce - 1/2 cup  
 Lemon, juiced - 1/2  
 Brown sugar - 1/2 cup  
 Dijon mustard - 1/4 cup  
 Salt - 2 teaspoons  
 Ground black pepper - 1 teaspoon  
 Garlic powder - 2 teaspoons  
 Fresh rosemary, chopped fine - 3-4 teaspoons



**DIRECTIONS**  
 Combine all ingredients, except for pheasant in a medium mixing bowl and whisk together. Place pheasant in a large ziplock bag and pour marinade over the top. Close securely and marinate for at least 3 hours and no longer than 24 hours. Preheat pellet grill to 350 degrees F. Remove the pheasants from marinade and grill pheasants flipping halfway through until internal temperature reaches 165 degrees F. Tip: This pheasant goes perfectly with a White BBQ sauce.

**FOR MORE INFORMATION**  
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21

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CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY  
**WILD GAME RECIPE**  
**BIRDS AND BROCCOLI**

**INGREDIENTS**

1 pound game bird, thinly sliced  
2 cups broccoli florets  
2 green onions  
1 tablespoon peanut or olive oil  
1 teaspoon sesame oil

**Sauce:**

1/2 cup soy sauce  
1/2 cup water  
2/3 cups brown sugar  
1 tablespoon rice wine vinegar  
4 tablespoons garlic, minced  
1 teaspoon ginger, minced

**Marinade:**

1/4 cup soy sauce  
2 tablespoons hoisin sauce  
3 tablespoons cornstarch



**DIRECTIONS**

Slice meat as thin as you can. In glass bowl mix 1/4 cup soy sauce, 2 tablespoons hoisin sauce and 3 tablespoons cornstarch until smooth, add venison to mixture and coat completely. Place in fridge for at least 30 minutes. In wok or large skillet, heat oil over medium-high heat, add meat and brown for 2-3 minutes. Next add garlic and ginger and cook for additional 1 minute. Add remaining sauce ingredients and bring to a boil. Reduce heat to medium and simmer for 3 minutes. Add broccoli and green onions, tossing to coat with sauce, and finish cooking until broccoli is soft, around 2-3 minutes. Remove from heat and serve alongside rice and top with toasted sesame seeds and sliced green onions.

**FOR MORE INFORMATION**  
[www.learnthuntill.com](http://www.learnthuntill.com)

22

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# SAUCES

23

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**WILD GAME RECIPE**

**CAROLINA BBQ SAUCE**

Recipe by: campchef.com

**INGREDIENTS**

Yellow mustard - 1 cup  
Sugar - 1/4 cup  
Brown sugar - 1/4 cup  
Chili powder - 1 Tablespoon  
Black pepper - 2 teaspoons  
Kosher salt - 2 teaspoons  
Cayenne pepper - 1/4 teaspoon  
Worcestershire sauce - 2 teaspoons  
Butter, melted - 2 Tablespoons  
Liquid smoke - 1 Tablespoon  
Dijon mustard - 1/2 cup  
Chipotle in adobo sauce, diced - 1 Tablespoon  
Ketchup - 1 Tablespoon  
Garlic powder - 1 teaspoon



**DIRECTIONS**

Combine all ingredients except butter and liquid smoke in a small saucepan. Simmer over low heat for 30 minutes.  
Stir in butter and liquid smoke and simmer for an additional 10 minutes.  
Can be stored in an airtight jar in the refrigerator for up to a month.

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24

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**WILD GAME RECIPE**

**WHITE BBQ SAUCE**

Recipe by: campchef.com

**INGREDIENTS**

Mayonnaise - 3/4 cup  
Cider vinegar - 2 Tablespoons  
Horseradish - 1 Tablespoon  
Garlic clove, minced - 2  
Worcestershire sauce - 2 teaspoons  
Smoked paprika - 1/4 teaspoon  
Ground black pepper - 2 teaspoons  
Cayenne pepper - 1/4 teaspoon  
Lemon, juiced - 1/2 Spicy brown mustard - 1 Tablespoon



**DIRECTIONS**

In a medium bowl mix all ingredients together. Serve with your favorite smoked or grilled meat!

