

Increased Participation / Impacting Outdoor Sports & Hunting

- FCA Outdoors -

(Sports Specific Ministry of the Fellowship of Christian Athletes, Est. 1954)

By

FCA Outdoors Marketing & Communications

A Crisis Defined

- The number of active anglers, hunters and sport shooting enthusiasts has substantially decreased in the U.S. and fewer young people are entering these sports. (Responsive Management/NSSF. 2008. *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*. Produced for the U.S. Fish and Wildlife Service under Grant Agreement CT-M-6-0. Harrisonburg, VA. Page 1)
- The U.S. Fish and Wildlife Service estimate that 33 states had declines in hunting license sales over the last two decades. (NY Times, Dec. 12, 2010)
- Important traditions are not being passed down. 90% of the kids who hunt grow up in a hunting family, and starting from scratch is difficult.” (Thedailybeast.com/Newsweek, June 15, 2007)

A Faith-Based Opportunity Identified For Growth

- “The value of wildlife remains high to millions of Americans, who know that outdoor- recreation *rejuvenates our spirit* and gets us away from the wired, modern world.” (Nicholas Throckmorton, U.S. Fish and Wildlife Service)
- “Developers and environmentalists, corporate CEOs and college professors, rock stars and ranchers may agree on little else, but they agree on this: *no one among us wants to be a member of the last generation to pass on to our children the joy of playing outside in nature.*” (Richard Louv, Last Child in the Woods, 2008)
- “We are to be concerned with the entire creation for which *God has given us stewardship and responsibility.*” (Chuck Colson, Chuck Colson Speaks, 2000)
- Increased interest in hunting among non-hunters, as much as 11%, can be obtained *through programs as part of church groups (faith-based) or groups of co-workers.* (Responsive Management/NSSF. 2008. *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*. Produced for the U.S. Fish and Wildlife Service under Grant Agreement CT-M-6-0. Harrisonburg, VA. Page 149)
- As much as a 46%.increase could be achieved in shooting programs if the non-shooters being reached are given opportunities as *participants and know the program is safe and controlled as part of a church group/group of co-workers.* (Responsive Management/NSSF. 2008. *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*. Produced for the U.S. Fish and Wildlife Service under Grant Agreement CT-M-6-0. Harrisonburg, VA. Page 151)
- “There is no better volunteer to reach youth for any cause than one with a desire to reach the *‘Heart and Soul.’* A heart-felt passion for outdoor activities such as target shooting, archery, fishing and hunting – combined with a desire to impact souls for eternity - create a greater dedication and superior results.” (Tim Eason, National Director of FCA Outdoors)

2011 Research Results: FCA Outdoors Shooting Sports Survey

Sample Size

Sample size determination based on 6,830 schools where the Fellowship of Christian Athletes (FCA) ministry has an established presence. Detailed discussions were also conducted with 10 industry leaders. (August 2011 FCA Report)

Methodology Used

Due to the large sample size, inferential statistics and qualitative questions were used.

Results

- 83% of schools with an FCA program in place are High School or College campuses.
- 99% of respondents indicate that they have no youth shooting sports program in place.
- 76% of respondents are open to considering and/or establishing an FCA Outdoors Shooting Sports Program.
- Outdoor Industry Leaders agree that FCA's 58 year history of excellence and exceptional impact in traditional team sports can transfer to outdoor sports programs and activities. (Steve Schneider – 2011 Marketing & Communications Report)

Action Plan

- **Expand FCA Outdoors to a National Outdoors Ministry** dedicated to introduce and retain youth in outdoor activities using the FCA network of over 450 offices in 50 states and 900+ staff.
- **Create strength of impact** by working **to and through Coaches/ instructors** with faith-based motivations to create exponential results.
- Enlist adult volunteers through **Chapter Organization** to build programming in communities that include youth and family opportunities.
- **Create National Programs** to increase potential, specifically campus/ community Outdoor Huddles, team programs for shooting (FCASSP), fishing and 3-D archery and an Outdoors Camp program.

Supporting Data Impact

- FCA is the largest campus-based sports ministry in the world. (KTV Impact Report, October 2011- Fellowship of Christian Athletes)
- **23.6 million Adults** (11% of the U.S. population) have been involved with FCA at some point in their lives.
(GFK Custom Research - Feb 2009 survey among a representative sample of the U.S. 18+ population)
- **Over 70 million Adults** (34% of the U.S. population) have been involved with or are aware of FCA.
(GFK Custom Research - Feb 2009 survey among a representative sample of the U.S. 18+ population)
- In the last four years alone, **FCA's total impact has averaged close to two million people** each year thanks to more than 900 staff in over 500 local offices, 70,000 donors and thousands of volunteers.
(KTV Impact Report, October 2011- Fellowship of Christian Athletes)