

An aerial photograph of a small boat on a calm lake. The shoreline on the left is covered in dense green trees and vegetation. The water is a deep blue-green color. The boat is positioned in the upper right quadrant of the image.

CONSERVATION THROUGH PARTICIPATION

IA R3 Workshop 9.18.19

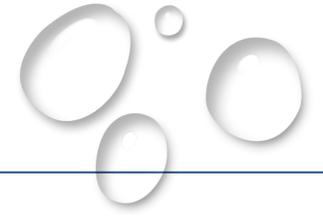


RBFF Mission

To implement an informed, consensus-based national outreach strategy that will **increase participation in recreational angling and boating** and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.



Business Goals



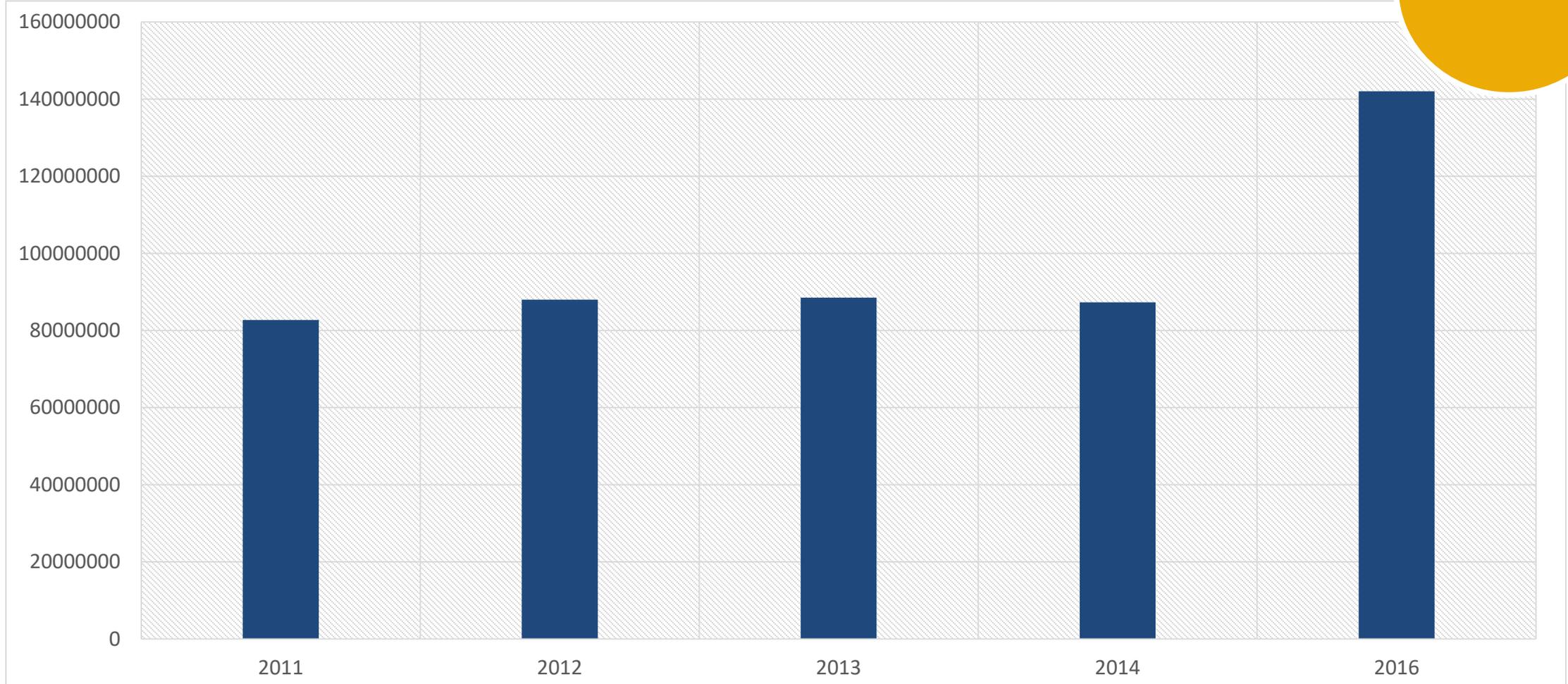
- Increase participation in recreational boating and fishing to achieve 60 million fishing participants by December 2021 (60 in 60).
- Increase public awareness of fishing, boating and conservation practices.