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25

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CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY

**WILD GAME RECIPE**  
**WILD TURKEY LIME MARINADE**  
Recipe by: Outdoor Channel

**INGREDIENTS**

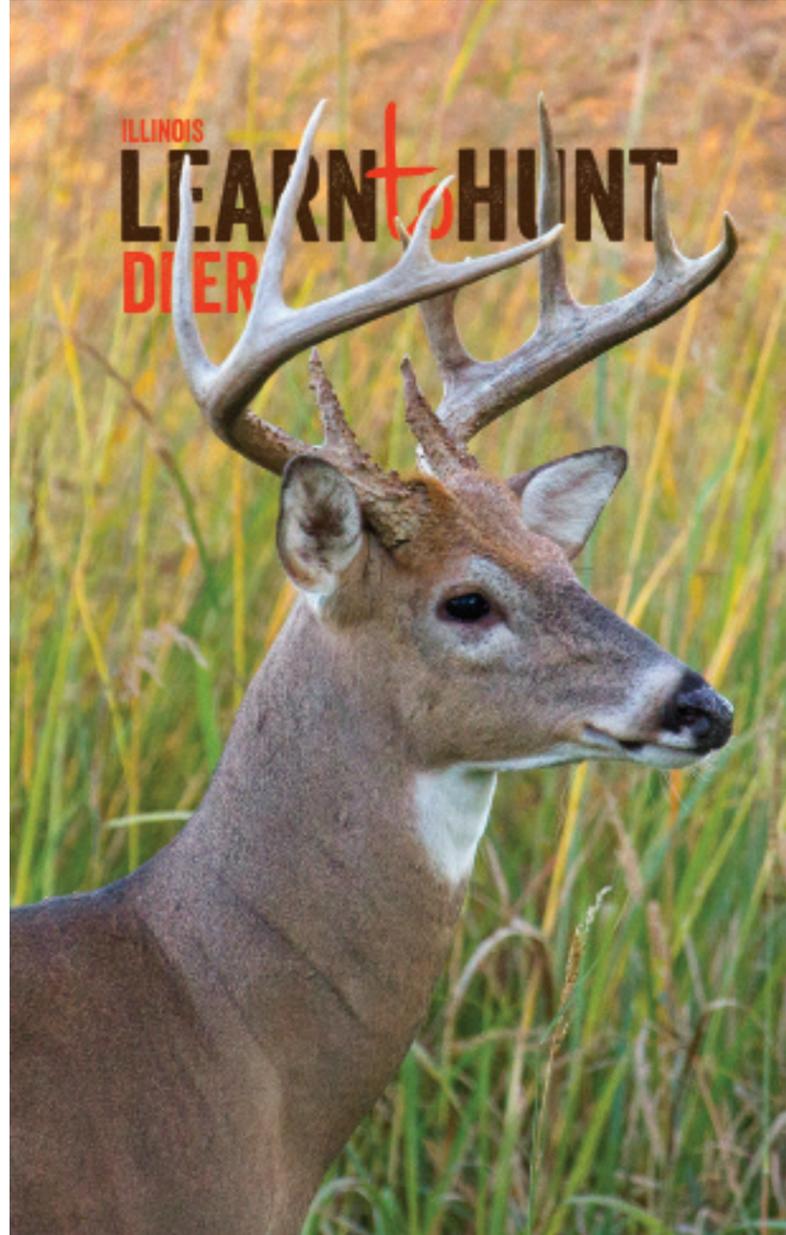
- ¾ cup lime juice
- 1 teaspoon lime zest
- ½ cup olive oil or salad oil
- 3 tablespoons brown sugar
- ½ teaspoon ginger
- ½ teaspoon kosher salt
- ½ teaspoon freshly ground black pepper
- 1 lime, cut into slices



**DIRECTIONS**

Combine all ingredients and pour over turkey pieces in a baking dish or bowl. Cover dish and refrigerate a minimum of 4 hours, preferably overnight. Drain the marinated turkey prior to cooking. If you are grilling, apply more of the marinade to the turkey, using a brush.

**FOR MORE INFORMATION**  
[www.learntohuntill.com](http://www.learntohuntill.com)



## TABLE OF CONTENTS

Introduction	4
Being an Ethical Hunter	5
Economic Benefits of Hunting	6
Biological and Social Benefits of Hunting	8
Illinois Deer Hunting	10
White-tailed Deer Ecology	12
Deer Hunting Tactics	16
Deer License and Permits	19
Field Dressing	22
Deer Processing	24
Deer Hunting Checklist	26
Deer Hunting Knowledge Check	27
Deer Recipes	28
Deer Knowledge Check Answers	32

## INTRODUCTION

Congratulations! If you're reading this booklet, you've taken the first step to becoming a new hunter. This guide was created to help you navigate challenges to new hunters, especially in Illinois. Although there is much more information out there, the material in this handbook should give you a good start on your journey to becoming a successful and ethical hunter!



