Appendices

Appendix A. Focus group screeners

Focus group hunting volunteer screening

Target Audience

Appendix A Audience: Current and former state agency hunting volunteers

Appendix B Target Groups:

- R3 hunting volunteers who have volunteered as hunting mentors, hunter education instructors, or in support of any hunting event.
- Conservation/Education volunteers who have volunteered to help a state agency in their efforts to tag/weigh wildlife, teach nature/conservation lessons, maintain trails, restore habitats, or any similar capacity for a state agency.

Appendix C N Focus group: 2 focus groups in total, for hunting (IHEA-USA)

- 2 focus groups centered around hunting volunteers

Appendix D N people per focus group: 8 (16 in total)

Appendix E Race/Ethnicity: None identified

Appendix F Gender: None identified

Appendix G Incentive: $200 gift card

Survey Questions:

Your state fish and wildlife agency wants to learn what drives people to volunteer, and how to best recruit new volunteers.

Q1. Are you a current or former volunteer for programs that either improved wildlife habitat or helped teach hunting skills?

- Yes, I am a current volunteer
- Yes, I am a former volunteer
- No, I was never a volunteer

[Disqualify if they select no]

Q2. Which type of program(s) did you volunteer for?

- Hunting
- Habitat conservation
- None of the above

[Disqualify if they are none of the above]

Q3. How old are you? _____ [Disqualify if they are younger than 18]

Q4. We are interested in learning more about your experience as a volunteer. To do this, we will be hosting two online discussions. To participate, you will need to have access to an electronic device with a microphone and camera. We will assist with technology checks before the meeting. **Those who are selected to participate will be provided with a $200 Visa gift card.**

If selected, are you available to meet virtually for a 90-minute discussion on any of the following dates? (Please select all that apply) As a reminder, you will be **compensated $200** for participating.
[Display different date options for fishing and habitat conservation volunteers]

- o [Date Options]
- o None of the above

[Disqualify if they are not available for an online focus group or interview]

Q6. We will need to contact you to set you up for the discussion. Please provide your contact information:
Name: _____
Email: _____
Phone: _____

Focus Group – Hunting Volunteers

[Opening remarks]

Warm up

1. Time to get started with introductions. As I call on folks, tell us
   - Name
   - Where you are from
   - And what sort of volunteering you do

Main Questions

1. How did you get involved volunteering?
   - Why do you volunteer?
   - Do you volunteer with anyone other than a ***conservation organization***?
2. How much time does your volunteer effort take up per month?

3. What do you need to feel confident and excited about volunteering?
   a. *Training?*
   b. *Equipment?*
   c. *Support from staff?*
   d. *Clear expectations?*
   e. *Communication*
4. What makes it hard for you or other people you know to get involved in volunteering?
   - *Time*
   - *Distance*
   - *Experience*
   - *Money for out-of-pocket*
   - *Using my gear*
5. Have any of you ever left a volunteer position? *(You don't need to provide a name or location.)*
   - What were the reasons that you stopped volunteering?

General Volunteering

6. Would you be open to other types of volunteering for the agency?
   - Habitat improvement or invasive species removal
   - Picking up trash or clean up parks
   - Staffing experiences like range officer or support at events
   - Promotional or fundraising events
   - Admin assistance like reception or camp hosts

7. What would attract you to a different type of conservation volunteer opportunity?

Future Recruiting

8. What do you want to know about an opportunity before you would offer to volunteer?

9. What do you think we should do to recruit more volunteers?
   - Social media?
   - Phone calls?
   - Emails?

10. What things would make volunteering more attractive?

The rest of the conversation is only about volunteering to help educate new hunters?

Education and Mentorship

1. Would you be interested in volunteering if the classes were virtual?

2. How does the age of the student(s) impact your willingness to mentor?

3. Would you prefer to be provided a lesson to teach from or come up with courses on your own?

4. Would you prefer to teach in pairs or groups as opposed to teaching alone?

[Close out procedures]

Focus Group Fishing Volunteer Screening

Target Audience

- Audience: Current and former state agency fishing volunteers
- Target Groups:
    - R3 fishing volunteers who have volunteered as mentors, educators, or in support of any fishing event.
    - Conservation/Education volunteers who have volunteered to help a state agency in their efforts to manage fish populations, spawn or stock fish, restore habitats, or any similar capacity for a state agency.
- N Focus group: 2 focus groups in total, for fishing (OSCF)
    - 2 focus groups centered around fishing volunteers
- N people per focus group: 8 (16 in total)
- Race/Ethnicity: None identified
- Gender: None identified
- Incentive: $200 gift card

Survey Questions:

Your state fish and wildlife agency wants to learn what drives people to volunteer, and how to best recruit new volunteers.

Q1. Are you a current or former volunteer for programs that either improved fish or wildlife habitat or helped teach fishing skills?

- Yes, I am a current volunteer
- Yes, I am a former volunteer
- No, I was never a volunteer

[Disqualify if they select no]

Q2. Which type of program(s) did you volunteer for?

- Fishing
- Habitat/conservation
- None of the above

[Disqualify if they are none of the above]

Q3. How old are you? _____ [Disqualify if they are younger than 18]

Q4. We are interested in learning more about your experience as a volunteer. To do this, we will be hosting two online discussions. To participate, you will need to have access to an electronic device with a microphone and camera. We will assist with technology checks before the meeting. **Those who are selected to participate will be provided with a $200 Visa gift card.**

If selected, are you available to meet virtually for a 90-minute discussion on any of the following dates? (Please select all that apply) As a reminder, you will be **compensated $200** for participating.
[Display different date options for hunting and habitat conservation volunteers]

- **[Date options]**
- None of the above

[Disqualify if they are not available for an online focus group or interview]

Q6. We will need to contact you to set you up for the discussion. Please provide your contact information:
Name: _____
Email: _____
Phone: _____

Focus Group – Fishing Volunteers

[opening remarks]

Time to get started with introductions. As I call on folks, tell us

- Name
- Where you are from
- And what sort of volunteering you do (not just angling)

Main Questions

1. How did you get involved volunteering?
2. Why do you volunteer?
3. What do you need to feel confident and excited about volunteering?
    a. *Training?*
    b. *Equipment?*
    c. *Support from staff?*
    d. *Clear expectations?*
    e. *Communication*
4. What makes it hard for you or other people you know to get involved in volunteering?
    - *Time*
    - *Distance*
    - *Experience*
    - *Money for out-of-pocket*
    - *Using my gear*
5. What kinds of training or certification did you have to do to become a volunteer?
6. Have any of you ever left a volunteer position? *(You don't need to provide a name or location.)* What were the reasons that you stopped volunteering?

General Volunteering

7. If the agency asked, would you be open to other types of volunteering for the agency?
    - Habitat improvement or invasive species removal
    - Picking up trash or clean up parks
    - Staffing experiences like range officer or support at events
    - Promotional or fundraising events
    - Admin assistance like reception or camp hosts
8. What do you want to know about this opportunity before you would offer to volunteer?
9. What do you think we should do to recruit more volunteers?
    - Social media?
    - Phone calls?
    - Emails?
10. What things would make volunteering more attractive?

Education and Mentorship

11. Would you be interested in volunteering if the classes were virtual?

12. Would you prefer to be provided a lesson to teach from or come up with courses on your own?

[close out procedures]

Focus Group Pre-Screener– General Public; Potential Volunteers

Target Audience

- Audience: People who are outdoorsy but have not volunteered before
- Target Groups:
  - Age 20-55 years old
- N Focus group: 2 focus groups in total, for fishing (OSCF)
  - 2 focus groups centered around fishing volunteers
- N people per focus group: 8 (16 in total)
- Race/Ethnicity: None identified
- Gender: None identified
- Incentive: $200 gift card

Survey Questions:

Your state fish and wildlife agency wants to learn what drives people to volunteer, and how to best recruit new volunteers.

Q1. Which of these activities have you participated in at least 4 of the last 5 years?

- Played golf
- Visited a fair or amusement park
- Attended a professional sporting event
- Hunted
- Gone dancing
- Attended a professional musical performance
- Fished
- Gone bowling

[Disqualify if 4 are not selected]

Q2. Have you ever worked for a government agency?

- Yes
- No

[Disqualify if they select yes]

Q3. Are you a current or former volunteer?

- o Yes, I am a current volunteer
- o Yes, I am a former volunteer
- o No, I was never a volunteer

[Disqualify if they select either Yes]

Q4. How old are you? _____ [Disqualify if they are younger than 18]

Q5. We are interested in learning more. To do this, we will be hosting two online discussions. To participate, you will need to have access to an electronic device with a microphone and camera. We will assist with technology checks before the meeting. **Those who are selected to participate will be provided with a $200 Visa gift card.**

If selected, are you available to meet virtually for a 90-minute discussion on any of the following dates? (Please select all that apply) As a reminder, you will be **compensated $200** for participating.
[Display different date options for hunting and habitat conservation volunteers]

- **[Date options]**
- None of the above

[Disqualify if they are not available for an online focus group or interview]

Q6. We will need to contact you to set you up for the discussion. Please provide your contact information:
Name: _____
Email: _____
Phone: _____

Focus Group Script – General Public; Potential Volunteers

[Opening remarks]

1. Time to get started with introductions. As I call on folks, tell us
    a. Name?
    b. What are your favorite forms of outdoor recreation?

Main Questions

1. Do you or would you consider volunteering?
    - If so, what would you like to do and why?
    - If not, why not?
2. Would you consider volunteering to help with/support conservation?
    - If so, what would you like to do and why?
    - If not, why not?
    - What kinds of resources or support would you need to feel confident and excited about volunteering for conservation?
    - What kinds of incentives would motivate you to volunteer and help with/support conservation?
3. Would you consider volunteering to help people learn to hunt or fish?
    - If so, what would you like to do and why?
    - If not, why not?
    - What kinds of resources or support would you need to feel confident and excited about volunteering to teach people to hunt or fish?
    - What kinds of incentives would motivate you to volunteer and help people learn to hunt or fish?
4. How could an organization let you know about volunteer opportunities?

General Volunteering

1. I am going to list off types of conservation volunteer opportunities. Would you be willing to:

- Teach a beginner's fishing class
    - Why? Why not?
- Habitat improvement or invasive species removal
    - Why? Why not?
- Picking up trash or cleaning up parks
    - Why? Why not?
- Show a new hunter the ropes
    - Why? Why not?
- Staffing at events – tickets, parking, etc. - all
    - Why? Why not?
- Nature presentation to a kindergarten class
    - Why? Why not?
- Mentor a new hunter
    - Why? Why not?