FISHING & BOATING PARTICIPATION

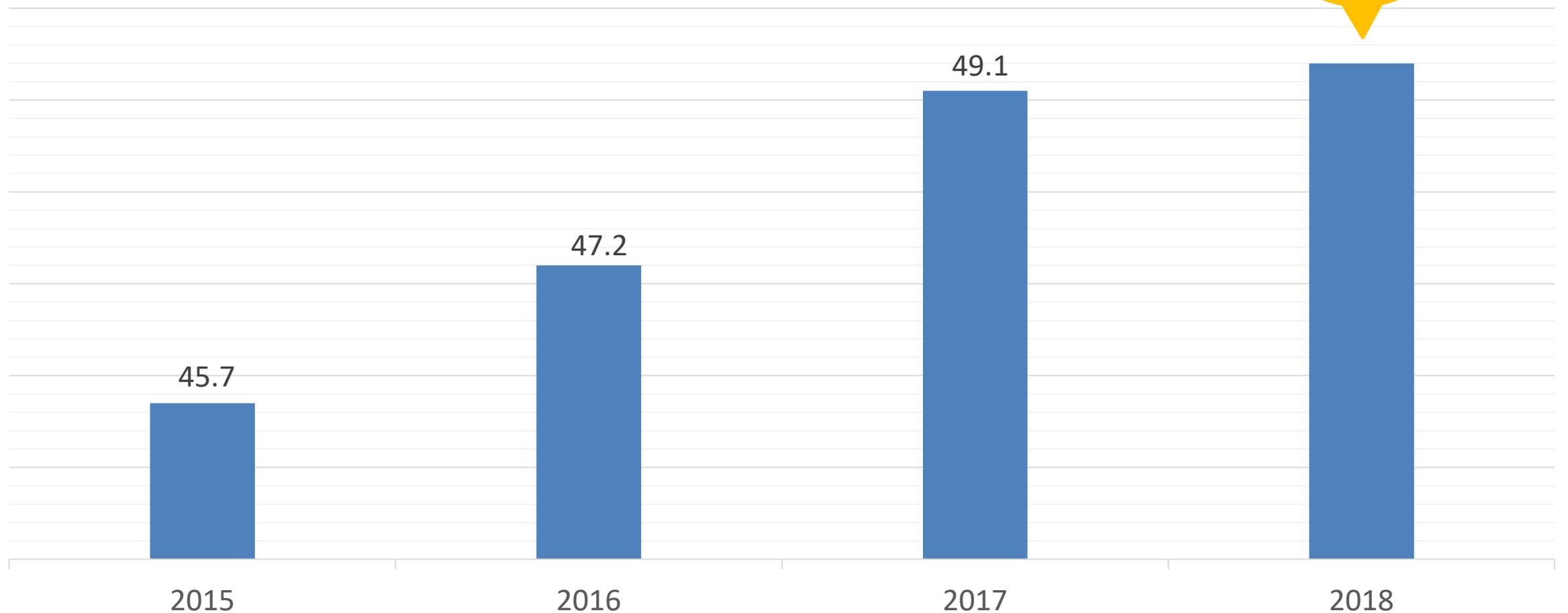
Boating Participation Strong

142M

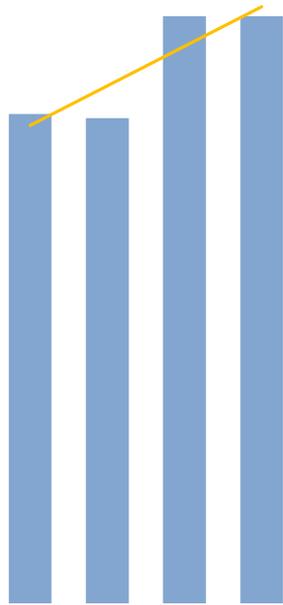


Fishing Participation Up

of Participants in millions

