



## ACI R3 2024 MSCG Marketing Campaigns Report

Hunters of Color

3/31/2025

Director of Development  
Tony Ary  
[tony@huntersofcolor.org](mailto:tony@huntersofcolor.org)

## Campaign Overview

In 2024, **Hunters of Color (HOC)** launched a powerful campaign to engage Black, Indigenous, and all People of Color (BIPOC) in hunting and outdoor recreation, addressing historical barriers to access and participation. The campaign focused on education, mentorship, and direct support to ensure that BIPOC individuals could confidently step into the outdoors and reclaim their connections to the land.

### Key Components:

#### 1. Storytelling & Representation

- HOC amplified the voices of BIPOC hunters by sharing their journeys through video content, social media, and written narratives.
- First-time hunters and lifelong outdoors people were featured, highlighting the importance of cultural traditions and self-sufficiency through hunting.

#### 2. Community-Based Education & Mentorship

- HOC led a series of **free hunting and fishing workshops** across Oregon, teaching firearm safety, ethical hunting practices, and field skills.
- Participants received hands-on mentorship from experienced BIPOC hunters, helping them navigate licensing, regulations, and sustainable harvesting practices.

### Impact:

- **1,058 BIPOC participants** engaged in HOC-led hunting education and mentorship programs, **156 of which were in Oregon**.
- Among the participants **60% purchased a license** because of their experience with Hunters of Color. This led to **94 licenses purchased in Oregon in 2024**, and **635 purchased nationally**.
- Hundreds of new hunters harvested wild game, directly contributing to food sovereignty efforts within their communities.

This campaign demonstrated that when barriers are removed, BIPOC communities are eager to engage in outdoor traditions. By providing education, access, and support, HOC helped foster a new generation of conservationists and ethical hunters who are reclaiming their rightful place in the outdoors.

## Campaign Goal

HOC established clear campaign goals to engage BIPOC communities in hunting, conservation, and outdoor recreation. Our primary objectives focus on **increasing participation, removing barriers, and fostering a sense of belonging in outdoor spaces**.

### Increase BIPOC Participation in Hunting & Conservation

- Drive a measurable increase in **hunting license sales among BIPOC individuals**, particularly in states where access and representation have historically been low, such as Oregon.

- Expand outreach to **new and aspiring hunters**, providing clear entry points through storytelling, mentorship, and education.

## Enhance Representation & Visibility

- Create and distribute **marketing materials that authentically represent BIPOC hunters and conservationists**, ensuring that diverse individuals see themselves in the outdoors.
- Produce **documentaries, social media campaigns, and digital storytelling** that highlight real experiences, cultural traditions, and the significance of hunting for food sovereignty.

## Break Down Economic & Educational Barriers

- Provide **guidance and assistance in the process for obtaining hunting licenses, tags, and gear** to eliminate a barrier to entry.
- Develop **educational resources**, including video tutorials, workshops, and interactive guides to make hunting more accessible to beginners.

## Build a Strong & Connected BIPOC Outdoor Community

- Foster **mentorship opportunities** where experienced BIPOC hunters guide newcomers in the field.
- Create **safe, inclusive spaces for dialogue and learning**, including virtual forums, webinars, and in-person events.

## Advocate for Systemic Change in Outdoor Equity

- Push for **policy changes that improve BIPOC access to public lands, hunting opportunities, and conservation leadership roles**.
- Partner with agencies to ensure **equitable distribution of resources, funding, and educational programs** in underserved communities.

Through these goals, **HOC aims to make the outdoors a true outdoor community, where BIPOC individuals feel empowered to participate, thrive, and lead in conservation efforts.**

## Metrics

| Tactic                 | Spend           | Revenue             | ROI         |
|------------------------|-----------------|---------------------|-------------|
| Content Creation       | \$22,000        |                     |             |
| Content Implementation | \$22,000        | \$113,411.64        | 4,155%      |
| Campaign Management    | \$8,000         |                     |             |
| <b>TOTAL CAMPAIGN</b>  | <b>\$50,000</b> | <b>\$113,411.64</b> | <b>126%</b> |

## Call to Action

Hunters of Color (HOC) launched a strategic effort to create **authentic, culturally relevant marketing materials** that would inspire, educate, and empower Black, Indigenous, and People of Color (BIPOC) to reclaim their place in the outdoors. Recognizing that traditional outdoor marketing rarely reflects the diversity of those who have deep historical and cultural connections to the land, our call to action was clear: **change the narrative, increase visibility, and provide tangible pathways for BIPOC engagement in hunting and conservation.**

## Key Objectives:

**Increase Representation** – Our materials intentionally showcased BIPOC hunters, anglers, and conservationists, ensuring that our community saw themselves reflected in outdoor spaces.

**Tell Authentic Stories** – We highlighted the personal journeys of BIPOC individuals reconnecting with nature through hunting, fishing, and conservation, emphasizing cultural traditions and food sovereignty.

**Provide Actionable Pathways** – Every piece of content directed individuals toward real opportunities, whether through free mentorship programs, education on licensing, or guidance on sustainable hunting practices.

**Utilize Diverse Media Formats** – From high-quality video content to social media campaigns, written articles, and digital storytelling, we met our audience where they were most engaged.

## Impact & Reach:

- **Thousands of BIPOC individuals engaged** with HOC's digital and print marketing materials, sparking increased participation in outdoor activities.
- **94 first time hunting license sales among BIPOC individuals in Oregon, and 635 nationally**, directly reflected the effectiveness of representation and outreach of this campaign.
- **Stronger community engagement** through storytelling and educational campaigns, fostering a sense of belonging in outdoor spaces.