## BEING AN ETHICAL HUNTER

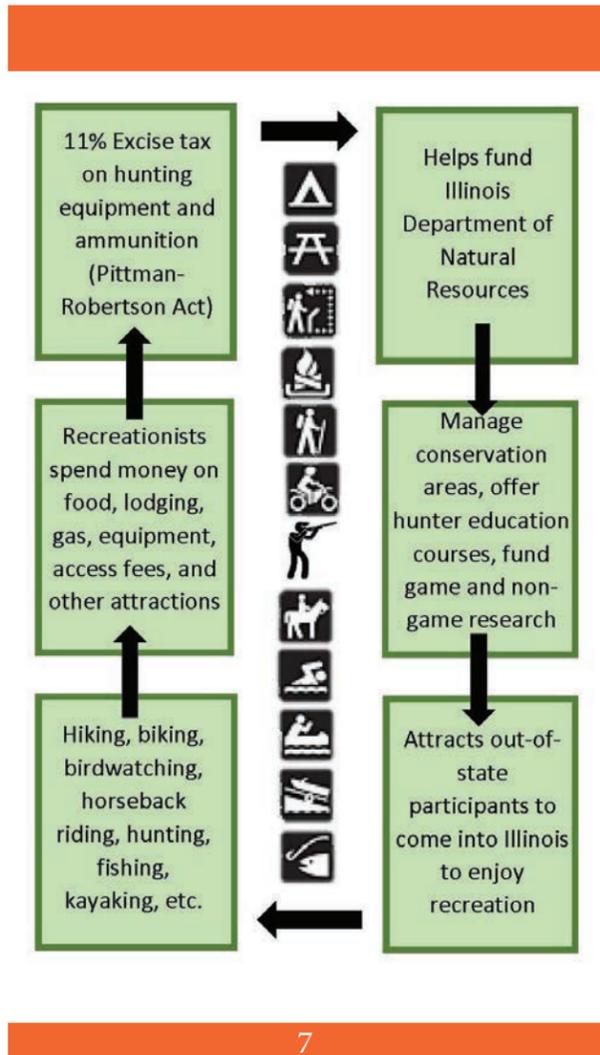
1. **Respect Fair Chase:** assure the animal has a reasonable chance to naturally escape.
2. **Shot Placement:** do not take a shot unless you can get a good clean shot at the vital region, making dispatch as quick and painless as possible.
3. **Fitness:** in the event that you wound your prey, you must be able to track the animal over various terrain until it can be properly dispatched.
4. **Respect the Harvested Game:** use every part of the animal that can be used. Do not display the animal in a way that non-hunters would find offensive. Do not let useable parts of the harvest go to waste.
5. **Respect the Land:** leave habitat and property as you found it. Pick up trash, discarded ammunition casings, and anything you brought into the area.
6. **Be Safe:** wear proper clothing for the weather conditions and the hunting season. Avoid ingesting anything that could impair your judgement.

## ECONOMIC BENEFITS OF HUNTING

Hunters are the primary source of conservation funding, returning about \$21 million to Illinois conservation efforts in 2016. Thanks to the Federal Aid in Wildlife Restoration Act of 1936, also known as the Pittman-Robertson Act, an additional 11% excise tax is added to the cost of hunting equipment and ammunition. Money from this tax is returned to the state to support wildlife habitat, public shooting areas, hunter education courses, and projects benefitting non-game species. Even if you are not a hunter, you, too, benefit from Pittman-Robertson funds. Activities like hiking, biking, birdwatching, and a variety of other outdoor activities that can be enjoyed on public wildlife management areas are made possible by funding contributed by hunters.



Illinois supports 271,939 hunters (2016), which equates to about 2% of Illinois' total population. This is less than half of the 5% national average. The number of Illinois hunters has declined steadily over time since the peak in 1955, decreasing the amount of revenue from hunters.



## BIOLOGICAL AND SOCIAL BENEFITS OF HUNTING

There is a long tradition of sustainable hunting practices and conservative use of wildlife in North America. As the original device behind the North American conservation movement, hunting represents the three pivotal pillars of wildlife management: habitat, wildlife populations, and people.