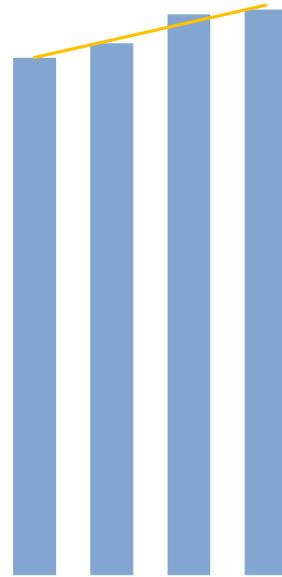


Key Target Audiences Showing Gains



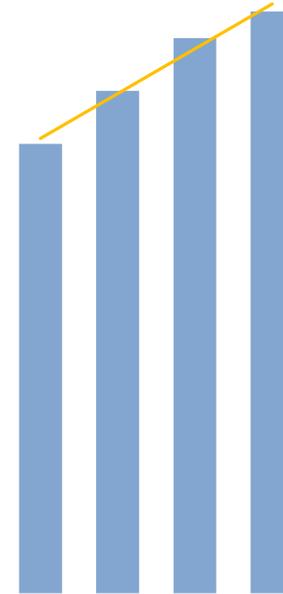
3 Million

First-Time Anglers



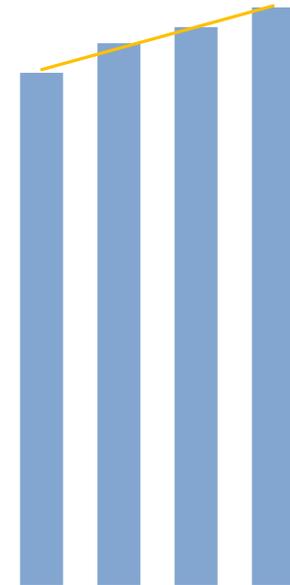
11.7 Million

Youth Anglers (6-17)