By reshaping the visual and narrative landscape of the outdoor industry, this campaign's marketing efforts not only invited BIPOC individuals into the conversation but also **provided the resources and support needed to turn inspiration into action.**

## Future Efforts

Building on the success of our 2024 marketing initiatives, **Hunters of Color (HOC) will continue to expand and refine our efforts to engage Black, Indigenous, and People of Color (BIPOC) in the outdoors.** Our future marketing strategy will focus on **deepening representation, increasing accessibility, and creating sustainable pathways for BIPOC participation in hunting and conservation.**

## Key Focus Areas:

### Expanded Representation & Storytelling

- Produce **long-form documentary content** showcasing BIPOC hunters and conservationists reclaiming their space in the outdoors.
- Develop **regionalized marketing materials** tailored to the unique hunting traditions and cultural perspectives of different BIPOC communities.
- Feature more **multi-generational storytelling**, emphasizing the role of mentorship and ancestral knowledge in outdoor traditions.

### Increased Education & Accessibility

- Create **interactive digital guides and video tutorials** on hunting basics, licensing processes, and ethical harvesting.

- Launch a **"First Hunt" campaign** that provides step-by-step support for new hunters, making the process less intimidating.
- Strengthen **language accessibility** by offering materials in Spanish, Vietnamese, and other languages spoken within BIPOC communities.

### Community Engagement & Call-to-Action Campaigns

- Introduce a **nationwide social media campaign** featuring BIPOC voices sharing their “why” for engaging in hunting and conservation.
- Utilize **live events, webinars, and Q&A sessions** to connect directly with audiences and break down barriers to entry.
- Leverage **user-generated content** to encourage new hunters to share their journeys and inspire others.

### Strategic Media Expansion

- Partner with new **media outlets** to amplify our message beyond traditional outdoor platforms.
- Expand into **mainstream outdoor and conservation media spaces**, ensuring that accessibility in hunting is no longer an afterthought.
- Utilize **targeted ad campaigns** to reach BIPOC audiences who may not yet be familiar with hunting opportunities.

### Expected Outcomes:

- **Continued increase in BIPOC hunting license sales** and outdoor participation.
- **Greater visibility of BIPOC hunters and conservationists** in media, shifting the dominant narrative.
- **A stronger, more connected BIPOC community**, with more individuals taking action through mentorship, education, and advocacy.

By building on authentic storytelling, enhancing accessibility, and fostering community-driven engagement, HOC’s future marketing efforts will not just invite BIPOC individuals into the outdoors but ensure they have the support, knowledge, and confidence to thrive in these spaces.

## Target Audiences

Hunters of Color (HOC) focuses its marketing efforts on **Black, Indigenous, and all People of Color (BIPOC)** who have historically been excluded from hunting, conservation, and outdoor recreation due to systemic barriers, economic limitations, and lack of representation. Our targeted audience includes a diverse range of individuals with varying levels of experience and interest in the outdoors.

### Primary Audience Segments:

#### New & Aspiring Hunters

- BIPOC individuals who are interested in hunting but lack access, knowledge, or a clear pathway to get started.
- Urban and suburban residents who may not have grown up hunting but are curious about sustainable food sources, conservation, and outdoor traditions.
- Individuals looking to reclaim ancestral food practices and cultural traditions tied to land stewardship.

## BIPOC Outdoor Enthusiasts & Conservationists

- Hikers, campers, anglers, and foragers who are already engaging with nature but have not yet explored hunting.
- BIPOC individuals who are passionate about environmental conservation and want to contribute through ethical hunting and sustainable practices.
- Those interested in wildlife management, habitat restoration, and policy advocacy but have not historically felt included in these spaces.

## Families & Multi-Generational Audiences

- Parents who want to introduce their children to hunting as a way to build self-sufficiency, deepen cultural connections, and spend time outdoors.
- Elders and community leaders who may have experience in hunting but want to mentor and guide younger generations.

## BIPOC Professionals in Outdoor & Conservation Fields

- Students and professionals in **wildlife biology, natural resource management, and conservation policy** who want to engage with hunting as part of their career development.
- Employees in **state and federal wildlife agencies** who seek to increase diversity and representation in outdoor recreation and conservation leadership.

## Food Sovereignty & Sustainability Advocates

- BIPOC individuals involved in farming, gardening, and food justice movements who see hunting as an extension of food sovereignty.
- Those interested in sustainable living, ethical meat consumption, and reducing reliance on industrial food systems.

## Audience Location & Outreach Strategies

- **Urban & Suburban BIPOC Communities** – Digital marketing and educational content to bridge the knowledge gap for those who have been historically disconnected from hunting.
- **Rural & Tribal Communities** – On-the-ground mentorship and storytelling campaigns that highlight cultural ties to hunting and land stewardship.
- **Colleges & Universities** – Engagement with **HBCUs, HSIs, and Tribal Colleges** to introduce BIPOC students to conservation careers and hunting opportunities.

## Why This Audience?

BIPOC communities have **deep, ancestral ties to the land**, yet systemic barriers have led to **underrepresentation in hunting and conservation**. By targeting these groups with **inclusive, educational, and empowering content**, HOC is not only increasing participation but also **reclaiming cultural traditions, promoting food sovereignty, and building the next generation of conservation leaders**.

## Images and Graphic Treatment







[VIDEO](#)

[PHOTOS](#)