In the mid-1800's conservationists and hunters realized they needed to set limits to protect declining wildlife and to assume the role of managing habitat. This led to the development of the North American Model of Wildlife Conservation. The principles of the Model are explained more thoroughly in a set of guidelines known as the Seven Sisters for Conservation.





## **NORTH AMERICAN MODEL OF WILDLIFE CONSERVATION**

1. Wildlife is a Public trust, citizens cannot own wildlife
2. Wildlife cannot be hunted or sold commercially
3. Every citizen has the opportunity to hunt
4. Hunting is regulated by laws
5. Wildlife must be killed for legitimate purposes
6. Wildlife is an international resource
7. Wildlife conservation is guided by science

## **ILLINOIS DEER HUNTING**

The State of Illinois was first opened to deer hunting in 1957. By 1976, every county except four (Cook, DuPage, Kane and Lake) were opened to firearm deer hunting.



The number of white-tailed deer have increased substantially since the 1950's and this population increase has been mirrored by increases in annual hunter harvests. During the 1980 firearm season, just under 21,000 deer were harvested by nearly 76,000 hunters. In 2005, over 123,000 deer were harvested by 329,000 hunters.

A large deer population provides ample hunting opportunities for white-tailed deer. Higher deer numbers have also contributed to increased deer-vehicle accidents, deer-to-human conflict, garden and landscape damage and many other issues that arise with an overabundance of deer. To help limit this deer damage and to reduce deer density, deer population control is necessary. Regulated hunting provides outdoor recreation to hundreds of thousands of deer hunters in Illinois every year and is the optimal population management tool for deer.

## GENERAL SCOUTING TACTICS

Use remote resources like Google Earth, ArcGIS, and phone apps to find areas with good habitat.



Make sure to ask permission on private land. Landowner contact information can be found in tax records.

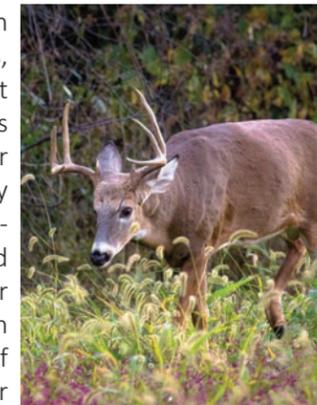


More in-depth scouting techniques can be found for each species in their respective sections throughout this guide.

## DEER ECOLOGY

### HABITAT

Illinois deer occur in or near wooded areas, particularly woods that are adjacent to streams or farmland. While deer frequently forage away from woods, they require these wooded areas for survival. Deer are generalists and can thrive in a variety of habitats that meet their needs. Typically, deer select areas that have a mix of young and mature forests with nearby thick grass for cover. When looking for deer habitat, look for travel corridors. These corridors are natural funnels that are created by existing vegetation or topography. Deer follow these funnels as they provide safe movement from bedding grounds to feeding grounds. These funnels are a great place to scout and look for deer sign.



## DEER ECOLOGY

### DEER SIGN

Looking for deer sign is a great way to find areas with an abundance of deer activity. Sign can also reveal travel corridors, bedding areas, and what type of deer might be in that area.

### TRACKS



Deer tracks can show active trails and directions of movement.

### SCAT



Similar to rabbit scat. Rabbit scat is coarse and rounded while deer is smooth and oval shaped.

### RUBS



Bucks will rub their antlers and foreheads against trees removing the bark and depositing scent in the process

### SCRAPES



Deer will remove vegetation and deposit scent in these areas marking territory and attracting potential mates.

13

## DEER ECOLOGY

### FEEDING HABITS



14

## DEER ECOLOGY

### THE RUT



The rut is the mating season for deer and is characterized by an increase in testosterone creating increased aggression towards other bucks and an increased interest in females. Bucks will become more active and less cautious than usual as they have one thing on their mind: find as many does as they can.

The rut is not triggered by lunar phases, like many hunters believe, but is triggered by a reduced photoperiod (day length).

Rut is a great time to be in the woods whether you are hunting bucks or does. This time of year daylight activity picks up and deer are much more active. Calling and different lures can be very effective this time of year. The Illinois rut falls during the early weeks of November.

