



Fishing Recruitment, Retention, and Reactivation (R3) Program

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What exactly is R3?

The goal of R3 is to **create the next generation of wildlife conservationists** through participation in hunting and fishing.

If no one cares about fish and wildlife then there is no reason to protect them.

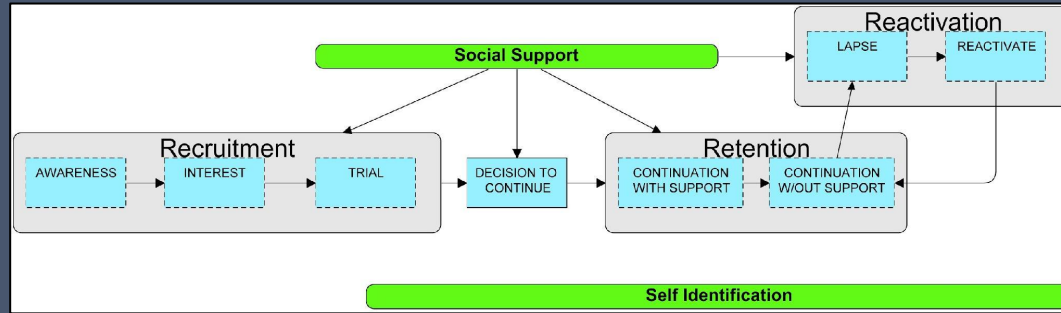


Why R3: Wildlife Species, Habitat & The Conservation Funding Model

- Conservation is primarily funded through participation (licenses & equipment)
- Participation is continually declining
- Participants are getting much older
- Cost of wildlife management rising
 - Hatcheries and Infrastructure
 - Water and Habitat Restoration
 - Buying & delivering fish
- Newer Generations not as connected to wildlife and consumptive activities



Adoption Sequence & Partners - Cornerstones of R3



The primary element of R3, FAN is this:
It takes more than 1 of “anything” to make a _____. (period!)

Recruitment is easy. That’s why everyone does it.
Retention is the hard part. It’s continuous and developing - it’s a relationship.
Partners are community focused, Agency’s are regulatory & transactional not relationship.

It takes Partners to complete the Adoption Sequence / to do R3.

Arizona R3 Partnership Model



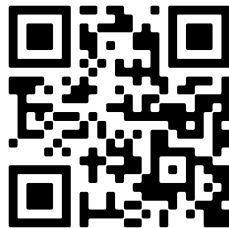
“We have to think about Partnerships and Partners at scales that we’ve never even imagined.”

~ John Frampton, former CAHSS President and CEO, circa 2016, & South Carolina Director of Natural Resources



FISHAZ NETWORK

AZGFD.GOV/FISHAZ



- Centralized Listing of Events
 - All of our partners events in one place
 - Easy for participants to find
- Variety of different types of events
- Variety of different skill types
 - Introductory to Experienced

FishAZ Network

Overview

Arizona has extensive opportunities and destinations to go fishing, from a local pond to a remote mountain stream, but many don't know where to get started. The Arizona Game and Fish Department's **FishAZ Network** brings all these opportunities in one place offering instructional and educational events, hands-on beginner fishing events, and other fishing based on your skill level and interest.

[+ Show additional information](#)

Find events near you

📍 Use my current location

OR

📍 Use a ZIP Code

Filter by event type

All Events

APRIL 2026

APR
17
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Painted Sky Park Fishing Clinic - Apache Junction

Registration Open 30 of 35 seats remaining

LOCATION & SCHEDULE

Painted Sky Park Lake Apache Junction, AZ 85120
Friday, April 17, 2026 4:00pm - 6:00pm

View Event

APR
18
SAT

Badges and Bobbers Community Fishing Day - Town of Gilbert

Special Registration

LOCATION & SCHEDULE

Gilbert Regional Park Pond Gilbert, AZ 85298
Saturday, April 18, 2026 8:00am - 11:00am

View Event

APR
18
SAT

Salt River Saturdays - River Cleanup - TU Zane Grey Chapter

Registration Open 30 of 30 seats remaining

LOCATION & SCHEDULE

Blue Point Recreation Area - Salt River Fort McDowell, AZ 85364
Saturday, April 18, 2026 9:00am - 11:00am

View Event

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18
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Fly Tying Class - AZ Fly Shop