[Close out procedures]

Appendix B. Volunteer Survey

Q1 Your state's fish and wildlife agency is working in partnership with Southwick Associates to learn what drives people to volunteer, and how to best recruit and retain volunteers. Your response will remain fully confidential, and you will never be contacted as a result of taking this survey. You must be at least 18 to participate. Please select 'Yes' to continue.

1) Yes (1)
2) No (2)

Skip To: End of Survey If Your state's fish and wildlife agency is working in partnership with Southwick Associates to lear... = No

Page Break

Q2 Are you a current or former volunteer for programs including hunter education, hunting or fishing skills/mentoring, or improving fish and wildlife habitat?

3) Yes, I am a current or former volunteer (1)
4) No, I was never a volunteer (3)

Skip To: End of Survey If Are you a current or former volunteer for programs including hunter education, hunting or fishing... = No, I was never a volunteer

Page Break

Q3 Which type of program(s) did you volunteer for? Please select all that apply.

1) Fishing skills/mentoring (1)
2) Hunting skills/mentoring (2)
3) Hunter education (3)
4) Habitat conservation (4)
5) Wildlife conservation (8)
6) Other: (7) _____
7) ⊗ None of the above (5)

Skip To: End of Survey If Which type of program(s) did you volunteer for? Please select all that apply. = None of the above

Page Break

Q4 What state do/did you volunteer in?

5) Colorado (1)
6) Iowa (2)
7) Maine (3)
8) New York (4)
9) Pennsylvania (5)
10) South Carolina (6)
11) Other: (7) _____

Page Break

Display this question:

If Are you a current or former volunteer for programs including hunter education, hunting or fishing... = Yes, I am a current or former volunteer

Q5 How many times a year do you typically volunteer with your state's fish and/or wildlife agency?

12) 1 to 6 times (2)
13) 7 to 12 times (3)
14) 13 to 24 times (4)
15) 25 times or more (5)

Page Break

Q63 How many years of volunteer service have you dedicated to the state agency?

16) Less than a year (1)
17) 1 – 2 years (2)
18) 3 – 5 years (3)
19) 6 – 10 years (4)
20) 11 – 20 years (5)
21) More than 20 years (6)

Page Break

Q22 Which of the following were reasons you started to volunteer for your state agency? Please select all that apply.

8) To help the next generation continue the tradition of hunting/fishing (1)
9) To give back to my community (8)
10) To stay physically active (13)
11) To learn more about the area/habitat I hunt or fish in (2)
12) To sharpen my own hunting/fishing skills (3)
13) To help make hunting or fishing more accessible to others (4)
14) To build a community/relationships with fellow volunteers (5)
15) To network with the state agency/program staff (12)
16) A mentor was crucial in my life, so I wanted to give back and mentor others (6)
17) To help wildlife and the environment (10)
18) To enjoy time spent outdoors (11)
19) Other (Please specify): (9) _____
20) ⊗ None of the above (7)

Page Break

Q8 In addition to your role with ${Q4/ChoiceGroup/SelectedChoices}'s fish and wildlife agency do you volunteer at/with any of the following? (Please select all that apply)

21) ⊗ I only volunteer with ${Q4/ChoiceGroup/SelectedChoices}'s fish and wildlife agency (1)
22) Local food pantry (2)
23) Place of worship (church, synagogue, mosque, etc.) (3)
24) Youth sports (4)
25) Animal shelter (5)
26) Youth programs (6)
27) Homeless shelter (7)
28) Retirement community (8)
29) Community events (9)
30) Neighborhood related (HOA, picnics, etc.) (10)
31) Local/National advocacy (AARP, United Way, etc.) (11)
32) My child or grandchild's school (12)
33) Other (Please specify): (13)
_____
34) ⊗ None of the above (14)

End of Block: Default Question Block

Start of Block: Information - Social Media

Q35 How did you **first** learn about the conservation volunteer program(s)?

22) Friend or family member (1)
23) Current volunteer (2)
24) Social media from state agency (3)
25) Social media influencer (4)
26) State agency website (5)
27) State agency employee (6)
28) Kiosk on public parks or land (7)
29) Local outdoor recreation store (8)
30) Television (9)
31) Newspaper/Magazine (10)
32) I sought out an opportunity (13)
33) I was a participant of the program previously (14)
34) Other (Please specify): (11)

_____

35) ⊗ None of the above (12)

Display this question:

If How did you first learn about the conservation volunteer program(s)? = Social media from state agency

Or How did you first learn about the conservation volunteer program(s)? = Social media influencer

Q17 What social media platform did you learn about the volunteer opportunity from?

36) Facebook (1)
37) Instagram (2)
38) LinkedIn (3)
39) Pinterest (4)
40) Reddit (5)
41) Snapchat (6)
42) TikTok (7)
43) X (Twitter) (8)
44) YouTube (9)
45) Other (Please specify): (10)
_____
46) None of the above (11)

Page Break

Q19 Have you ever encouraged or asked someone else (friend/family member/co-worker) to volunteer with a state wildlife agency? Please check all that apply.

35) Yes, and they started to volunteer (1)
36) Yes, but they did not start volunteering (2)
37) ⊗ No (3)
38) ⊗ I'm not sure (4)

Page Break

Q70 Has anyone ever encouraged or asked you to volunteer with a state wildlife agency? Please check all that apply.

39) Yes, and I volunteered in that role (1)
40) Yes, but I did not volunteer in that role (2)
41) ⊗ No (3)
42) ⊗ I'm not sure (4)

Page Break

Q77 Do you think it's hard to find information about volunteer programs with your state wildlife agency?

47) Yes (1)
48) No (2)

Page Break

Q78 What promotion strategies do you think would be effective for state agencies in recruiting other people to volunteer? Please select all that apply.

43) Outreach from current volunteers (1)
44) Contact from state agency employees (2)
45) Advertisements where you buy your hunting/fishing license (3)
46) Advertisements on state agency websites (4)
47) Advertisements from the state agency on social media (5)
48) Advertisements on television (6)
49) Advertisements in the newspaper (7)
50) Listing opportunities on website (8)
51) Listing opportunities on social media (9)
52) Community calendars (10)
53) In person presentation at events (expos, fishing tournament, retailer, etc.) (11)
54) Other (Please specify): (12)

_____

55) ⊗ None of the above (13)

End of Block: Information - Social Media

Start of Block: Level of agreement

Q20 Please rate your level of agreement with the following state agency volunteer-related statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I find volunteering to be rewarding (1)	49)	50)	51)	52)	53)
I volunteer to improve the area I enjoy to fish/hunt in (2)	54)	55)	56)	57)	58)
I volunteer to pass on the tradition (3)	59)	60)	61)	62)	63)
I volunteer for the joy that I see sparked in someone fishing/hunting for the first time (4)	64)	65)	66)	67)	68)
I volunteer to help with conservation efforts regardless of location (5)	69)	70)	71)	72)	73)
I am proud of the work I do as a volunteer and take my role seriously (6)	74)	75)	76)	77)	78)
I volunteer to help the environment (7)	79)	80)	81)	82)	83)

Page Break

Q25 Does your state agency need to make improvements to the following: (1 = Agency is currently doing well, 4 = Agency needs major improvements).

	1 (1)	2 (2)	3 (3)	4 (4)
Volunteer recruitment campaigns (1)	84)	85)	86)	87)
Volunteer communication (2)	88)	89)	90)	91)
Day-to-day volunteer experience (3)	92)	93)	94)	95)
Guidelines of volunteer role expectations (4)	96)	97)	98)	99)
List of volunteer opportunities available (5)	100)	101)	102)	103)

Page Break

Q38 Which of the following are personal barriers to volunteering more for the state agency? Please select all that apply.

56) Work (1)
57) School (2)
58) Family commitments/matters (3)
59) Driving distance to volunteer opportunity (4)
60) Personal financial cost to participate (5)
61) Lack of opportunities that appeal to me (11)
62) Other (Please specify): (7) _____
63) ⊗ I do not encounter barriers to volunteering (8)

Page Break

Q71 In your experience, do you deal with any of the following state agency/program specific barriers? Please select all that apply.

64) Unorganized volunteer programs (1)
65) Lack of consistent scheduling (2)
66) Lack of socialization with fellow volunteers (4)
67) Lack of or slow reimbursement for gas/mileage (11)
68) Agency leadership/guidance is lacking (6)
69) Resources (equipment) (7)
70) Difficulty finding opportunities (8)
71) Lack of training (12)
72) Lack of opportunities when I'm available (13)
73) Other (Please specify): (9) _____
74) ⊗ None of the above (10)

Page Break

Q72 How far are you willing to travel to volunteer for a half day (4 hour) agency event or shift?

104) 30 minutes or less (1)
105) 30 minutes to 1 hour (2)
106) 1 to 1.5 hours (3)
107) 1.5 to 2 hours (4)
108) 2 to 2.5 hours (5)
109) 2.5 to 3 hours (6)
110) More than 3 hours (7)

Page Break

Q82 How far are you willing to travel to volunteer for an agency event where you'll volunteer for more than one day?

111) 30 minutes or less (1)
112) 30 minutes to 1 hour (2)
113) 1 to 1.5 hours (3)
114) 1.5 to 2 hours (4)
115) 2 to 2.5 hours (5)
116) 2.5 to 3 hours (6)
117) More than 3 hours (7)
118) I would not be willing to commit to a multiday agency event (8)

Page Break

Q74 How important are the following to you when volunteering with your state agency?

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
The opportunity to socialize with other volunteers (1)	119)	120)	121)	122)	123)
Helpful staff (2)	124)	125)	126)	127)	128)
Clear expectations (3)	129)	130)	131)	132)	133)
Consistent scheduling (4)	134)	135)	136)	137)	138)
An engaging program (5)	139)	140)	141)	142)	143)
Coordinated transportation to volunteer event (6)	144)	145)	146)	147)	148)
Mileage reimbursement (7)	149)	150)	151)	152)	153)
Necessary gear/equipment is provided by the state (8)	154)	155)	156)	157)	158)
Free snacks/refreshments (9)	159)	160)	161)	162)	163)

End of Block: Level of agreement

Start of Block: All volunteers

Q79 When volunteering for the state agency how structured do you prefer program guidelines?