4.4 Million

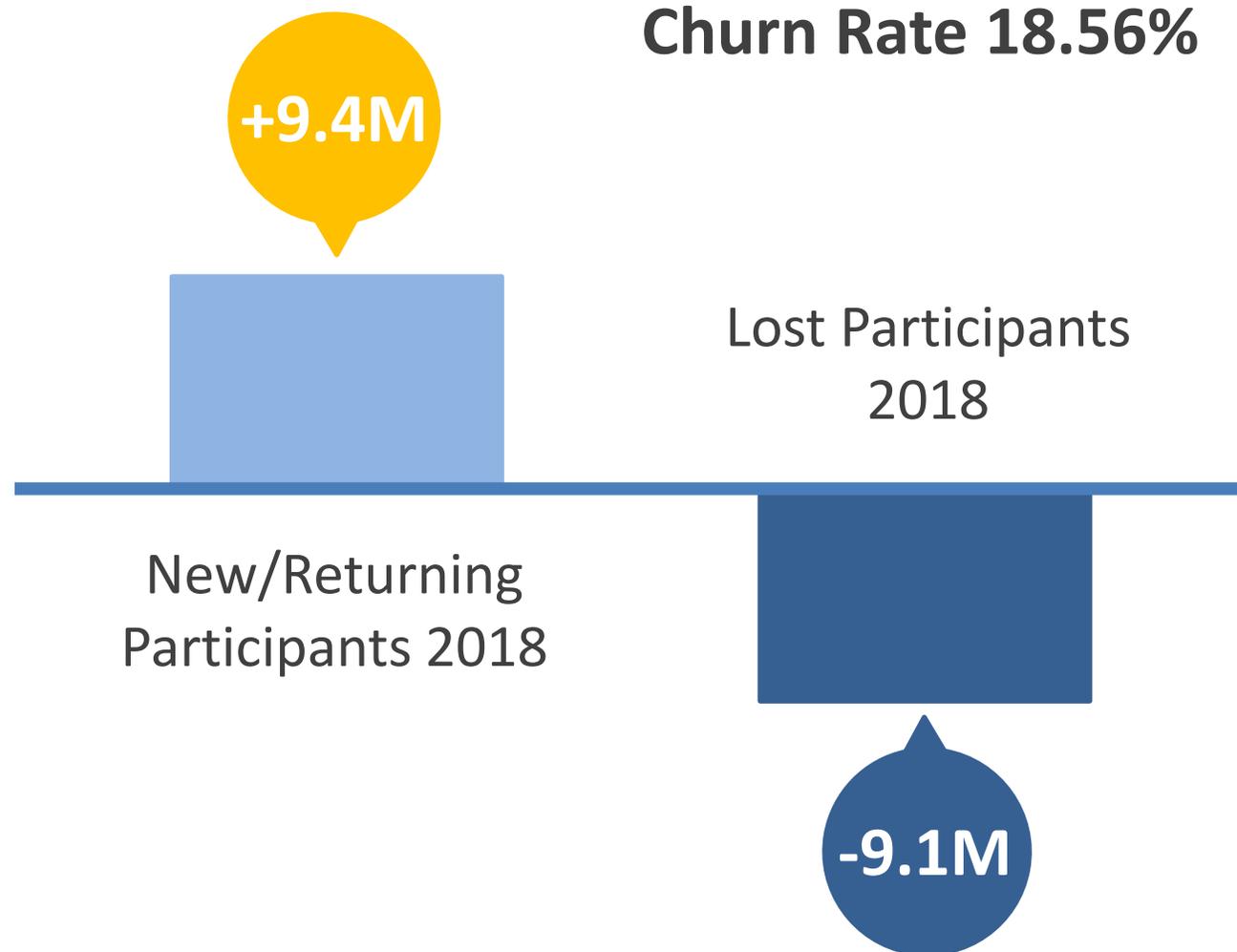
Hispanic Anglers



17.7 Million

Female Anglers

Retention Still an Issue



LOST PARTICIPANTS

75%

CAUCASIAN



60%

MALE



40%

AGE 45+



NEW REASONS FOR LAPSING

26%

PHYSICAL LIMITATIONS



13%

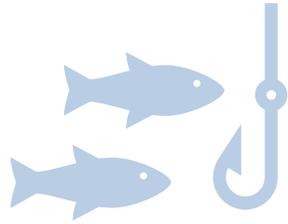
ILLNESS



“No one to go with”
& “health problems”

-Responsive Management

Participation Statistics



33.9 MILLION

More non-anglers than ever, 33.9 million, are interested in trying fishing



45%

Parents are 45% more likely to fish than adults without children



3 IN 4

More than 3 in 4 anglers view fishing's environmental benefits as one reason they participate