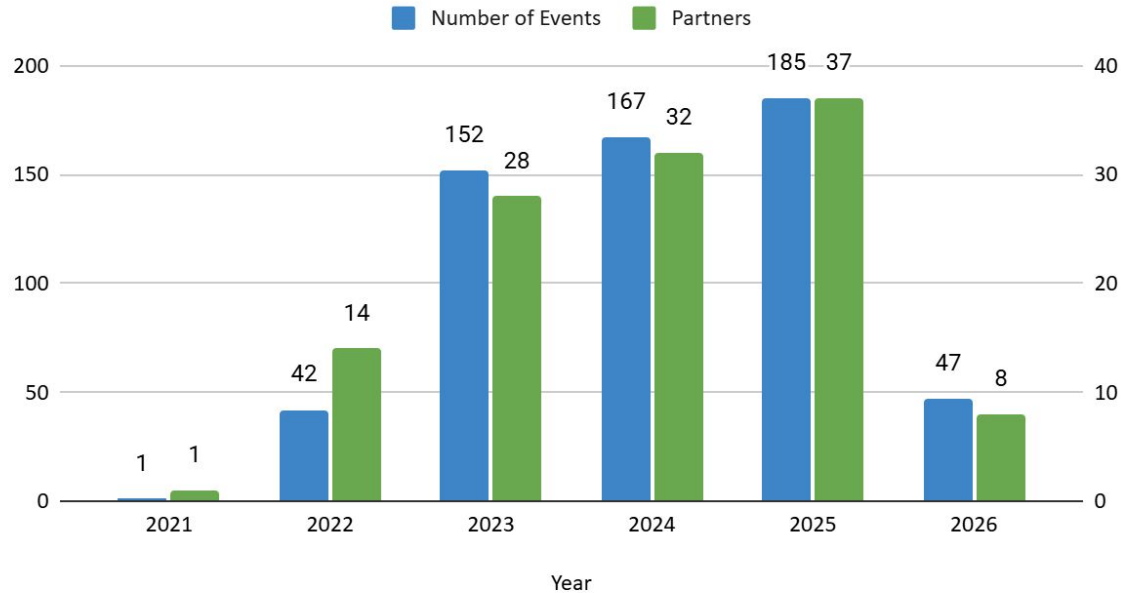
Special Registration

LOCATION & SCHEDULE

AZ Fly Shop Phoenix, AZ 85032
Saturday, April 18, 2026 9:00am - 11:00am

View Event

FishAZ Network Data By Calendar Year



Since Inception

594 Events

72 Unique Partners

Always Looking for New Partners

If you know a group that hosts events that teach people how to fish we want to partner with them!

- Loaner Equipment
 - Rods/Reels, Tackle, Trailer, etc.
- Event promotion
- Funding
- Training
- Connecting with other partners
- Online Resources



Ethically Fishing Arizona

Launched August 2025

- Online course designed to give students all the information they need to fish legally and ethically in Arizona
- Modeled after Online Hunter Education
- R3 Uses
 - Partners and Participants prior to an event as it provides a solid foundation for rules and regulations

ETHICALLY FISHING ARIZONA

Online Course Teaches the Requirements of Fishing in Arizona

Ethically Fishing Arizona is an introductory self-paced, online learning course that teaches the fundamental requirements of fishing in Arizona. This course is provided by the Arizona Game and Fish Department (AGFD) to educate you with key information about fishing legally, ethically and responsibly. It will also provide lessons about the importance of stewardship of the public's fish and wildlife resources and the management and conservation of those resources.

Fishing Education Online Class

ETHICALLY FISHING ARIZONA COURSE

This comprehensive (2-4 hours) course covers all the basics needed to fish in Arizona, legally, responsibly and ethically. This is a great starting point for anyone interested in fishing in Arizona. There is a course fee.

Note: There is no bonus point by completing the course.

TAKE THE COURSE

WHAT YOU CAN EXPECT

Ethically Fishing Arizona Course This comprehensive (2-4 hours) course covers all the basics needed to fish in Arizona, legally, responsibly and ethically. You will learn:

- Course fee of \$50
- Overview of Fish and Wildlife Conservation
- Licenses and why they are important
- Fishing Regulations – what's in them and how and why to use
- Identification of Arizona's Fish Species
- The Ethics, Sportsmanship and Fair Chase of Fishing
- Along with images, video content, and quizzes
- 50 question final exam
- Certificate of Completion

Sign up to be a Mentor!

Scan this
QR code





THANK YOU

Questions?