164) Very structured (1)
165) Somewhat structured (2)
166) Neutral (3)
167) Loosely structured (4)
168) Unstructured (5)

Page Break

Q83 Which of the following best describes your volunteering onboarding process from the agency?

169) A week or longer class (1)
170) Multi-day (less than a week) class (2)
171) A one-day class (3)
172) A packet of educational materials (4)
173) Other (Please specify): (5) _____
174) I received no instruction (6)

Page Break

Q67 When you considered volunteering with your state agency were any of the following a concern? Please select all that apply.

75) Access to working equipment (1)
76) Personal safety (2)
77) Physical labor (Working outside for long hours, heavy lifting) (7)
78) Having the necessary skills, ability, or knowledge (3)
79) Time volunteering requires (4)
80) Other (Please specify): (5) _____
81) ⊗ None of the above (6)

Page Break

Q45 Please fill in the blank. It was _____ intimidating to start volunteering.

175) Not at all (1)
176) Slightly (2)
177) Moderately (3)
178) Very (5)
179) Extremely (4)

Page Break

Q80 Would you like to receive any of the following from a state agency as a way to show their appreciation to you for volunteering? Please select all that apply.

82) Free state park pass/admission (1)
83) Refreshments and/or meal included with volunteer shift (2)
84) Discounts on fishing/hunting equipment (3)
85) Gifts (T-shirt, hat, mugs, etc.) (5)
86) Verbal thank you from staff (6)
87) Written acknowledgments (Thank you letters/emails) (7)
88) Enrichment opportunities (Free education course on fishing/hunting/outdoor rec.) (10)
89) Free certifications for volunteers (11)
90) Other (Please specify): (12)
_____
91) ⊗ None of the above (13)

Page Break

Display this question:

If Would you like to receive any of the following from a state agency as a way to show their appreci... != None of the above

Carry Forward Selected Choices from "Would you like to receive any of the following from a state agency as a way to show their appreciation to you for volunteering? Please select all that apply."

Q81 Please rank the incentives you selected from most important to least important. Please click and drag to order.

_____ Free state park pass/admission (1)
_____ Refreshments and/or meal included with volunteer shift (2)
_____ Discounts on fishing/hunting equipment (3)
_____ Gifts (T-shirt, hat, mugs, etc.) (4)
_____ Verbal thank you from staff (5)
_____ Written acknowledgments (Thank you letters/emails) (6)
_____ Enrichment opportunities (Free education course on fishing/hunting/outdoor rec.) (7)
_____ Free certifications for volunteers (8)
_____ Other (Please specify): (9)
_____ None of the above (10)

Page Break

Q84 In one sentence, what is your favorite thing about volunteering for your state wildlife agency?

_____

Page Break

Q53 If you've quit a volunteer role in the past, were any of the following a reason why? Please select all that apply.

92) ⊗ I've never quit a volunteer position (1)
93) Started other volunteering positions (14)
94) Volunteering was physically difficult (11)
95) A bad interaction with a staff member when signing up (2)
96) A bad interaction with a fellow volunteer (3)
97) A bad interaction with a visitor/mentee/student (4)
98) An unorganized volunteer program (5)
99) Poor communication from the program lead (6)
100) I didn't feel like I was contributing (7)
101) Lack of confidence in your fishing/hunting ability (8)
102) Needing to commit to a certain amount of days/time a month/year (9)
103) A far drive to volunteer (10)
104) Program/position was changed or closed (15)
105) My availability changed (16)
106) I moved out of the area/state (12)
107) Other (Please specify): (13)
_____
108) ⊗ None of the above (17)

End of Block: All volunteers

Start of Block: Fishing

Q66 When you started volunteering/teaching about angling for your state agency, how many years had you been fishing?

180) 5 years or less (1)
181) 6 – 10 years (2)
182) 11 – 20 years (3)
183) More than 20 years (4)
184) I don't fish (5)

Page Break

Display this question:

If When you started volunteering/teaching about angling for your state agency, how many years had yo... != I don't fish

Q57 When you started volunteering/teaching about angling for your state agency, how would you have rated your fishing skill level?

185) **Beginner** – very limited or no experience (1)
186) **Novice** – some experience and beginning to experiment (2)
187) **Intermediate** – comfortable in some settings/techniques (3)
188) **Expert** – very experienced in many setting/techniques (4)

End of Block: Fishing

Start of Block: Conservation

Display this question:

If Which type of program(s) did you volunteer for? Please select all that apply. = Habitat conservation

Q58 How much did you know about the habitat where you volunteer for the state agency before starting your program?

189) None at all (1)
190) A little (2)
191) A moderate amount (3)
192) A lot (4)
193) A great deal (5)

Page Break

Display this question:

If Which type of program(s) did you volunteer for? Please select all that apply. = Wildlife conservation

Q86 How much did you know about wildlife where you volunteer before starting your program with the state agency?

194) None at all (1)
195) A little (2)
196) A moderate amount (3)
197) A lot (4)
198) A great deal (5)

End of Block: Conservation

Start of Block: Demographics

Q9 Which category reflects your age?

199) 18-24 years old (1)
200) 25-34 years old (2)
201) 35-44 years old (3)
202) 45-54 years old (4)
203) 55-64 years old (5)
204) 65 years or older (6)

Page Break

Q10 What is your gender?

205) Male (1)
206) Female (2)
207) Prefer not to say (3)

Page Break

Q11 What best describes the setting in which you live?

208) Urban area (more than 50,000 people) (1)
209) Suburban area (10,001 to 50,000 people) (2)
210) Small town (2,500 to 10,000 people) (3)
211) Rural area (fewer than 2,500 people) (4)

Page Break

Q60 Are you of Spanish, Hispanic, or Latino origin?

212) Yes (1)
213) No (2)

Page Break

Q12 Which of the following describes your race or ethnicity? Please select all that apply.

109) White or Caucasian (1)
110) Black or African American (2)
111) American Indian / Native American or Alaska Native (3)
112) Asian (4)
113) Native Hawaiian or Other Pacific Islander (5)
114) Other (6)
115) Prefer not to say (7)

Q14 Which best describes your highest level of education?

214) Some high school or less (1)
215) High school diploma or GED (2)
216) Some college, but no degree (3)
217) Associates or technical degree (4)
218) Bachelor's degree (5)
219) Graduate or professional degree (MA, MS, MBA, PhD, MD, DDS, etc.) (6)
220) Prefer not to say (7)

End of Block: Demographics

Start of Block: Hunting mentor

Q65 When you started volunteering/teaching about hunting, how many years had you been hunting?

221) 5 years or less (1)
222) 6 – 10 years (2)
223) 11 – 20 years (3)
224) More than 20 years (4)
225) I don't hunt (5)

Page Break

If When you started volunteering/teaching about hunting, how many years had you been hunting? != I don't hunt

Q56 When you started volunteering/teaching about hunting, how would you have rated your hunting skill level?

226) **Beginner** – very limited or no experience (1)
227) **Novice** – some experience and beginning to experiment (2)
228) **Intermediate** – comfortable in some settings/techniques (3)
229) **Expert** – very experienced in many setting/techniques (4)

End of Block: Hunting mentor

Start of Block: Hunter education

Q64 When you started volunteering/teaching about hunting, how many years had you been hunting?

230) 5 years or less (1)
231) 6 – 10 years (2)
232) 11 – 20 years (3)
233) 16 – 20 years (4)
234) I don't hunt (5)

Display this question:

If When you started volunteering/teaching about hunting, how many years had you been hunting? != I don't hunt

Q62 When you started volunteering/teaching hunting, how would you have rated your hunting skill level?

235) **Beginner** – very limited or no experience (1)
236) **Novice** – some experience and beginning to experiment (2)
237) **Intermediate** – comfortable in some settings/techniques (3)
238) **Expert** – very experienced in many setting/techniques (4)

End of Block: Hunter education

Appendix C. Potential volunteer Survey

Which of the following activities did you participate in, at least once in the past three years? Please select all that apply.

116) Bicycling (Road, mountain, etc.) (1)
117) Boating (Water skiing, tubing, etc.) (2)
118) Camping (3)
119) Canoe/Kayaking (4)
120) Field sports (Soccer, football, etc.) (6)
121) Fishing (7)
122) Hiking (8)
123) Hunting (9)
124) Ice climbing (10)
125) Spelunking (11)
126) Target shooting (12)
127) Running (15)
128) ⊗ None of the above (14)

End of Block: First filter

Start of Block: Fishing filter

How many years of fishing experience do you have?

239) I have never been fishing (1)
240) 1 - 2 years (2)
241) 3 - 5 years (3)
242) 6 - 10 years (4)
243) More than 10 years (5)
244) I don't fish (6)

End of Block: Fishing filter

Start of Block: Hunting filter

How many years of hunting experience do you have?

245) I have never been hunting (1)
246) 1 - 2 years (2)
247) 3 - 5 years (3)
248) 6 - 10 years (4)
249) More than 10 years (5)
250) I don't hunt (6)

End of Block: Hunting filter

Start of Block: Volunteer interest

Are you a current or former volunteer for programs including hunter education, teaching hunting or fishing skills, or improving fish and/or wildlife habitat?

251) Yes, I am a current or former volunteer (1)

252) No, I have never been a volunteer (2)

Skip To: End of Block If Are you a current or former volunteer for programs including hunter education, teaching hunting o... = Yes, I am a current or former volunteer

Page Break

What is your level of interest in the following volunteer positions?

	None at all (1)	Slight (2)	Moderate (3)	A lot (4)	A great deal (5)
Wildlife conservation volunteer - rehabilitation, transportation, counting wildlife (4)	253)	254)	255)	256)	257)
Natural habitat conservation volunteer - tree planting, trash pick up, invasive species removal (5)	258)	259)	260)	261)	262)
Teaching fishing skills (1)	263)	264)	265)	266)	267)
Teaching hunting skills (2)	268)	269)	270)	271)	272)
Hunter education instructor (3)	273)	274)	275)	276)	277)

End of Block: Volunteer interest

Start of Block: Filter2

Please select Option 4 below.

278) Option 1 (1)
279) Option 2 (4)
280) Option 3 (2)
281) Option 4 (3)
282) Option 5 (5)

Skip To: End of Block If Please select Option 4 below. != Option 4

End of Block: Filter2

Start of Block: Demographics

Which category reflects your age?

