

ARCHERY TRADE ASSOCIATION

STRATEGIC PLANNING: 1-YEAR PRIORITIES

Your ATA is focusing on increasing participation, inspiring growth and preserving the legacy we inherited from those who built archery and bowhunting. ATA Staff, Board of Directors, and other industry members have identified 11 priority initiatives to complete within one year to help support growth in our industry.

Trade Show Advisory Team

To maximize the performance of the ATA Trade Show ensuring success and sustainability of the event for years to come.

Member Benefits Advisory Team

To audit and establish improved member services and support structure within the ATA.

Rebrand

Rebrand the Archery Trade Association as a leader in the industry, and aligning ourselves with passion for the sports of archery and bowhunting.

Consumer Organization Feasibility Study

To understand like-minded organizations and their consumer models as a potential area to increase engagement from consumers and subsequently revenue for the ATA.

Action Alert System

To identify and implement a new alert system for our members to assist them in taking turn-key legislative or regulatory action on issues relating to the industry.

Archery Range Toolkit & Grant Program

To create and provide a range toolkit that eases accessibility for archery ranges and programs into a community and evaluate options for implementing a range grant program.

Consumer Marketing Campaign (Videos)

To create an effective consumer campaign to ignite interest in the sports of bowhunting and archery that will help drive consumer participation.

Bowhunting Equipment Standards

Develop a standardized position on bowhunting equipment regulations to facilitate ATA's advocacy with state fish and wildlife agencies for simplifying equipment regulations.

High School Sport Feasibility Study

To explore the feasibility of sanctioning archery as an official high school sport.

Pittman Robertson Fund for Tomorrow's Needs Act

Support and facilitate passage of PR Modernization Act to provide state fish and wildlife agencies greater flexibility for spending federal excise tax revenues on state and industry-related growth and participation priorities.

Mentoring Guide

To compile a comprehensive guide of best practices to support successful growth in bowhunters for generations to come.

