

ARCHERY TRADE ASSOCIATION



Strategic Planning: 2019/2020 Initiatives

Trade Show Evolution

Implement the changes starting with 2020, and have a plan for 2021 and beyond.

Member Benefits Evolution

- Launch LMS Content, and have data-based assessment to determine what next steps are.
- Restructure membership dues.

Building the Brand

- Secondary logo rollout.
- Continued member education about who we are and what we do, based on data-driven assessment of members preferred method of communication.

Consumer Organization Implementation

Go or no-go organization decision with a business plan, if go.

Action Alert System

Add system education on learning management center and archerytrade.org.

Archery Range Toolkit & Grant Program

- Create Grant Advisory Team.
- Complete grant materials.
- Complete first year of grant applications by end of FY19/20.

Consumer Marketing Campaign

- Rollout the campaign.
- Follow up on the data collection.
- Make a data-based secondary campaign decision.

Bowhunting Equipment Standards

Continue to work with the Technical Committee to identify at least one additional standard to consider.

Academic Archery Progress

- Support USAA's multi-prong approach to growing collegiate archery.
- Encourage four more university systems to elevate archery to a varsity 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

- Finish guidebook, best practices, and case studies.
- Finish clearing house with CAHSS.
- Continue to build out our Contact Us page.
- Send R3 ORAM plan to state agencies.