



IKES ON TARGET



PHOTO: JAY CLARK

IWLA Strategic Plan 2014-2019

Approved July 25, 2013

By the Delegates to the Izaak Walton League of America National Convention

Mission Statement

To conserve, restore, and promote the sustainable use and enjoyment of our natural resources, including soil, air, woods, waters, and wildlife.

Vision

Through the efforts of the League,

- Conservation becomes part of everyday life
- Everyone enjoys sustainable outdoor recreation
- Healthy lands and waters support thriving fish and wildlife populations

Goals

1. Connect more young people to conservation and outdoor recreation.
2. Conserve and restore habitat to support healthy, sustainable fish and wildlife populations.
3. Ensure America's streams, rivers, lakes, and other waters are safe for fishing, swimming, and other uses.
4. Engage more people in sustainable outdoor recreation.
5. Raise the profile of the League as a leading voice for common-sense conservation and sustainable outdoor recreation.
6. Strengthen partnerships among all levels of the League to advance the League's mission.

The goals are supported by 30 goal-specific objectives. Our chapters with shooting facilities and programs are perfectly poised to move the League forward on many of these objectives, such as "connect youth with recreational shooting sports, fishing, hunting, and other outdoor recreation activities at League chapters" and "provide opportunities for a growing number of people to safely and responsibly participate in recreational shooting sports."

For the full list of strategic plan objectives, refer to *Outdoor America* (2013 Issue 3, pages 12-19) or the League Web site at www.iwla.org/strategicplan. Working together, we can achieve our conservation and outdoor recreation goals, raise the League's visibility, and strengthen the organization as a whole. This strategic plan will help the League succeed well into the future and stay "on target."

Sights On New Members

Recruiting and retaining members of the Izaak Walton League is vitally important to the future of our organization. According to the League's Bylaws, membership should be extended to all who subscribe to our conservation mission: To conserve, restore, and promote the sustainable use and enjoyment of our natural resources.

New Shooters — It is no secret that some of the many ways Ikes enjoy the outdoors include hunting and the shooting sports, both target and competitive shooting.

Recruiting new chapter members and new shooters should go hand-in-hand. One way to do that is to link membership recruitment with shooting sports activities your chapter is hosting.

But who should your target audience be? According to a recently-released survey conducted by the National Shooting Sports Foundation (NSSF), the trends in new target shooters have changed. Today, they are predominately younger, with an increased number of women and folks from non-rural backgrounds. Of new shooters,

- The majority (66 percent) are younger than previous years: 19 to 34 years old.
- Women represent an increasing proportion of all participants (37 percent).
- Nearly half reside in cities or suburbs.

During the time period cited in this survey (2008-2012), one fifth of all target shooters in the nation had just begun participating in the sport. These numbers represent a robust influx of new shooters into our ranks.

To take advantage of increased interest in shooting sports — and the need for instruction and facility access — chapters should consider offering more introductory marksmanship and safety training classes and specialized activities that would appeal to young professionals and women, such as Becoming an Outdoors Woman classes.

New Hunters — Fall is the start of many hunting seasons. League chapters nationwide have been hosting hunter education classes throughout the spring and summer months to help hunters prepare. Yet fall offers some

prime time to hold another class or two for those who did not sign up earlier this year or people who have developed a new interest in hunting. Consider adding another class to your chapter's calendar.

In most states, new hunters are required to complete a hunter education course to qualify for a hunting license.

However chapters can engage more hunters by going beyond traditional hunter education courses to offer advanced hunter skills training and hunter clinics.

Another recent NSSF survey shows that 79 percent of Americans approve of hunting, regardless of whether they hunt themselves. More importantly, hunting participation, previously on a downward slide, has increased by nearly 10 percent since 2006.

If your chapter provides such educational safety and skills training courses, you are not only recruiting new hunters and potential League members but also ensuring that the next generation of sportsmen and women are safe, ethical, and responsible afield.

The key is to make membership recruitment part of everything your chapter does, whether it involves conservation, education, or outdoor recreation — especially shooting sports and hunting.

Sources — Responsive Management and National Shooting Sports Foundation Surveys:

An Analysis of Sport Shooting Participation Trends in the United States 2008-2012 (2013)

The Future of Hunting and the Shooting Sports (2008)

Each year, IWLA pays NSSF membership dues for all League chapters that offer shooting sports facilities and related activities for their members.



Those chapter presidents and shooting sports coordinators with an e-mail address can expect to receive electronic updates from NSSF. Printed publications will be sent to the chapter's designated business mailing addresses.

On Target: Featured Chapters

In each issue of *Ikes On Target*, we highlight chapters that promote shooting sports.