283) Younger than 18 years (1)
284) 18-24 years old (2)
285) 25-34 years old (3)
286) 35-44 years old (4)
287) 45-54 years old (5)
288) 55-64 years old (6)
289) 65 years or older (7)

Skip To: End of Survey If Which category reflects your age? = Younger than 18 years

Page Break

In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Page Break

What is your gender?

290) Male (1)
291) Female (2)
292) Non-binary (4)
293) Prefer not to say (3)

Page Break

Which of the following best describes the place where you live?

294) Urban area (more than 50,000 people) (1)
295) Suburban area (10,001 to 50,000 people) (2)
296) Small town (2,500 to 10,000 people) (3)
297) Rural (fewer than 2,500) (4)

Page Break

Are you of Spanish, Hispanic, or Latino origin?

298) Yes (1)
299) No (2)
300) Prefer not to say (3)

Page Break

Which of the following describes your race/ethnicity? Please select all that apply.

129) White or Caucasian (1)
130) Black or African American (2)
131) American Indian/Native American or Alaska Native (3)
132) Asian (4)
133) Native Hawaiian or Other Pacific Islander (5)
134) Other (6)
135) ⊗ Prefer not to say (7)

End of Block: Demographics

Start of Block: Filter_inconsistent

Display this question:

If What is your level of interest in the following volunteer positions? != Teaching fishing skills [None at all]

And If

Which of the following activities did you participate in, at least once in the past three years?... != Fishing

How many years of fishing experience do you have?

301) I have never been fishing (1)
302) 1 - 2 years (4)
303) 3 - 5 years (2)
304) 6 - 10 years (3)
305) More than 10 years (5)

Skip To: End of Block If How many years of fishing experience do you have? = I have never been fishing

Page Break

Display this question:

If What is your level of interest in the following volunteer positions? != Teaching hunting skills [None at all]

Or What is your level of interest in the following volunteer positions? != Hunter education instructor [None at all]

And If

Which of the following activities did you participate in, at least once in the past three years?... != Hunting

How many years of hunting experience do you have?

306) I have never been hunting (1)
307) 1 - 2 years (4)
308) 3 - 5 years (2)
309) 6 - 10 years (3)
310) More than 10 years (5)

Skip To: End of Block If How many years of hunting experience do you have? = I have never been hunting

End of Block: Filter_inconsistent

Start of Block: Volunteer past



What is your current employment status? Please select all that apply.

136) Working full-time (1)
137) Working part-time (2)
138) Full-time student (3)
139) Part-time student (7)
140) Retired (4)
141) Unemployed (5)

Page Break

Where do you go for news or information about the outdoors or conservation? Please select all that apply.

142) State fish and wildlife agency websites (1)
143) Social media from state agencies (2)
144) Social media influencers (3)
145) Social media (Facebook, Instagram, Twitter/X, etc.) (15)
146) Newspapers/magazines (4)
147) Kiosks at public parks or lands (5)
148) Friends/family members (6)
149) Local outdoor recreation stores (7)
150) Conservation groups (12)
151) Online forums (13)
152) Online news outlets or magazines (14)
153) Television (8)
154) AI search engines (ChatGPT, Copilot, Google AI, etc.) (9)
155) Other (Please specify): (10)
_____
156) ⊗ None of the above (11)

Page Break

Display this question:

If Where do you go for news or information about the outdoors or conservation? Please select all tha... = Social media from state agencies

Or Where do you go for news or information about the outdoors or conservation? Please select all tha... = Social media influencers

Or Where do you go for news or information about the outdoors or conservation? Please select all tha... = Social media (Facebook, Instagram, Twitter/X, etc.)

What social media platforms do you go to for outdoor/conservation information? Please select all that apply.

157) Facebook (1)
158) Threads (Meta) (13)
159) Instagram (2)
160) LinkedIn (3)
161) Pinterest (4)
162) Reddit (5)
163) Snapchat (6)
164) TikTok (7)
165) Twitter/X (12)
166) YouTube (9)
167) Other (Please specify): (10) _____
168) None of the above (11)

Page Break

If you were to start volunteering, how would you prefer the organization communicate with you? Please select all that apply.

169) Email (1)
170) Text message (2)
171) Phone call (5)
172) Postal letter (3)
173) In-person meeting (6)
174) Other (Please specify): (4) _____

Out of the following ways you could learn about volunteering, what would be the most effective? Please select up to three.

175) Social media posts from a state agency (1)
176) Emails from a state agency (2)
177) Flyers posted at local/state parks (3)
178) Flyers posted at outdoor recreation stores (4)
179) Flyers posted at public spaces (Coffee shops, restaurants, gyms, etc.) (5)
180) Advertisements on cable television (6)
181) Advertisements on streaming services (Netflix, Hulu, YouTube, etc.) (7)
182) Advertisements in the newspaper (8)
183) In person presentations at events (Fishing tournaments, expos, retailers, etc.) (10)
184) Outreach from current volunteers (11)
185) Good website with comprehensive information (14)
186) Other (Please specify): (12)
_____
187) ⊗ None of the above (13)

Page Break

After seeing an advertisement for a outdoor-related volunteer program, what might you do to learn more about the opportunity? Please select all that apply.

188) Search the state agency's website (1)
189) Email the state agency (2)
190) Call the state agency (3)
191) Visit a state agency/state park to speak to an employee (4)
192) Other (Please specify): (5) _____
193) ⊗ None of the above (6)

Page Break

Before starting a volunteer position, what would you like to know about the opportunity? Please select all that apply.

194) Time commitment (1)
195) Volunteer job description/expectations/requirements (2)
196) How the project will help nature or people (3)
197) Location (4)
198) When the event(s) occur (5)
199) Potential expenses (6)
200) Mandatory training (7)
201) Application process (8)
202) Incentives offered (9)
203) Expense reimbursement (12)
204) ⊗ All of the above (13)
205) Other (Please specify): (10)
_____
206) ⊗ None of the above (11)

End of Block: Volunteer past

Start of Block: Commitment

How frequently would you be willing to volunteer?

311) Once a year (1)
312) A couple of times a year (2)
313) Once a month (3)
314) A couple of times a month (4)
315) Once a week (5)
316) More frequently than once a week (6)

Page Break

How far are you willing to travel for a half-day (4 hour) volunteering event?

317) 30 minutes or less (1)
318) 30 minutes to 1 hour (2)
319) 1 to 1.5 hours (3)
320) 1.5 to 2 hours (4)
321) 2 to 2.5 hours (5)
322) 2.5 to 3 hours (6)
323) More than 3 hours (7)

Page Break



Would you be more likely to volunteer if any of the following were available? Please select all that apply.

207) Online application process (1)
208) Ability to apply to multiple volunteer positions at once (2)
209) Website with volunteer descriptions and FAQs (3)
210) Other (Please specify): (5) _____
211) None of the above (4)

Page Break



What would make you more likely to volunteer? Please select all that apply.

212) Free state park pass/admission (1)
213) Refreshments and/or meal included with volunteer shift (2)

Display this choice:

If Which of the following activities did you participate in, at least once in the past three years?... = Fishing

Or Which of the following activities did you participate in, at least once in the past three years?... = Hunting

Or What is your level of interest in the following volunteer positions? != Teaching fishing skills [None at all]

Or What is your level of interest in the following volunteer positions? = Teaching hunting skills [None at all]

Or What is your level of interest in the following volunteer positions? = Hunter education instructor [None at all]

214) Discounts on fishing/hunting equipment (3)
215) Community events to honor volunteers (BBQs, banquets, etc.) (4)
216) Gifts (T-shirt, hat, mugs, etc.) (5)
217) Verbal thank you from staff (6)
218) Written acknowledgements (thank you letters/emails) (7)
219) Educational opportunities (free education courses on fishing/hunting/outdoor rec.) (8)
220) Free certifications for volunteers (9)
221) A small payment for your time (10)
222) Reimbursement of personal expenses (13)
223) Other (Please specify): (11)

_____

224) ⊗ None of the above (12)

Page Break

What would help you feel confident about volunteering? Please select all that apply.

225) The opportunity to shadow a fellow volunteer (1)
226) A skills/knowledge test before you volunteer/teach (2)
227) Periodic optional training opportunities to sharpen volunteer skills (3)
228) Handbook or online resources for volunteers (4)
229) Outlet to ask questions about volunteering position (5)
230) Training prior to the volunteer task or event (6)
231) Other (Please specify): (7) _____
232) ⊗ None of the above (8)

Page Break

Would any of the following make you less likely to volunteer? Please select all that apply.

233) A lengthy application (1)
234) An in-person application (2)
235) A background check (3)
236) Needing to commit to volunteering for multiple months (4)
237) An unpredictable volunteering schedule (5)
238) Volunteer shifts that are only available during the week (6)
239) Volunteer shifts that are only available during the weekend (7)
240) Out of pocket costs exceeding $50 (8)
241) Out of pocket costs of any amount (9)
242) ⊗ All of the above (12)
243) Other (Please specify): (10)
_____
244) ⊗ None of the above (11)

Page Break

In one sentence, please describe what you look for when seeking out an opportunity to volunteer.

_____

End of Block: Commitment

Start of Block: Conservation

Why are you interested in volunteering for a conservation program? Please select up to three options.

245) To give back to the community (1)
246) To connect with nature and/or spend time outdoors (2)
247) To stay physically active (3)
248) To learn more about the outdoors (4)
249) To help local wildlife and the environment (5)
250) To socialize with other like-minded individuals (6)
251) To teach the next generation (7)
252) Other (Please specify): (9) _____
253) None of the above (8)

Page Break

You reported at least slight interest in volunteering as a wildlife or habitat conservation volunteer. Why don't you volunteer already? Please select all that apply.

254) Lack of comfort outdoors (1)
255) Lack of local plant/animal knowledge (2)
256) Busy schedule (3)
257) Unaware of volunteer opportunities near me (4)
258) Haven't been asked (5)
259) Might be too expensive (6)
260) I'm just not interested (8)
261) Other (Please specify): (9) _____
262) None of the above (7)

End of Block: Conservation

Start of Block: Fishing

Why are you interested in volunteering for a fishing program? Please select up to three options.

263) To give back to the community (1)
264) To help the next generation carry on the tradition of fishing (2)
265) To connect with nature and/or spend time outdoors (3)
266) To stay physically active (4)
267) To learn more about the outdoors (5)
268) To sharpen your own fishing skills (6)
269) To make fishing more accessible to others (7)
270) To help local wildlife and the environment (8)
271) To watch others get excited about catching fish / see their smiles (13)
272) To socialize (9)
273) To help make fishing safer (10)
274) To teach the next generation (11)
275) Other (Please specify): (14)
_____
276) None of the above (12)

Page Break

You were at least slightly interested in volunteering to teach fishing. Why don't you volunteer to teach fishing already? Please select all that apply.