CONSUMER ENGAGEMENT

Recruiting New Participants



TAKEMEFISHING™.org



VAMOSAPESCAR™.org

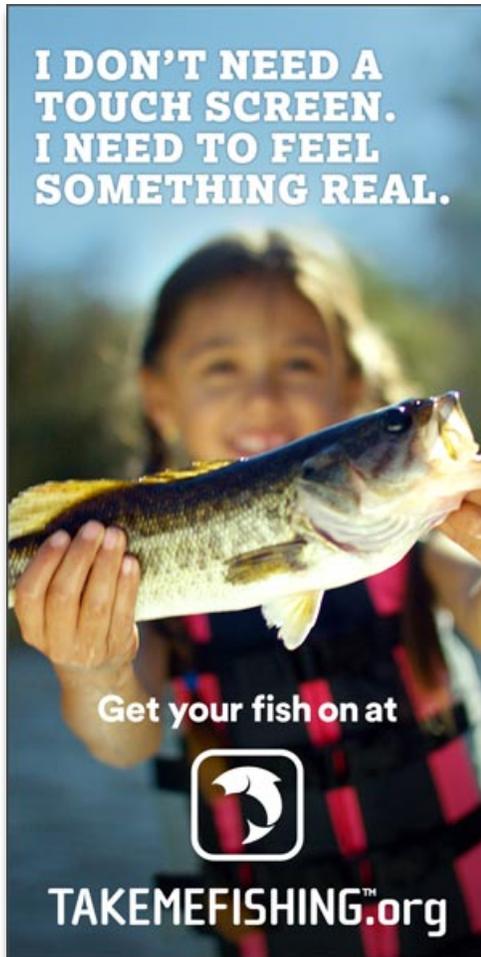
Multicultural Families

Hispanics

Women

EXISTING CREATIVE

I DON'T NEED A TOUCH SCREEN. I NEED TO FEEL SOMETHING REAL.



Get your fish on at



TAKEMEFISHING.org

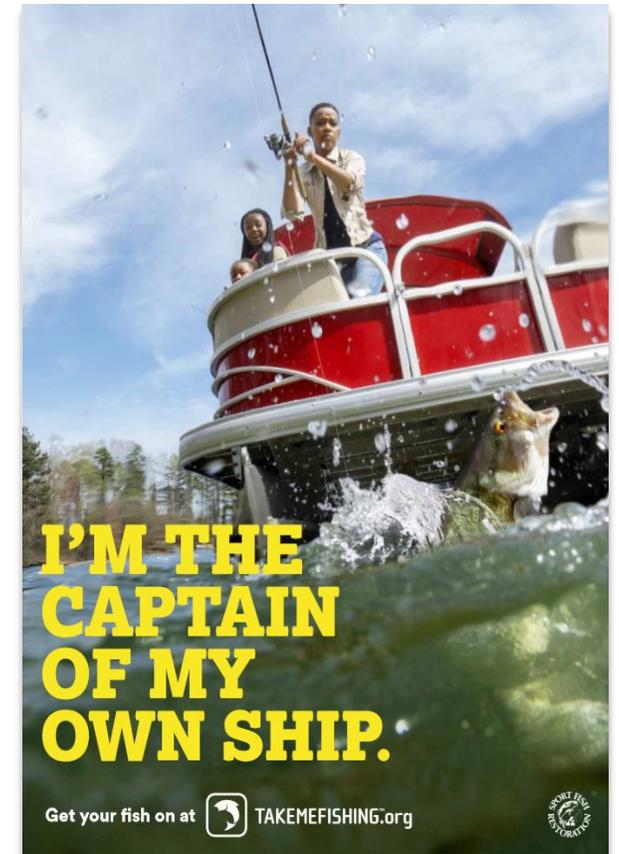
EN EL AGUA TAMBIÉN HACES AMIGOS.



Empieza hoy en



VAMOSAPESCAR.org



I'M THE CAPTAIN OF MY OWN SHIP.

Get your fish on at  TAKEMEFISHING.org





ESPN

Paid Media & Partnerships



GONE FISHIN'

Jess Mendoza balances the Sunday Night Baseball booth with a boat

Print Media

Q & A

Getting Them Hooked

A native of Southern California, Jessica Mendez has always been drawn to the water and the fish that swim in it. Now, the ESPN baseball analyst is passing this lifelong love affair to her family.



What made you want to get your kids out on the water?

