

# BEYOND BASICS



Archery Insights & Input

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The following article provides further insight to one of the fastest growing archery programs, the National Archery in the Schools Program (NASP®). For more information go to [www.naspschools.org](http://www.naspschools.org)

For the sport of bowhunting to survive, many variables are involved. Variables such as increased access to hunting land (public or private), people need more free time to enjoy the sport, and in general, more people need to engage in the activity of shooting. One program is creating a buzz among the hunting community. That program is **NASP®**.

NASP® taught the skill of archery to 2.4 **MILLION** students in 2017. Turns out, this exposure is more than just a casual encounter! When surveyed, 24% of these kids went on to take a hunter education course. That is 576,000 youngsters learning more about the safe and ethical experience of hunting.

In addition, NASP® has been a boost to the economy of the archery industry. From the survey it was learned 38% of the respondents have purchased their own archery equipment as a result of NASP®. If I were an archery equipment manufacture I would be marketing to those kids! Although sponsored heavily by the Mathews bow manufacture, the in-depth survey pointed out that NASP® kids purchased **non-NASP® (non-Mathews) bows!**

More than a third of the survey respondents said they would like to try bowhunting. 17% already had! When asked why they hadn't pursued bowhunting more fully, the responses were lack of time, lack of money, and no one to take them. **Sound familiar?**

The potential benefits from NASP® to the shooting sports (both bow and firearm) seem obvious. But in a world where 'virtual' is commonplace, a dose of reality comes from pulling that string and watching your arrow hit the target! The student is in charge of that arrow's destiny and he can literally watch it happen. In the case of NASP®, that pull is so strong that school attendance increases during NASP® class. That's a dose of reality that is very tangible.

The 80,000 NASP® Instructors benefit professionally from their new knowledge and being actively involved in something the students are excited about. For many instructors NASP® is their first exposure to archery!



National Archery in the Schools Program

**"NASP® is doing exactly what it was designed to do: Grow the shooting sports and help the student at school. The recent NASP® survey indicates millions of students now have archery skills that would not have otherwise been introduced to the sport. We also know from the survey that NASP® has been a tool to motivate students to perform better in the classroom. The survey reported that 58% of the students revealed NASP® helped them feel more connected at school. And perhaps an unintentional but grand outcome of NASP® as indicated by the survey is that it has created a significant degree of inquiry from participants to experience and investigate other archery and outdoor activities including hunting and fishing. "**

.....Roy Grimes,  
CEO, President, NASP.

Bowhunting may not be for everyone. Bowhunting as we know it, is primarily a solitary sport by *participant* choice. But prefer it or not, in order for the sport to survive it needs the support of **'numbers'**. **Numbers** of people have political clout at the local, state, and national level. **Numbers** can influence local school boards, city councils and elected state and federal officials. **Numbers** help make decisions regarding urban sprawl, urban bowhunts, or decisions as simple as being able to shoot a bow in your backyard!

These **numbers** include the "Die-hards" of the sport consumed by the thrill of their next hunt. **Numbers** that include the "Lapsed" participants who although no longer participate have the means or ability to instill in others the benefits of the sport. **Numbers** that include the "Reactivated" participants who are back into the sport after receiving a helping hand or because they now have access.

And bowhunting **numbers** need the recently "Recruited" participant. Young, old, or in-between who somehow, somewhere heard about this cool activity and due to their time, financial means, proliferation and availability of knowledge or access to land, they found the sport! Or maybe they were in a program at school called **NASP®!**