

# LOOKING TO THE FUTURE

FROM THE EDITOR



**Doug Painter**  
EDITOR-IN-CHIEF

For an organization that is 136 years old, founded by one of America's most popular and influential presidents, and whose membership roster has always been a who's who of American wildlife conservation, it is not surprising that the Boone and Crockett Club is an organization steeped in tradition.

While long-held beliefs with respect to how best to conserve our native wildlife continue to serve as key guidelines, the Club is, however, by no means hide-bound or content to bask in the light of bygone achievements. On the contrary, the Club is more active than ever in assessing and responding to new issues and challenges related to wildlife conservation and

hunting, and we have ramped up efforts to build our outreach and messaging. Equally important, we've worked to expand our base of active supporters.

Let me touch on that last point. The completion of our revamped website has made a significant difference in the number of individuals we've reached, with over 1.8 million unique visitors and four million website views over the last year. In addition, 136,599 hunters and conservationists have registered with our site. Our new electronic newsletter has also quickly gained traction with a current base of 57,000 engaged subscribers who have opted in to receive *In The Field* on a monthly basis.

Our magazine, *Fair Chase*, now includes 6,500 subscribers, over 50 percent of whom are in the 45-64 age bracket and over half of whom earn over \$100,000 per year.

Our members are the lifeblood of the Club, so we thought it appropriate to say "thanks" to all our supporters with a members-only prize drawing that will occur on July 10, 2024. Every member on June 30, 2024, will automatically be entered in the drawing with the number of entries based on your membership level, from five entries for \$35 members to 25 entries for lifetime members.

So far, prizes include great gear and gifts. More will be added throughout the year. As much as it is a hoot

to (hopefully) win a cool prize, it is our collective effort and energy that will determine the welfare of our wildlife, the quality of our hunting experience, and, ultimately, the legacy we leave our kids.

Hope to see you down the trail. ■



The Club has been digging through the archives to find the best stories to post online and in *Fair Chase* magazine. And if that wasn't enough, you can now listen to our new series, Boone and Crockett Club's Audio Adventures. These stories take you alongside hunters on their epic adventures around North America. Listen wherever you download podcasts.



Catch some of the headlines from the latest *In The Field* newsletters on page 52.

Learn more about the Membership Giveback prize drawing on page 57!