I teach my kids half the time at home and they go to school half the time. I feel like some of the best education you can get is outside. Whether you're on a boat learning to fish, or even just playing in the water or on the rocks - everything that nature has to offer is so educational.

How do you balance structured activities, like organized sports, with your love of the outdoors?

I think it's so important for them to be kids, so whether that's climbing a tree or being near the water, it's not having everything be so organized. We try to do more stuff like being out on a beautiful lake along with just going outside and throwing the ball.

What benefits does fishing provide to your family?

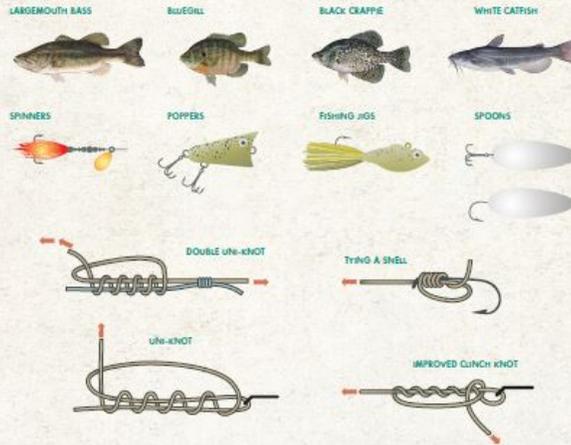
It's about the family moments. I'm on the road a lot, so it's nice just to take a moment. Nature does that. It kind of quiets everything down.

“
I feel like some of the best education you can get is outside.
”

When did you first get into fishing?

My mom is really into fishing, so she used to take me out to the Ventura Pier, near where we lived as a kid. Even if we didn't catch anything, I remember her teaching me what I'm teaching my kids now - understanding what kind of bait to use, figuring out the little tricks to get a fish to think this is something they want to bite into. It always intrigued me. 🐟

MAKE YOUR FIRST CATCH ONE OF MANY



Take Me Fishing™ and **Vamos A Pescar™** are the national campaigns from the Recreational Boating and Fishing Foundation. RBFF strives to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources. Learn more at TakeMeFishing.org.

[TAKEMEFISHING.org](http://TakeMeFishing.org)
Get started at www.takemefishing.org/firstcatch

I'M NOT AFRAID TO MAKE WAVES.

Get your fish on at TAKEMEFISHING.org



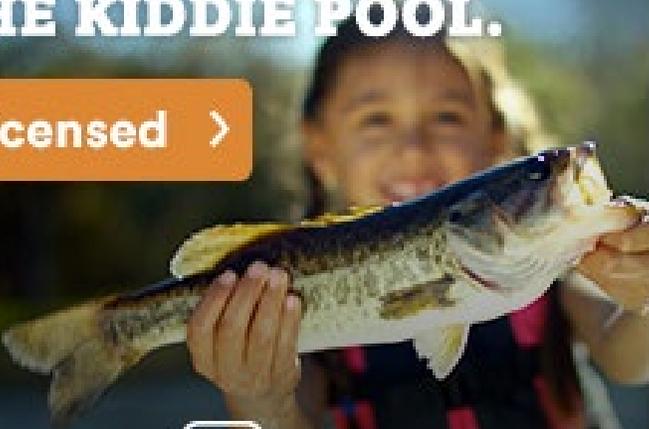
Television Advertising



Digital Advertising

ADVENTURES DON'T HAPPEN IN THE KIDDIE POOL.

Get licensed >



Get your fish on at  **TAKEMEFISHING.org**

PESCAR ES COMO LA MÚSICA, SE DISFRUTA MÁS JUNTOS.



Empieza hoy en  **VAMOSAPESCAR.org**

I TAKE WHAT'S MINE.



Get your fish on at  **TAKEMEFISHING.org**



TABLET OFF. FISH ON.