277) Lack of comfort teaching (1)
278) Lack of fishing skills & expertise (2)
279) Busy schedule (3)
280) Unaware of volunteer opportunities near me (4)
281) Haven't been asked (5)
282) Might be too expensive (6)
283) I'm not that interested (8)
284) Other (Please specify): (9) _____
285) None of the above (7)

Page Break

If you volunteered as a fishing skills instructor, would you be willing to teach in any of the following roles? Please select all that apply.

286) In-person instruction (1)
287) Online instruction (2)
288) 1 on 1 teaching in person (3)
289) 1 on 1 teaching online through video calls (4)
290) As part of a group event (6)
291) None of the above (5)

Page Break

What is your level of interest in the following volunteer opportunities?

	None at all (1)	Slight (2)	Moderate (3)	A lot (4)	A great deal (5)
Teaching children to fish (1)	324)	325)	326)	327)	328)
Teaching adults to fish (2)	329)	330)	331)	332)	333)

Page Break

What type of training would you want to receive before volunteering as a fishing teacher/instructor? Please select all that apply.

292) One week class (1)
293) Multi-day (less than a week) class (2)
294) One day class (3)
295) No class, packet of educational materials (4)
296) Online class, work at your own pace (5)
297) Virtual class with live instruction (7)
298) None of the above (6)

End of Block: Fishing

Start of Block: Hunting mentor

Why are you interested in volunteering for a hunting program? Please select up to three options.

299) To give back to the community (1)
300) To help the next generation carry on the tradition of hunting (2)
301) To connect with nature and/or spend time outdoors (3)
302) To stay physically active (4)
303) To learn more about the outdoors (5)
304) To sharpen your own hunting skills (6)
305) To make hunting more accessible to others (7)
306) To help local wildlife and the environment (8)
307) To socialize (9)
308) To help make hunting safer (10)
309) To teach the next generation (11)
310) Other (Please specify): (13)
_____
311) None of the above (12)

Page Break

You were at least slightly interested in volunteering as a hunting teacher. Why don't you volunteer to teach hunting already? Please select all that apply.

312) Lack of comfort teaching (1)
313) Lack of hunting skills & expertise (2)
314) Busy schedule (3)
315) Unaware of volunteer opportunities near me (4)
316) Haven't been asked (5)
317) Might be too expensive (6)
318) I'm just not interested (8)
319) Other (Please specify): (9) _____
320) None of the above (7)

Page Break

If you volunteered as a hunting skills instructor, would you be willing to do any of the following? Please select all that apply.

321) In-person instruction (1)
322) Online instruction (2)
323) 1 on 1 mentoring in person (3)
324) 1 on 1 mentoring online instruction through video calls (4)
325) As part of a group event (6)
326) ⊗ None of the above (5)

Page Break

What is your level of interest in the following volunteer opportunities?

	None at all (1)	Slight (2)	Moderate (3)	A lot (4)	A great deal (5)
Teaching children to hunt (1)	334)	335)	336)	337)	338)
Teaching adults to hunt (2)	339)	340)	341)	342)	343)

Page Break

What type of training would you want to receive before volunteering as a hunting teacher/instructor? Please select all that apply.

327) One week class (1)
328) Multi-day (less than a week) class (2)
329) One day class (3)
330) No class, packet of educational materials (4)
331) Online class, work at your own pace (5)
332) Virtual class with live instruction (7)
333) None of the above (6)

End of Block: Hunting mentor

Start of Block: Hunter Education

Why are you interested in volunteering as a hunter education instructor? Please select up to three options.

334) To give back to the community (1)
335) To help the next generation carry on the tradition of hunting (2)
336) To connect with nature and/or spend time outdoors (3)
337) To stay physically active (4)
338) To learn more about the outdoors (5)
339) To sharpen your own hunting skills (6)
340) To make hunting more accessible to others (7)
341) To help local wildlife and the environment (8)
342) To socialize (9)
343) To help make hunting safer (10)
344) To teach the next generation (11)
345) Other (Please specify): (13)
_____
346) None of the above (12)

Page Break

You reported at least slight interest in volunteering as a hunter education instructor. Why don't you volunteer as a hunter education instructor already? Please select all that apply.

347) Lack of comfort teaching (1)
348) Lack of hunting skills & expertise (2)
349) Busy schedule (3)
350) Unaware of volunteer opportunities near me (4)
351) Haven't been asked (5)
352) Might be too expensive (6)
353) I'm just not interested (8)
354) Other (Please specify): (9) _____
355) None of the above (7)

Page Break

If you volunteered as a hunter education instructor would you be willing to do any of the following? Please select all that apply.

356) In-person instruction (1)
357) Online instruction (2)
358) 1 on 1 mentoring in person (3)
359) 1 on 1 mentoring online instruction through video calls (4)
360) As part of a group event (6)
361) None of the above (5)

Page Break

What is your level of interest in the following volunteer opportunities?

	None at all (1)	Slight (2)	Moderate (3)	A lot (4)	A great deal (5)
Teaching children to hunt (1)	344)	345)	346)	347)	348)
Teaching adults to hunt (2)	349)	350)	351)	352)	353)

What type of training would you want to receive before volunteering as a hunter education instructor? Please select all that apply.

362) One week class (1)
363) Multi-day (less than a week) class (2)
364) One day class (3)
365) No class, packet of educational materials (4)
366) Online class, work at your own pace (5)
367) Virtual class with live instruction (7)
368) None of the above (6)

Appendix D. R3 Practitioner survey

Q1 This survey is being fielded to agency staff in all 50 states who manage volunteer programs. It is a collaborative project funded by the Multistate Conservation Grant Program.

 These questions are developed to help us better understand the volunteer onboarding process in all states to develop best practices and recommendations. We realize you are likely not involved with all volunteer efforts in your state, so please answer the questions as they pertain to your programs.

 We appreciate your time on this project.

354) Name: (1) _____

355) Job Title: (2) _____

356) State: (3) _____

Display this question:

If data = 1

Q16 Region

357) Northeast (1)

358) Midwest (2)

359) Southeast (3)

360) West (4)

361) National / NGO (5)

Page Break

X→

Q2 What programs do you oversee? For the 'other' category, examples might be habitat work, goose banding, bear dens, etc. Please check all that apply.

369) Hunter education (1)

370) Fishing education / skills / mentoring (2)

371) Hunting skills / mentoring (3)

372) Shooting sports skills / mentoring (4)

373) Other (please list): (5) _____

Page Break

Display this question:

If What programs do you oversee? For the 'other' category, examples might be habitat work, goose ban... = Hunter education

X→

Q3 Please select the components that are included with your onboarding process for basic hunter education volunteer instructors: Please check all that apply.

374) Volunteer application form (1)

375) Background check (2)

376) Interview (3)

377) Reference check (4)

378) Required virtual training (5)

379) Required in-person training (6)

380) Optional training (7)

381) Minimum years hunting/shooting sports experience (8)

382) Apprenticeship (attending a class and help teach/observe instructors) (9)

383) Other (please list): (10) _____

384) ⊗None of the above (11)

Page Break

Display this question:

If What programs do you oversee? For the 'other' category, examples might be habitat work, goose ban... = Hunting skills / mentoring

Or What programs do you oversee? For the 'other' category, examples might be habitat work, goose ban... = Shooting sports skills / mentoring

X→

Q4 Please select the components that are included with your onboarding process for hunting and/or shooting sports volunteer instructors: Please check all that apply.

385) Volunteer application form (1)

386) Background check (2)

387) Interview (3)

388) Reference check (4)

389) Required virtual training (5)

390) Required in-person training (6)

391) Optional training (7)

392) Minimum years hunting/shooting sports experience (8)

393) Apprenticeship (attending a class and help teach/observe instructors) (9)

394) Other (please list): (10) _____

395) ⊗None of the above (11)

Page Break

Display this question:

If What programs do you oversee? For the 'other' category, examples might be habitat work, goose ban... = Fishing education / skills / mentoring

X→

Q5 Please select the components that are included with your onboarding process for fishing volunteer instructors: Please check all that apply.

396) Volunteer application form (1)

397) Background check (2)

398) Interview (3)

399) Reference check (4)

400) Required training (5)

401) Optional training (6)

402) Minimum years hunting/shooting sports experience (7)

403) Apprenticeship (attending a class and help teach/observe instructors) (8)

404) Other (please list): (9) _____

405) ⊗None of the above (10)

Page Break

Display this question:

If What programs do you oversee? For the 'other' category, examples might be habitat work, goose ban... = Other (please list):

Q6 Please select the components that are included with your onboarding process for the programs you listed as 'other' (${q://QID2/ChoiceTextEntryValue/7}):

406) Volunteer application form (1)

407) Background check (2)

408) Interview (3)

409) Reference check (4)

410) Required training (5)

411) Optional training (6)

412) Minimum years hunting/shooting sports experience (7)

413) Apprenticeship (attending a class and help teach/observe instructors) (8)

414) Other (please list): (9) _____

415) ⊗None of the above (10)

Page Break

X→

Q7 Do you have a volunteer application that is a fillable online form?

362) Yes (1)

363) No (2)

Page Break

X→

Q8 Is your volunteer application the same for all programs?

364) Yes, all R3 programs use the same volunteer application (1)

365) Some R3 programs use the same volunteer application but not all programs (2)

366) No, each R3 program has its own volunteer application (3)

Page Break

Q9 Would you want all your programs to have the same volunteer application?

367) Yes (1)

368) No (2)

369) Maybe (3)

Page Break

X→

Q10 What do you think are your barriers to recruiting and streamlining your volunteer process? Please check all that apply.

