

Heather [REDACTED]
Project Proposal
September 18, 2014

Organization Name: Hunt Like a Girl [Temporary]

Cause: Hunt Like a Girl is an organization that provides women the resources and education they need to either get started in outdoor sports or pursue them further. In addition to this, it gives women hunters/fisherwomen the support they need without risk of criticism. It provides a community for these women to openly talk about their involvement in hunting/fishing, ask questions, and share stories in a nonjudgmental forum.

Why is this cause important: I know the stigma that goes along with being a woman who hunts and fishes first hand. We live in a society where these outdoor sports are generally regarded as being for men. If a woman happens to also enjoy them, it is often criticized. Many women who show an interest in hunting or fishing are discouraged by the response of others. We are belittled, contradicted, and made to feel like we are inept at these outdoor sports. In these situations, it is usually easier and less stressful to not get as involved or give up on the idea entire in order to avoid ridicule from others. Even stores and brands dedicated to outdoor sports offer very little in the ways of women. To find hunting clothes, I often have to order something online or browse the kids section because the women's section is so sparse. If I need a gun or bow to fit me, my options are generally 90% pink. It is hard for women to want to get involved in these sports if they feel like they are a joke to others; we are not Barbies and just because we are women does NOT mean our guns should be pink. The entire image and perception of women in outdoor sports needs to change. Hunt Like a Girl will help these women to learn the skills that others may not want to teach them and give them an empowering environment to support and encourage them. It may be the first step in changing the perception of women hunters or fisherwomen, but it will allow for these women to get more involved.

Goals:

1. Create a community for women already in, or interested in, outdoor sports
 - a. Reach out to women who fall in this category
 - b. Further connect this community through social media
 - c. Share personal stories
2. Teach basic tips & knowledge
 - a. Provide relevant resources for learning about outdoor sports
 - b. Create how-to videos (tying a fishing knot, loading a gun, cleaning fish, etc.)
3. Develop main website topics
 - a. How-To Videos
 - b. Resources
 - c. Community- Stories
 - d. Pictures
 - e. Questions forum
4. Spread the message that outdoor sports aren't just for men
 - a. Share stories publicly so men and women alike can see
 - b. Possibly get in contact with women celebrities in outdoor sports
5. Create "extras" that relate to the topic
 - a. Provide reviews about different gear, products, etc.
 - b. Share recipes for wild game and fish

Meagan [REDACTED]

I think you have a really clear demographic in mind here and one that you have a clear personal connection to. Your goals are ambitious in scope, but as this seems to be a topic that is genuinely important to you they are all very much possible. The only goal that seems like it may difficult to accomplish in the short time-frame of this class is contacting celebrities. In the future (beyond the scope of this class) as your movement grows, getting celebrities on board with the cause could be plausible and very effective for raising awareness of the movement.

I really like the idea that you want to create a community and I think that the idea of the “extra” product reviews in particular caught my attention. Since one of the major problems you mention for women in outdoor sports is finding gear that is not a pink Barbie version. This could be a good space to share the products you have found that you have really liked (especially since it probably wasn’t easy to find them). You could also encourage others to share gear that they have found. This is something that I think will really help you build a sense of community.

Zachary [REDACTED]

This is a very unique topic that I don’t know much about the world of outdoor sports like hunting so I am unaware of how the gender gap works in those communities. One of the questions I would have to pose for the future is how can you expand this idea beyond your website? This is a large task to take on in a city like Philadelphia because it is a city so outside of those people in our demographic who travel here for school how will you find people in the community to reach out to when it comes to sharing stories in public for example?

You have a lot of strong ideas, and ways in which you are seeking to promote said ideas, however I think it is important to make sure that the ideas for promoting your organization stay focused on the central theme. For example how to videos are a great resource and there are a lot of different approaches you can take to making them relatable, but I would make sure that they don’t simply become how to videos and expand beyond that simple idea in order to make sure that they have a strong relation to your cause so that the message doesn’t get lost especially because it will be difficult to reach people in a large city.

Matt [REDACTED]

Often in our society, women get discouraged from participating in activities that are viewed as “manly” and vice versa. This project has a lot of potential to encourage a breakthrough of the sexual stereotypes. I think creating an open forum for men and women to be able to speak openly about women’s involvement in sports, it can really inspire a lot of young women to go out and get active.

I think that you may have an issue if you focus too much on hunting and fishing, instead of physical activities in general. There are a lot of sports that women should be encouraged to participate in, so why not encourage all sports. I think this idea has a lot of upsides and an instagram page with pictures of girls playing sports and even hunting can really go a long way to show girls that they shouldn’t worry about societies restraints.

Carmella [REDACTED]

I understood your topic right away, it was clear, to the point, and had direction. Hunting has been a male dominated sport, especially in the promotion of equipment and so forth. I think focusing a

lot on the problems at hand in hunting will make the largest impact on not only women but men. Finding a way to incorporate the men will be beneficial.

The community is a great way to start this movement off. It is a place where people can interact, share their stories, and unite as one. This has a lot of potential, and I think you are on the right track with everything above. I do agree about the celebrity thing and a few other executions. Just be weary of your time management and schedule. If you get that down, you are golden.