15

## DEER HUNTING TACTICS

### PAY ATTENTION TO BEDDING AREAS

Most hunters concentrate their scouting and hunting efforts on food sources and the occasional travel route, and rightfully so. In order to identify these travel routes it is important to understand a deer's movement from point A (bedding area) to point B (feeding area). Finding a bedding area can be tricky but can be one of the best scouting techniques if done correctly and carefully.

Bedding areas are typically undisturbed areas that contain protective cover with easy escape routes for the deer. This could be tall grasslands, old fields, thick brushy cover, and even stand agriculture fields.

In order to avoid disturbing bedded deer, pay close attention to the wind, wear rubber boots, and try to scout on windy or rainy days.



16

## DEER HUNTING TACTICS

### CHOOSING A LOCATION

After completing pre-season scouting and identifying potential bedding and feeding areas it is important to locate travel corridors and pinch points connecting the two areas. Travel corridors can be easily identifiable by on-the-ground scouting and identifying constant use game trails.



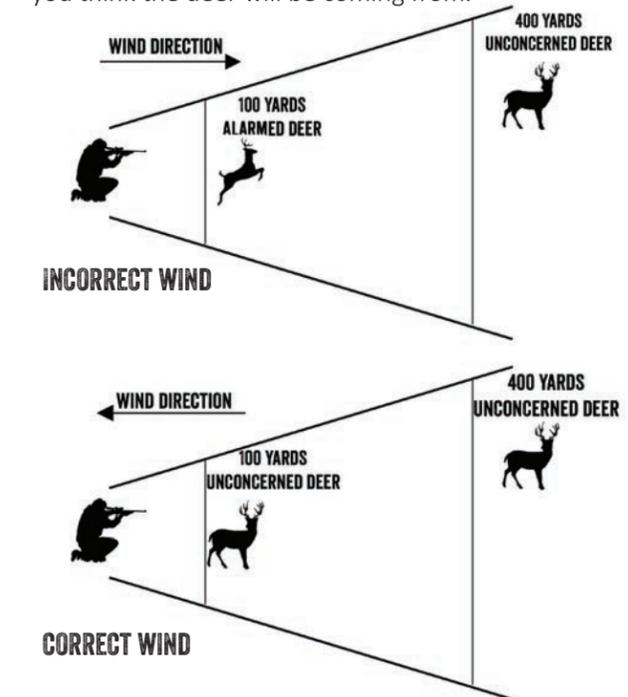
While locating travel corridors look for natural or man-made pinch points and funnels. These pinch points and funnels can be rivers, topography, roads and a variety of other factors that influence a deer's travel route. These areas effectively "funnel" deer movement and create an opportunity for hunters to predict where deer will move and create an ideal spot for a hunter to setup within range of the pinch point.

17

## DEER HUNTING TACTICS

### PAY ATTENTION TO THE WIND

One overlooked factor that can quickly ruin a deer hunt is setting up using an incorrect direction of the wind. Pre-season and in-season scouting will give you an idea of where and how deer are moving through the area. Make sure to avoid setting up-wind of where you think the deer will be coming from.



18

## DEER LICENSES, PERMITS, AND SEASONS



To find current information on hunting regulations, seasons, and other valuable information use the updated Illinois Digest of Hunting and Trapping Regulations. This digest can be found at local DNR sites/offices, sporting good stores, or online at: [www.dnr.illinois.gov/hunting/](http://www.dnr.illinois.gov/hunting/)

In the digest you will find a table that lists all deer seasons, shooting hours, and bag limits. It is important to remember that many of the deer tags are awarded via an online lottery system. Application deadlines fluctuate annually so its important to check the dates in the updated digest.

Permit Type	Application Period or Deadline
<b>Firearm and Muzzleloader Deer (page 17)</b>	
First Lottery (Residents-only)	April 30, 2017
Second Lottery	June 30, 2017
Third (Final) Lottery	August 18, 2017
Late Winter Antlerless Season (Special Hunt Areas)	November 27, 2017

## LEGAL DEER HUNTING METHODS

### CROSSBOW



DIFFICULTY 

### COMPOUND BOW



DIFFICULTY 

### RECURVE BOW



DIFFICULTY 

### SHOTGUN



DIFFICULTY 

### MUZZLELOADER



DIFFICULTY 

### HANDGUN



DIFFICULTY 

Consult the updated Illinois DNR hunting regulations for more information on legal deer hunting methods

## SHOT PLACEMENT

To harvest an animal with a single shot is the goal of every ethical hunter. It is important to study the anatomy of deer and know where the vital organs are in relation to the body. Any slight change in orientation can alter a hunter's perception as to where the organs are positioned.

