



60 in 60 Partnerships - Program Evaluation Form

Requesting Organization: _____

Contact (Name, Phone, Email): _____

Program/Event Name: _____

Date and Location: _____

Directions: Please answer the questions below as to how your program/event follows R3 guidelines to increase participation. Be as brief on this worksheet as possible. Feel free to attach a broader description of your program as a supporting document. For more information on planning events with a focus on R3, reference the Aquatic Resources Education Association's and Recreational Boating & Fishing Foundation's guide, [Recommendations and Strategic Tools to Effective R3 Efforts](#).

For Internal Use	Program Evaluation Criteria	Comments
	Which aspect of R3 does the program address – Recruitment, Retention or Reactivation?	
	What is the target audience, and is it specific and identifiable? (For example: middle-schoolers, mothers and daughters, Latino families)	
	How many people will be impacted/reached?	
	What barriers to participation does the program address that are a challenge for the target audience?	
	How are the program's outcomes being measured? Are those outcomes focused on metrics that indicate ongoing participation in fishing, including but not limited to license sales, continued participation, tackle purchases, post event surveys – <i>and not just the number of participants?</i>	
	What hands-on fishing skills are being taught?	
	Does the program include a multi-step series of learning and engagement opportunities? How many and over what period of time?	
	What type of resources will be shared to encourage continuing participation (a list of local retailers, fishing clubs, fishing events, places to go fishing, etc.)?	
	What participant contact information is being collected?	
	How are participants being surveyed after the program? What information is being collected? How many times and over what period of time is surveying conducted?	

Partner Review (for internal use only):