Under 500 Members —



Photo courtesy Dan Neuland/Frederick #1 Chapter IwLA

Frederick #1 Chapter (Maryland)

The oldest chartered chapter in the state (1923), this central Maryland chapter owns a relatively small amount of acreage outside the city of Frederick.

Not too many years ago, the member rolls dwindled to just under 100. But after several improvements to the rifle/handgun, air gun, and target archery ranges, the chapter has grown to 340 members.

Annually, the chapter supports hands-on, advanced hunter training for kids and sponsors local Youth Hunter Education Challenge teams at a statewide event sanctioned by the Maryland Department of Natural Resources (see group photo with their many trophies above).

www.frederickiwla.org

Over 500 Members —

Dragoon Trail Chapter (Iowa)

Located outside the Des Moines city limits in Ankeny, this chapter has seen amazing membership growth in the past 15 years.

In 1999, about 100 members relocated onto a new 40-acre chapter property. Today, the chapter's nearly 600 members operate several shooting facilities, including four trap houses, four handgun ranges, a rifle range, and a complete archery course (see aerial photo below).

These Ikes host monthly rifle and pistol competitions and a weekly trap league. This year, 135 middle- and high-school students participated in the chapter's Youth Trap Team as part of the NSSF Scholastic Clays program.

The chapter's enthusiasm continues with local conservation work, including "Project Juneberry" plantings in the community, fishing pond management on public park lands, and meadowlark/monarch butterfly habitat restoration on chapter grounds. The chapter also helps with the Iowa Department of Natural Resources' trout stocking in area lakes.

www.ankeniyikes.org



Photo courtesy Jeff Altmayer/Dragoon Trail Chapter IwLA

NRA Foundation Grants

The NRA Foundation has begun accepting applications for its 2014 grant cycle. NRA Foundation grants assist shooting sports-related programs with developing, expanding, and enhancing their educational curricula to deliver valuable services to millions of Americans.

“Nonprofit organizations involved in firearm-related activities or defense of the Second Amendment can be considered for grant awards,” said Ruthann Sprague, NRA Foundation grant manager. “We support organizations and programs that ensure the shooting and hunting heritage.”

NRA Foundation grants are awarded in accordance with Internal Revenue Service rules and regulations. Applicants begin with an easy five-question eligibility quiz that will determine which type of grant will best suit their needs. Bona fide federal, state, or local law enforcement agencies, accredited schools, and qualified nonprofit organizations – such as Izaak Walton League chapters – can benefit from NRA Foundation funding.

The NRA Foundation, Inc. is a 501(c)(3) tax-exempt organization that raises tax-deductible contributions in support of the National Rifle Association and other organizations. It has awarded more than 28,000 grants, totaling more than \$210 million, since its inception in 1990. Most funds are generated locally through Friends of the NRA fundraisers.

For more details, contact the NRA Foundation Grant Department toll-free at (800) 554-9498. Specific grant forms, guidelines, eligibility requirements, and submission deadlines are available online at www.nrafoundation.org.

Editor’s Note: In previous years, qualified IWLA chapters with their own IRS determination and those under IWLA’s group 501(c)(3) tax exemption have applied for and received tens of thousands of dollars in grants to support of their local shooting sports facilities and educational programs.

On Capitol Hill

Following are a few of the firearms-related legislative items in the proposed **Sportsmen’s Heritage and Recreational Enhancement Act of 2013 (SHARE)**, a package of bills supported by the Izaak Walton League and other national hunting, angling, and conservation groups:

- **The Hunting, Fishing and Recreational Shooting Protection Act (H.R. 322):** Excludes lead ammunition and fishing tackle from federal regulation under the Toxic Substances Control Act (TSCA), leaving regulation of lead ammunition and tackle primarily to the states.
- **Target Practice and Marksmanship Training Support Act (H.R. 2463/S. 1212):** Amends the Pittman-Robertson Act (P-R) by adjusting the funding limitations to allow states to allocate more P-R funds for a longer period of time for the creation and maintenance of public shooting ranges. Also encourages federal land management agencies to cooperate with state and local authorities to maintain shooting ranges.
- **Wildlife and Hunting Heritage Conservation Council Advisory Committee (H.R. 2799):** Establishes a committee of sportsmen, state and tribal agencies, and firearms and agricultural industry representatives to advise the Secretaries of the Interior and Agriculture on wildlife and habitat conservation, recreational hunting, and shooting sports.

Ikes On Target is a quarterly publication mailed to current elected chapter presidents and designated shooting sports coordinators.

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Check out www.iwla.org/shootingsports today!