416) Not having staff that can do the background check (1)

417) Use/flow of technology (no fillable online form) (2)

418) No funnel for volunteers (no volunteer webpage/hub with instructions on how to become a volunteer) (3)

419) No online hub for instructor resources (trainings, lesson plans, code of conduct, etc.) (4)

420) In-person interview requirements (5)

421) Having enough dates/availability for required trainings (6)

422) Different policy/procedures for various programs (7)

423) Follow through with interested instructors (staff reaching out multiple times to get the required steps completed) (8)

424) Staff capacity to hold instructor trainings (9)

425) Understanding the best flow (what does the first conversation with volunteers look like?) (10)

426) Siloed volunteer bases (sign up as hunting volunteer but doesn't know about fishing volunteer opportunities, or would have to fill out two separate forms to volunteer for different programs) (11)

427) Established volunteer culture that is not welcoming to new volunteers (cliques) (12)

428) Not having enough resources to create authentic messages/webpages/content etc. that reflect many types of audiences (13)

429) Capacity and resources to manage marketing channels, deciding which ones are best to use (14)

430) Not knowing the key messages to recruit (15)

431) Other (please list): (16) _____

432) ⊗None of the above (17)

Page Break

Q11 Which of the resources below would help you with recruit/onboard volunteers? Please check all that apply.

433) Online application form template (1)

434) Volunteer code of conduct template (2)

435) Template for expectations of volunteers and their roles/responsibilities (3)

436) Messages to help recruit volunteers (4)

437) Volunteer training lesson plans and outline (5)

438) Onboarding process template (6)

439) Online training videos (7)

440) Best practices for what to put on a volunteer hub, steps for participating (8)

441) Increased availability for required volunteer trainings (9)

442) Volunteer match form template and process (10)

443) A streamlined and efficient background check system (11)

444) Established relationships with broader community organizations (12)

445) Training on developing your partner base (13)

446) Having volunteer ambassadors to help onboard volunteers (14)

447) Quality control resources and process for removing volunteers when necessary (15)

448) Other (please list): (16) _____

449) ⊗None of the above (17)

Page Break

Display this question:

If Which of the resources below would help you with recruit/onboard volunteers? Please check all tha... = Online training videos

Q12 You selected online training videos, which topics are you are interested in for training videos?

_____

Page Break

Q13 Do you use volunteer incentives/appreciation to recruit or retain your volunteers?

370) Yes (1)

371) No (2)

Page Break

Display this question:

If Do you use volunteer incentives/appreciation to recruit or retain your volunteers? = Yes

Q14 Please describe what you do for incentives or appreciation:

Appendix E. Pilot campaign advertisements

Ad Creative – Colorado






COMMUNITY GROWS
WHEN WE GIVE.
COLORADO PARKS WILDLIFE
VOLUNTEER TODAY »


PASS ON THE
TRADITION.
COLORADO PARKS WILDLIFE
VOLUNTEER TODAY »

Ad Creative – Connecticut





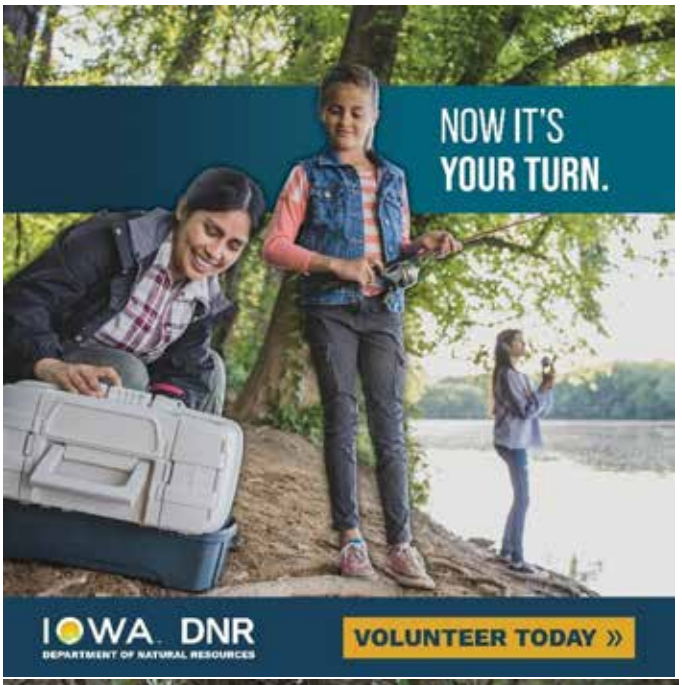
Ad Creative – Iowa

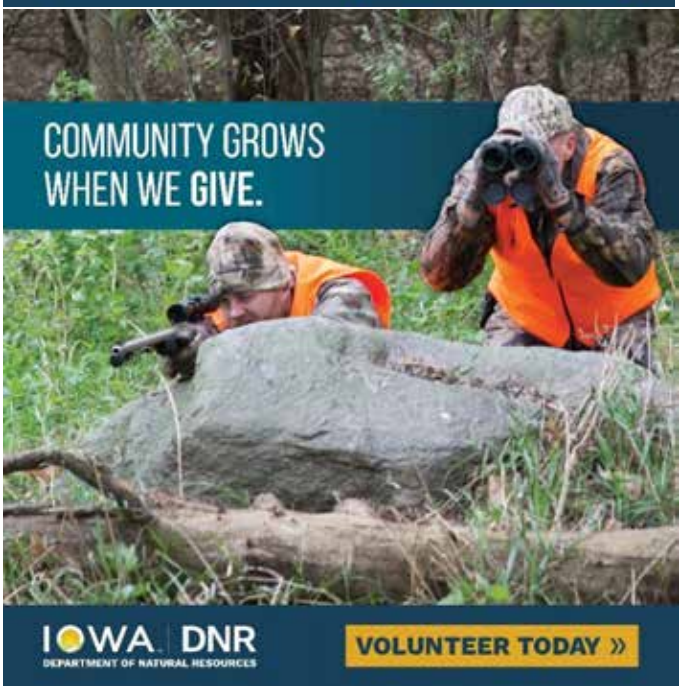





NATURE
NEEDS YOU.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »

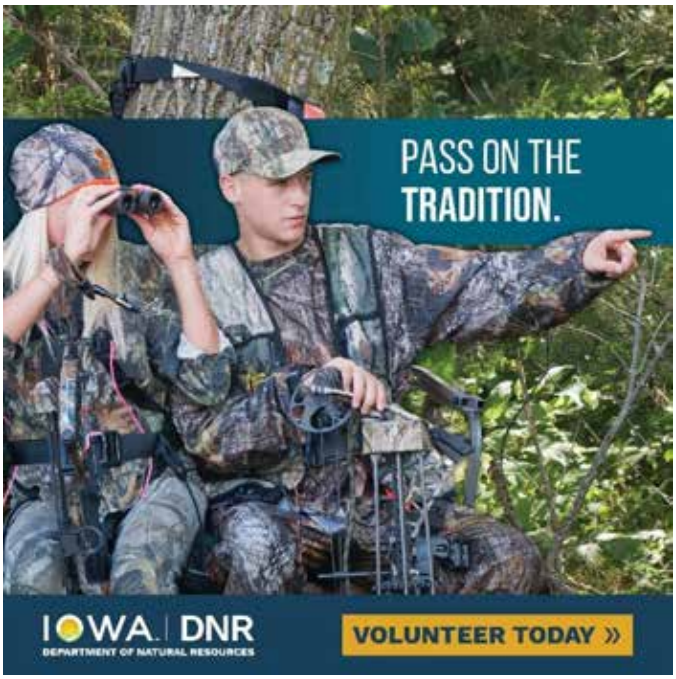

STRENGTHEN
YOUR COMMUNITY.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »


NOW IT'S
YOUR TURN.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »


COMMUNITY GROWS
WHEN WE GIVE.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »


COMMUNITY GROWS
WHEN WE GIVE.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »


PASS ON THE
TRADITION.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »


PASS ON THE
TRADITION.
IOWA | DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »

State Managed Campaign Content

This is organic social media and email communication that each pilot state used during the campaign.