When placing a shot, we want to hit the heart and/or lungs of a deer. This will ensure a quick harvest and will also ensure that the recovery and tracking process is minimal and quick. Practicing with your firearm/archery equipment is imperative to make sure you are comfortable with your equipment and can place an accurate shot where it needs to be. Far too many hunters set off into the woods without adequate practice.



21

## DEER FIELD DRESSING

Field dressing is the important process of removing the internal organs from harvested game. This prevents bacterial contamination of the meat, ensures rapid heat loss, and also reduces the overall weight of the animal making it easier to retrieve.



Step 1: Position the deer with the hind legs down hill. Make a shallow incision in the skin from between the hind all the way up through the chest area



Step 2: Tease open the abdominal cavity to expose the entrails, making sure not to puncture the stomach

22



Step 3: Allow the entrails to fall out of the body cavity and cut through one side of the rib cage to expose the chest cavity



Step 4: Cut around the anus to detach the excretory tract



Step 5: Remove all entrails from the deer and dispose of according to landowner preference

## DEER QUARTERING

Quartering a deer isn't difficult, but can be intimidating. With some basic anatomy knowledge the process can be completed with only a knife. Many hunters cut through the deer's bones with a saw, but all this does is throw bone fragments into the meat, and is an unnecessary step.



Step 1: After the animal is field dressed, begin skinning the deer. Most people prefer to have deer hung by the back legs for this process.



Step 2: Initial cuts for skinning are required around each leg. From here, begin working the hide away from the deer.



Step 3: Remove the backstraps, along either side of the spine, and the tenderloins found inside the rib cage. The neck meat can also be removed at this time.



Step 4: Remove front legs. Each of the deer's legs are held together by a ball-and-socket joint. Removing the legs is as simple as slicing away the muscle and separating the joints. Remove the back legs.



Step 5: The remaining meat--ribs, flanks, brisket, etc.-- can be trimmed away at this point.

## DEER HUNTING EQUIPMENT CHECKLIST

### CLOTHING

- Camouflage coat
- Camouflage pants
- Camouflage hat
- Blaze orange (depending on season, this may or may not be required)
- Boots
- Gloves

### BASIC HUNTING GEAR

- Applicable licenses/permits
- Backpack/fanny pack
- Hunting knife
- Firearm and ammo OR bow and arrows
- Flashlight/headlamp
- Maps
- First aid kit
- Binoculars
- Water

### CALLS & LURES (OPTIONAL)

- Grunt call
- Doe bleat
- Rattling antlers
- Doe estrous

### OPTIONAL ACCESSORIES

- Handsaw
- GPS unit
- Hunting blind & chairs
- Treestand and safety harness
- Range finder (useful for archery hunting)
- Scent control spray/cover scent
- Basic firearm/bow maintenance kit
- Snacks
- Water
- Knife sharpener
- Deer cart/sled



## DEER HUNTING KNOWLEDGE CHECK

- 1. What natural event triggers rut?**  
A. Lunar phases                      B. Temperature  
C. Availability of food                D. Photoperiods
- 2. White-tailed deer possess horns.**  
A. True                                    B. False
- 3. It is necessary to remove the tarsal glands prior to skinning the deer.**  
A. True                                    B. False
- 4. It is necessary to "bleed out" a deer when field dressing.**  
A. True                                    B. False
- 5. What white-tail sense is most important for hunters to overcome?**  
A. Smell                                  B. Hearing  
C. Vision                                  D. Taste
- 6. What age can a doe become pregnant?**  
A. 6-8 months                          B. 1.5 year  
C. 2.5 years                                D. 3.5 years
- 7. Typically, what percentage of all visits to scrapes does a buck make during DAYLIGHT hours?**  
A. 0%                                      B. 5-10%  
C. 15-20%                                D. 30-35%
- 8. What is the gestation period for white-tailed does?**  
A. 91 days                                B. 154 days  
C. 178 days                                D. 201 days

Answers on page 32

## DEER RECIPES

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CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY

