

8 STEPS TO HOSTING A SUCCESSFUL FIELD to FORK



A quick start guide on how to host a Field to Fork program.



1

GATHER A GROUP OF HUNTERS WILLING TO BE MENTORS

Field to Fork hunts have ranged in size from a few hunters to over 50. Find a group of deer hunters willing to share their passion with aspiring hunters.

2

IDENTIFY WHERE TO HUNT

If you can identify a large piece of land, great, but all active deer hunters have a place they hunt. Pair the new hunters with mentors who have access to hunting land and are willing to take a new hunter with them.



3

RECRUIT ASPIRING HUNTERS

There are many ways to recruit, from in-person at farmers markets, to online, to large databases we maintain. Research suggests upwards of 25 million Americans want to learn to hunt.

4

EDUCATE THE ASPIRING HUNTERS

We provide our Field to Fork hunters with online hunter education and access to our Deer Hunting 101 online course. This takes a lot of the education off the volunteers so they can focus on shooting proficiency, safety and sharing deer camp.



5

GO HUNTING AND MAKE IT EDUCATIONAL

Pretty self-explanatory. Get the group out hunting but make sure the mentors share their knowledge and answer any questions. Show the group how to take care of a successful harvest.

6

SHARE THE COMMUNITY AND CAMARADERIE OF DEER HUNTING

Share what you love about deer hunting and the deer-hunting community. Create this supportive environment for the new hunters.



7

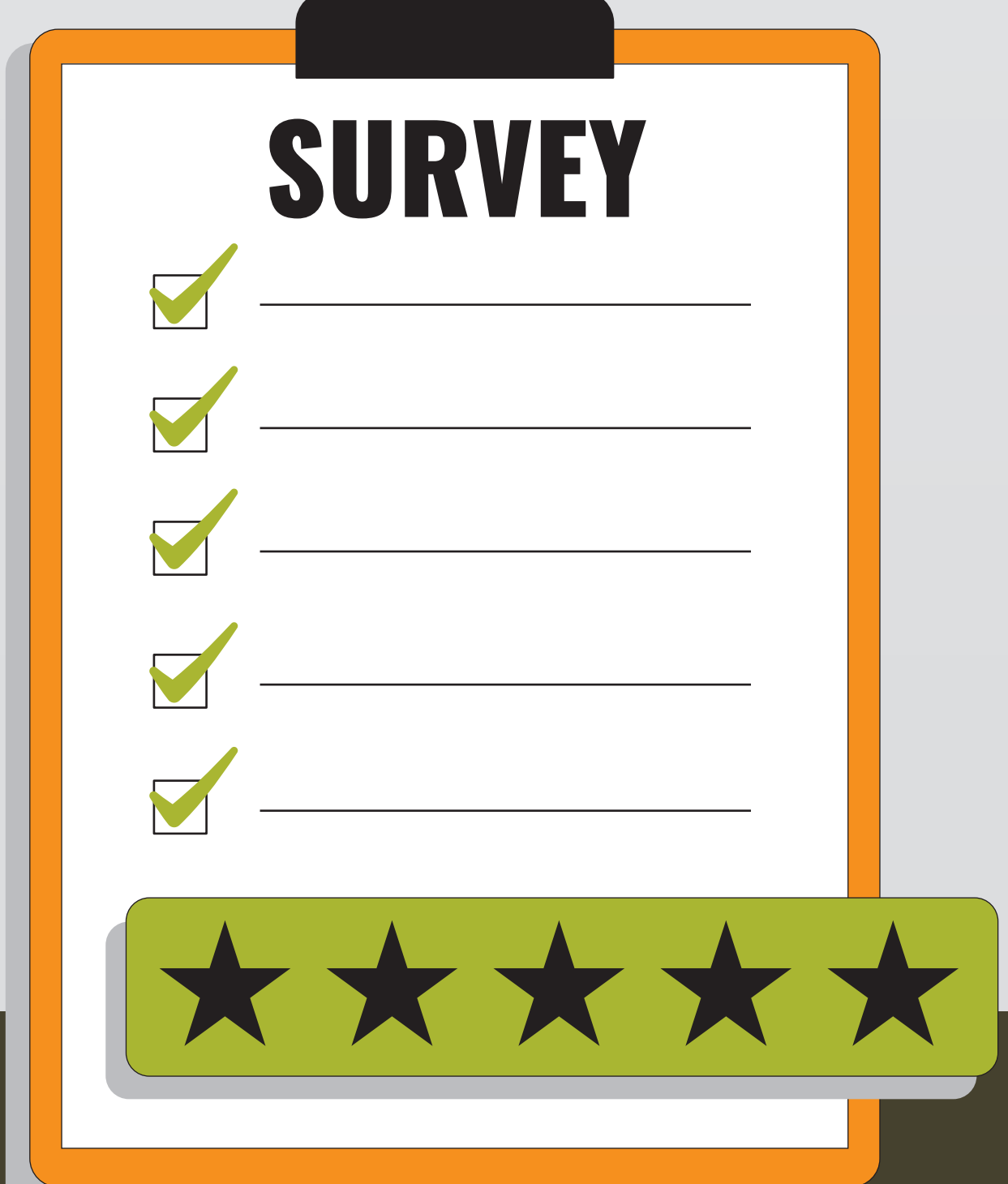
SHARE STORIES, VENISON & FUTURE OPPORTUNITIES

Social support builds the confidence these aspiring hunters need to continue on their path to becoming self-sufficient. Build the community around your Field to Fork program and stay engaged. Ask new hunters to pay it forward.

8

SEE HOW YOU DID

Did you create new hunters? We stay in contact with our hunters and use surveys to assess our effectiveness.



NATIONAL DEER ASSOCIATION



For more information, contact hank@deerassociation.com