Connecticut

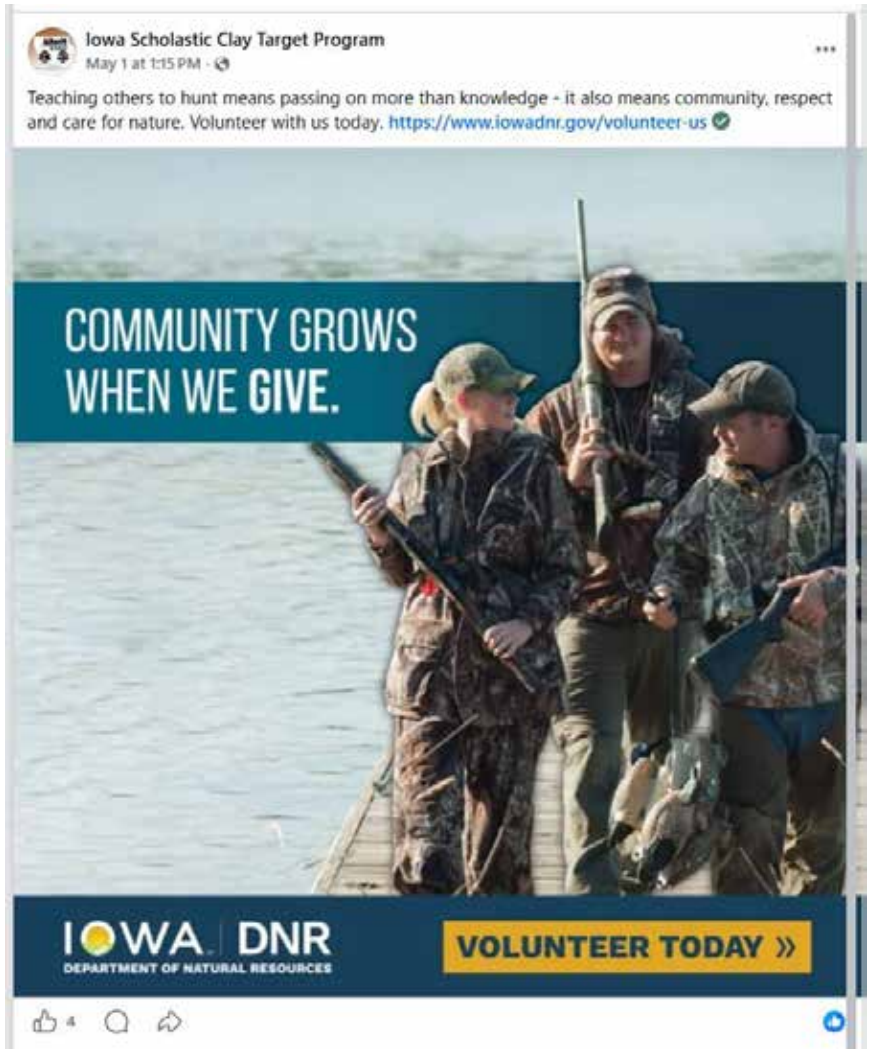


Facebook

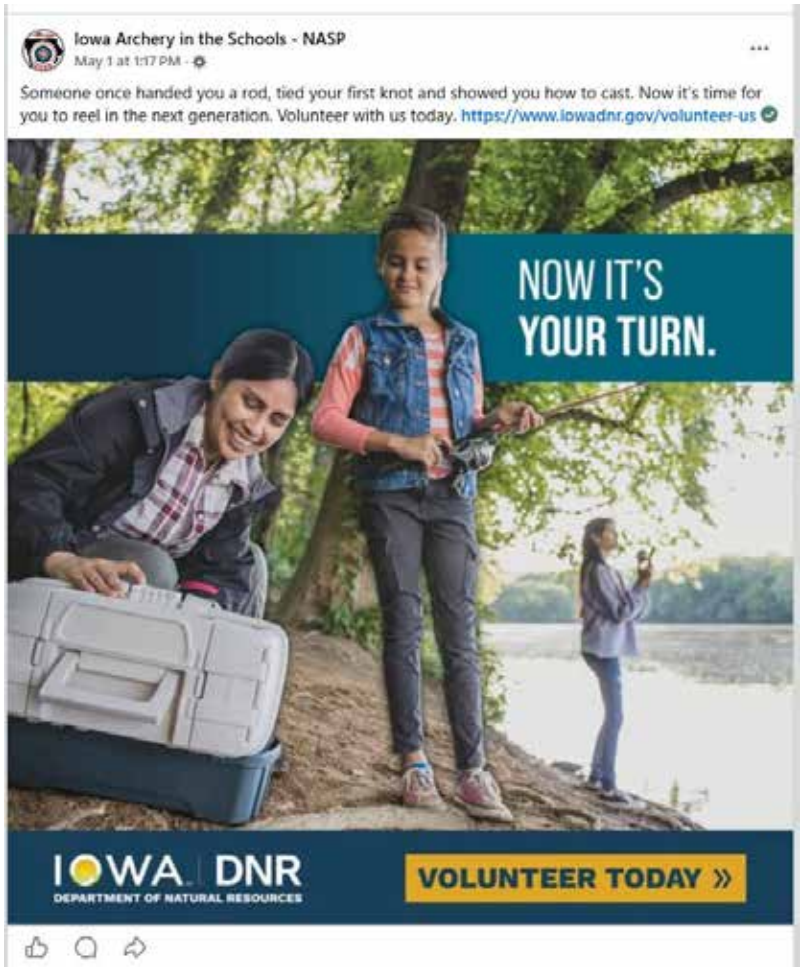


Instagram

Iowa



[Facebook]



[Facebook]


Iowa Outdoor Expo
May 1 at 1:13 PM
Guide the next generation to connect with nature. Pass on your stories and love for the outdoors.
Volunteer with us today. https://www.iowadnr.gov/volunteer-us
NOW IT'S
YOUR TURN.
IOWA DNR
DEPARTMENT OF NATURAL RESOURCES
VOLUNTEER TODAY »

Facebook

Colorado

Posted on Facebook, Instagram, X and LinkedIn



Colorado Parks and Wildlife
Admin · Rising contributor · April 20 at 4:00 PM

Strengthen Our Community

The best catch isn't always a fish. That smile on their face is because you took the time to teach. If you don't already, volunteer to teach others how to fish today!

#NationalVolunteerWeek
#NVW
#ivolunteer
#GlobalVolunteerMonth

https://cpwconnect.state.co.us/.../5910ba99-6115-4d99...



View insights 74 post reach

4

Like Comment Send

Colorado Parks and Wildlife
Admin · Rising contributor · April 22 at 4:00 PM

Community Grows When We Give

Give back to hunting by volunteering. Teaching others to hunt means passing on more than knowledge - it also means community, respect and care for nature. If you don't already, volunteer with our Hunter Outreach program today!

#NationalVolunteerWeek
#NVW
#ivolunteer
#GlobalVolunteerMonth

https://cpwconnect.state.co.us/GetInvolved/VolunteerGroup/d216228f-6ed2-478f-bb02-17bd5a79e87e?returnUrl=%2FGetInvolved&utm_source=social&utm_medium=hunting&utm_camp... See more



View insights 85 post reach

4

Like Comment Send

Email newsletter sent on March 9, 2026.



Angler Education and Hunter Outreach

We are looking for more volunteers for our Angler Education and Hunter Outreach programs. Apply today and help us spread the word by sharing with friends, family, and on social media!

Now It's Your Turn

Someone once handed you a rod, tied your first knot and showed you how to cast. Now it's time for you to reel in the next generation. Volunteer with our Angler Education program today!



Pass on the Tradition

The next generation won't learn unless someone teaches them. Pass on your skills, stories and love for the outdoors. Volunteer with us as a hunt mentor!


PASS ON THE
TRADITION
VOLUNTEER TODAY »

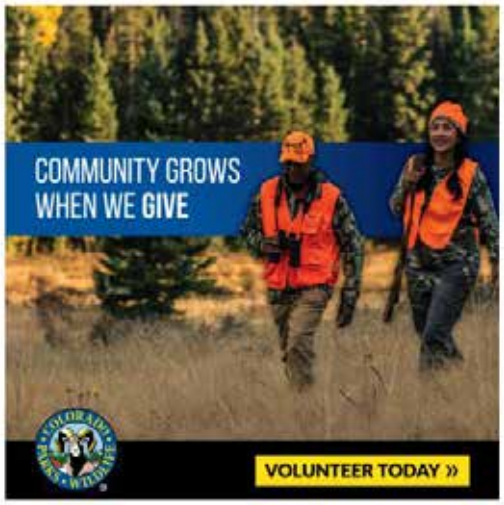
Email newsletter sent on April 14, 2026.



Hunter Outreach and Angler Education

Are you interested in sharing your hunting or fishing expertise and passion with the community? Take a look below for our Hunter Outreach and Angler Education volunteer programs. Apply yourself and help us spread the word by sharing with friends, family, and on social media!

Community Grows When We Give



Teaching others to hunt means passing on more than knowledge - it also means community, respect and care for nature. If you don't already, volunteer with our Hunter Outreach program today!

Strengthen Our Community



The best catch isn't always a fish. That smile on their face is because you took the time to teach. If you don't already, volunteer today to teach others how to fish!

Appendix F. Pilot campaign metrics

Connecticut – Fishing

Ad Set Name S > Ad Name	Impressions	Clicks	Landing Page Views	Likes	Total Engagement	Shares	Comments	Email Applications	Social Media Applications	Calculated Costs ($)
Image - Connecticut - Fishing - Community	129,115	1,621	1,328	51	1,750	0	0			$1,562.36
Image - Connecticut - Fishing - NextGen	33,411	484	390	36	507	0	1			$437.50
FISHING/CAMPAIGN TOTAL	162,526	2,105	1,718	87	2,257	0	1	0	0	$1,999.86

Age	Gender	Landing Page Views	Cost Per Click for Landing Page View	Impressions	Link clicks	Click Through Rate
18-24	female	104	$1.26	12,975	130	1.00%
18-24	male	183	$1.26	23,098	230	1.00%
18-24	unknown	6	$0.74	472	7	1.48%
25-34	female	125	$1.35	13,742	151	1.10%
25-34	male	277	$1.20	31,488	360	1.14%
25-34	unknown	3	$0.95	258	3	1.16%
35-44	female	115	$1.09	8,775	142	1.62%
35-44	male	185	$1.07	18,248	231	1.27%
35-44	unknown	2	$1.51	211	2	0.95%
45-54	female	90	$1.11	6,431	101	1.57%
45-54	male	129	$1.06	11,530	146	1.27%
45-54	unknown	2	$0.71	74	3	4.05%
55-64	female	107	$1.07	6,467	125	1.93%
55-64	male	113	$1.16	10,062	135	1.34%
55-64	unknown	2	$0.61	95	2	2.11%
65+	female	130	$1.21	8,150	151	1.85%
65+	male	144	$1.10	10,334	184	1.78%
65+	unknown	1	$1.74	112	2	1.79%

Colorado

Ad Set Name S > Ad Name	Impressions	Clicks	Landing Page Views	Likes	Total Engagement	Shares	Comments	Email Applications	Social Media Applications	Calculated Cost S ($)
Image - Colorado - Fishing - Community	13,771	139	130	28	168	0	1			$125.88
Image - Colorado - Fishing - Next Gen	119,114	3,104	2,747	143	3,250	0	3			$1,872.70
FISHING TOTAL	132,885	3,243	2,877	171	3,418	0	4	0	0	$ 1,998.58
Image - Colorado - Hunting - Community	5,891	64	58	11	88	12	1			$50.58
Image - Colorado - Hunting - Next Gen	127,393	2,507	2,206	152	2,670	0	11			$1,949.30
HUNTING TOTAL	133,284	2,571	2,264	163	2,758	12	12	0	0	$1,999.88
CAMPAIGN TOTAL	266,169	5,814	5,141	334	6,176	12	16	0	0	$3,998.46

Fishing

Age	Gender	Landing Page View	Cost Per Click for Landing Page View	Impressions	Link clicks	Click Through Rate
18-24	female	42	$0.74	3,521	49	1.39%
18-24	male	88	$0.94	8,845	90	1.02%
18-24	unknown		$0.00	241	1	0.41%
25-34	female	119	$0.77	8,592	145	1.69%
25-34	male	226	$0.69	16,499	266	1.61%
25-34	unknown	5	$0.50	238	6	2.52%
35-44	female	223	$0.64	11,578	248	2.14%
35-44	male	254	$0.71	15,501	294	1.90%
35-44	unknown	3	$0.90	232	4	1.72%
45-54	female	277	$0.69	10,942	318	2.91%
45-54	male	235	$0.76	11,042	257	2.33%
45-54	unknown	5	$0.62	230	6	2.61%
55-64	female	325	$0.72	10,976	366	3.33%
55-64	male	248	$0.68	97,67	281	2.88%
55-64	unknown	3	$0.90	166	3	1.81%
65+	female	496	$0.63	13,360	541	4.05%
65+	male	322	$0.64	10,801	361	3.34%
65+	unknown	6	$0.98	354	7	1.98%