**WILD GAME RECIPE**  
**STUFFED VENISON BACKSTRAP**  
Recipe by: campchef.com

**INGREDIENTS**  
Backstrap (Elk or Deer)  
Salt  
Pepper  
Olive Oil  
Bacon- 1 lb  
Mushrooms- 2 cups  
Garlic- 1 clove  
Cream Cheese- 8 oz  
Bread Crumbs- 1 cup



**DIRECTIONS**  
Trim unwanted silver skin from backstrap, and butterfly lengthwise. Season with salt and pepper. Chop bacon into 1/2 inch pieces and brown in a pan. Add mushrooms and garlic. Once the mushrooms are cooked, remove from heat. In a medium-size bowl, mix bacon, mushrooms, cream cheese and breadcrumbs. Evenly add stuffing mixture to the butterfly-cut backstrap. Close butterfly cut and tie off with butcher's twine. Brush with olive oil. Grill over medium/high heat until the meat reaches medium rare. For the best taste and texture, be sure not to over cook. Slice and enjoy!

**FOR MORE INFORMATION**  
[www.learntohuntill.com](http://www.learntohuntill.com)

## DEER RECIPES

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CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY

**WILD GAME RECIPE**  
**VENISON ROAST SANDWICH**

**INGREDIENTS**

- 4 lb venison roast
- 1 1/2 cups ketchup
- 3 tbsp brown sugar
- 1 tbsp ground mustard
- 1 tbsp lemon juice
- 2 tbsp soy sauce
- 1 tbsp liquid smoke
- 2 tsp celery salt
- 2 tsp Worcestershire sauce
- 1 tsp onion powder



**DIRECTIONS**  
Cut roast in half, place in crockpot. Mix all ingredients into a bowl and pour over venison. Cook on low for 4 hours. Pull out roast and cut meat into smaller pieces. Place meat back in crockpot for 3 hours. Pull the roast out of the crockpot and shred meat using two forks. Serve on toasted bun.

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29

## DEER RECIPES

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**WILD GAME RECIPE**  
**VENISON TACO PIE**  
Recipe by: Outdoor Channel

**INGREDIENTS**

- 2 pounds ground venison
- 2 envelopes taco seasoning
- 1/2 cup water
- 2 cans crescent rolls
- 12 ounces sour cream
- 2 cups shredded sharp cheese



**DIRECTIONS**  
Brown and drain venison. Add taco seasoning and 1/2 cup water. Mix well. Pat the 2 cans of crescent rolls into the bottom and up the sides of a greased 9x13 inch cake pan. Spread mixed venison on top of crescent rolls. Spread sour cream over venison. Sprinkle with shredded cheese. Bake at 350 degrees for 35-40 minutes. Let sit for 10 minutes before serving.

**FOR MORE INFORMATION**  
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30

## DEER RECIPES

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**WILD GAME RECIPE**  
**STUFFED VENISON BACKSTRAP**  
Recipe by: Outdoor Channel

**INGREDIENTS**  
2 (10 ½-ounce) cans homemade cream of mushroom soup  
5 tablespoons homemade dry onion soup mix  
2 cups homemade beef broth  
1 tablespoon homemade garlic powder  
2 tablespoons homemade onion powder  
Salt and pepper, to taste  
1 cup fresh mushrooms, sliced (optional)  
3- to 4-pound venison roast



**DIRECTIONS**  
Spray a large slow cooker with vegetable oil. Add the cream soup, onion soup mix, beef broth, garlic powder, onion powder and parsley together, whisking until smooth. Season to taste with salt and pepper. Fold in the mushrooms. Place the venison roast into the slow cooker and spoon some of the mixture over the roast. Cover and cook on high for 5 hours (8 hours on low). If the roast is frozen, cook on high for 8 to 10 hours; or until meat falls apart. If you don't have a slow cooker, just bake the roast at 275 degrees for 4 to 5 hours or until tender. Serve over buttered noodles, cooked rice, mashed potatoes or bread slices.

**FOR MORE INFORMATION**  
[www.learntohuntill.com](http://www.learntohuntill.com)

## KNOWLEDGE CHECK ANSWERS

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A. 6-8 months      B. 1.5 year  
C. 2.5 years      D. 3.5 years
- 7. Typically, what percentage of all visits to scrapes does a buck make during DAYLIGHT hours?**  
A. 0%      B. 5-10%  
C. 15-20%      D. 30-35%
- 8. What is the gestation period for white-tailed does?**  
A. 91 days      B. 154 days  
C. 178 days      D. 201 days