Age	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average Cost Per Click for Landing Page View	Click Through Rate
18-24	12,607	140	130	$0.56	1.11%
25-34	25,329	417	350	$0.65	1.65%
35-44	27,311	546	480	$0.75	2.00%
45-54	22,214	581	517	$0.69	2.62%
55-64	20,909	650	576	$0.77	3.11%
65+	24,515	909	824	$0.75	3.71%
Grand Total	132,885	3243	2877	$0.70	2.44%

Gender	Sum of Impressions	Sum of Link clicks	Sum of Landing Page View	Average Cost Per Click for Landing Page View	Click Through Rate
female	58,969	1,667	1,482	$0.70	2.83%
male	72,455	1,549	1,373	$0.74	2.14%
unknown	1,461	27	22	$0.65	1.85%
Grand Total	132,885	3,243	2,877	$0.70	2.44%

Age	% of Impressions	% of Link Clicks	% of Landing Page Views
18-24	9%	4%	5%
25-34	19%	13%	12%
35-44	21%	17%	17%
45-54	17%	18%	18%
55-64	16%	20%	20%
65+	18%	28%	29%

Gender	% of Impressions	% of Link Clicks	% of Landing Page Views
female	44%	51%	52%
male	55%	48%	48%
other	1%	1%	1%

Hunting

Age	Gender	Landing Page Views	Cost Per Click for Landing Page View	Impressions	Link clicks	Click Through Rate
25-34	female	89	$1.18	9150	111	1.21%
25-34	male	260	$0.98	24154	316	1.31%
25-34	unknown	2	$1.56	263	3	1.14%
35-44	female	160	$0.83	9900	184	1.86%
35-44	male	232	$0.94	18079	276	1.53%
35-44	unknown	12	$0.26	278	13	4.68%
45-54	female	192	$0.77	8427	198	2.35%
45-54	male	189	$0.91	12303	216	1.76%
45-54	unknown	4	$0.60	207	4	1.93%
55-64	female	238	$0.80	9373	268	2.86%
55-64	male	226	$0.81	11127	249	2.24%
55-64	unknown	2	$1.03	150	2	1.33%
65+	female	316	$0.95	14102	352	2.50%
65+	male	334	$0.84	15420	369	2.39%
65+	unknown	8	$0.74	347	10	2.88%

Age	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average Cost Per Click for Landing Page View	Click Through Rate
25-34	33,567	430	351	$1.24	1.05%
35-44	28,257	473	404	$0.68	1.43%
45-54	20,937	418	385	$0.76	1.84%
55-64	20,650	519	466	$0.88	2.26%
65+	29,869	731	658	$0.84	2.20%
Grand Total	133,280	2571	2264	$0.88	1.93%

Gender	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average of Cost Per Click for Landing Page Views	Click Through Rate
female	50,952	1,113	995	$0.91	2.18%
male	81,083	1,426	1,241	$0.90	1.76%
unknown	1,245	32	28	$0.84	2.57%
Grand Total	133,280	2,571	2,264	$0.88	1.93%

Age	% of Impressions	% of Link Clicks	% of Landing Page Views
25-34	25%	17%	16%
35-44	21%	18%	18%
45-54	16%	16%	17%
55-64	15%	20%	21%
65+	22%	28%	29%

Gender	% of Impressions	% of Link Clicks	% of Landing Page Views
female	38%	43%	44%
male	61%	55%	55%
other	1%	1%	1%

Iowa

Ad Set Name S > Ad Name	Impressions	Clicks	Landing Page Views	Likes	Total Engagement	Shares	Comments	Email Applications	Social Media Applications	Calculated Cost S ($)
Image - Iowa - Conservation - Environ Ed	8,231	106	83	19	125	0	0			$74.10
Image - Iowa - Conservation - Next Gen	8,172	115	90	17	132	0	0			$68.54
Image - Iowa - Conservation - Work	248,430	3,796	3,301	280	4,083	0	7			$1,857.22
CONSERVATION TOTAL	264,833	4,017	3,474	316	4,340	0	7	0	0	$1,999.86
Image - Iowa - Hunting - Community - Adult	35,408	444	374	22	466	0	0			$258.72
Image - Iowa - Hunting - Community - Teen	180,839	2,301	1,987	14	2,315	0	0			$1,231.52
Image - Iowa - Hunting - Next Gen - Adult	25,730	386	324	48	435	0	1			$235.82
Image - Iowa - Hunting - Next Gen - Teen	45,144	603	525	12	615	0	0			$273.90
HUNTING TOTAL	287,121	3,734	3,210	96	3,831	0	1	0	0	$1,999.96
Image - Iowa - Fishing - Community	43,811	536	405	64	603	0	3			$455.30
Image - Iowa - Fishing - Next Gen	129,996	2,451	2,116	49	2,502	0	2			$1,544.12
FISHING TOTAL	173,807	2,987	2,521	113	3,105	0	5	0	0	$1,999.42
CAMPAIGN TOTAL	725,761	10,738	9,205	525	11,276	0	13	0	0	$5,999.24

Fishing

Age	Gender	Landing Page Views	Cost Per Click for Landing Page View	Impressions	Link clicks	Click Through Rate
18-24	female	29	$1.36	4,028	48	1.19%
18-24	male	96	$1.27	12,928	144	1.11%
18-24	unknown		$0.00	178	1	0.56%
25-34	female	90	$0.83	8,187	117	1.43%
25-34	male	147	$1.00	17,378	202	1.16%
25-34	unknown	2	$1.23	219	3	1.37%
35-44	female	175	$0.67	12,512	208	1.66%
35-44	male	220	$0.75	18,928	249	1.32%
35-44	unknown	4	$0.54	291	4	1.37%
45-54	female	183	$0.71	11,043	212	1.92%
45-54	male	232	$0.75	16,366	264	1.61%
45-54	unknown	4	$0.47	197	4	2.03%
55-64	female	257	$0.73	12,948	293	2.26%
55-64	male	284	$0.71	16,874	324	1.92%
55-64	unknown	4	$0.69	212	4	1.89%
65+	female	440	$0.76	20,747	502	2.42%
65+	male	345	$0.85	20,422	398	1.95%
65+	unknown	9	$0.56	347	10	2.88%

Gender	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average Cost Per Click for Landing Page View	Click Through Rate
female	69,465	1,380	1174	$0.84	1.99%

male	102,896	1,581	1324	$0.89	1.54%
unknown	1,444	26	23	$0.58	1.80%
Grand Total	173,805	2,987	2,521	$0.77	1.72%

Gender	% of Impressions	% of Link Clicks	% of Landing Page Views
female	40%	46%	47%
male	59%	53%	53%
other	1%	1%	1%

Hunting

Age	Gender	Landing Page Views	Cost Per Click for Landing Page View	Impressions	Link clicks	Click Through Rate
25-34	female	187	$0.57	14,915	231	1.55%
25-34	male	269	$0.71	27,855	334	1.20%
25-34	unknown	6	$0.32	296	7	2.36%
35-44	female	263	$0.61	24,992	320	1.28%
35-44	male	407	$0.64	41,870	476	1.14%
35-44	unknown	7	$0.56	647	9	1.39%
45-54	female	242	$0.58	21,221	281	1.32%
45-54	male	351	$0.64	36,578	400	1.09%
45-54	unknown	4	$0.63	393	4	1.02%
55-64	female	287	$0.57	23,223	321	1.38%
55-64	male	398	$0.59	34,352	452	1.32%
55-64	unknown	4	$0.71	401	6	1.50%
65+	female	358	$0.64	27,689	402	1.45%

65+	male	417	$0.67	32,216	479	1.49%
65+	unknown	10	$0.39	473	12	2.54%

Gender	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average of Cost Per Click for Landing Page Views	Click Through Rate
female	112,040	1,555	1,337	$0.59	1.39%
male	172,871	2,141	1,842	$0.65	1.24%
unknown	2,210	38	31	$0.52	1.72%
Grand Total	287,121	3,734	3,210	$0.59	1.30%

Gender	% of Impressions	% of Link Clicks	% of Landing Page Views
female	39%	42%	42%
male	60%	57%	57%
other	1%	1%	1%

Conservation

Age	Gender	Landing Page Views	Cost Per Click for Landing Page Views	Impressions	Link clicks	Click Through Rate
18-24	female	24	$1.03	2,785	30	1.08%
18-24	male	30	$0.75	2,749	39	1.42%
18-24	unknown		$0.00	85		0.00%
25-34	female	139	$0.73	13,598	173	1.27%
25-34	male	183	$0.62	17,549	227	1.29%
25-34	unknown	4	$0.48	263	5	1.90%
35-44	female	265	$0.60	22,495	302	1.34%
35-44	male	305	$0.56	28,194	367	1.30%
35-44	unknown	7	$0.47	558	9	1.61%
45-54	female	334	$0.54	23,782	367	1.54%
45-54	male	307	$0.53	25,938	355	1.37%
45-54	unknown	4	$0.81	397	4	1.01%
55-64	female	531	$0.53	32,897	607	1.85%
55-64	male	326	$0.54	26,038	367	1.41%
55-64	unknown	6	$0.52	460	8	1.74%
65+	female	672	$0.59	40,698	769	1.89%
65+	male	320	$0.62	25,555	367	1.44%
65+	unknown	17	$0.45	792	21	2.65%

Age	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average of Cost Per Click for Landing Page Views	Click Through Rate
18-24	5,619	69	54	$0.59	1.23%
25-34	31,410	405	326	$0.61	1.29%
35-44	51,247	678	577	$0.54	1.32%
45-54	50,117	726	645	$0.63	1.45%
55-64	59,395	982	863	$0.53	1.65%
65+	67,045	1,157	1,009	$0.55	1.73%
Grand Total	264,833	4,017	3,474	$0.57	1.52%

Gender	Sum of Impressions	Sum of Link clicks	Sum of Landing Page Views	Average of Cost Per Click for Landing Page Views	Click Through Rate
female	136,255	2,248	1,965	$0.67	1.65%
male	126,023	1,722	1,471	$0.60	1.37%
unknown	2,555	47	38	$0.45	1.84%
Grand Total	264,833	4,017	3,474	$0.57	1.52%

Age	% of Impressions	% of Link Clicks	% of Landing Page Views
18-24	2%	2%	2%
25-34	12%	10%	9%
35-44	19%	17%	17%
45-54	19%	18%	19%
55-64	22%	24%	25%
65+	25%	29%	29%

Gender	% of Impressions	% of Link Clicks	% of Landing Page Views
female	51%	56%	57%
male	48%	43%	42%
other	1%	1%	1%