Get your fish on at  **TAKEMEFISHING.org**

Media
Partnerships

Outside

H E A R S T

BONNIER



Good Morning America Social Media Integration

You Retweeted

 **Good Morning America** @GMA

Have you tried fishing and boating? Tweet us photos of your best moments on the water using [#GMATakeMeFishing](#) and we may feature them on air in a [@Take_Me_Fishing](#) sponsored segment!



11:53 AM · May 28, 2019 · TweetDeck

 **Good Morning America** @GMA · Jun 4

Have you tried fishing and boating? Tweet us photos of your best moments on the water using [#GMATakeMeFishing](#) and we may feature them on air in a [@Take_Me_Fishing](#) sponsored segment!



Twitter/@SteveKHaberman

< 🔍 #GMATakeMeFishing 🔗

Top Latest People Photos Videos

 **Jason Nguyen** @Follow... · 5/29/19

Replying to @GMA and @Take_Me_Fishing

This is our 1st Cutthroat at Strawberry Reservoir, Utah. [#GMATakeMeFishing](#)



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 **Arlo21** @Arlo211 · 5/28/19

Replying to @GMA and @Take_Me_Fishing

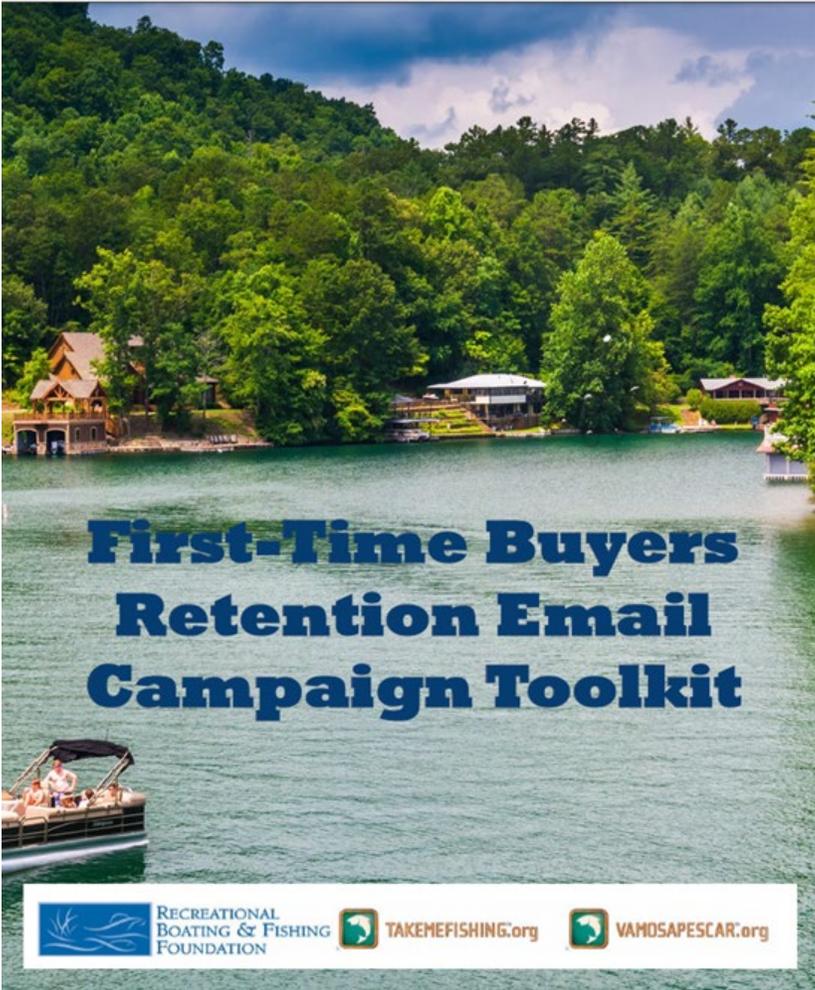
Bass caught on Lake St. Claire Grosse Pointe, Michigan [#GMATakeMeFishing](#)



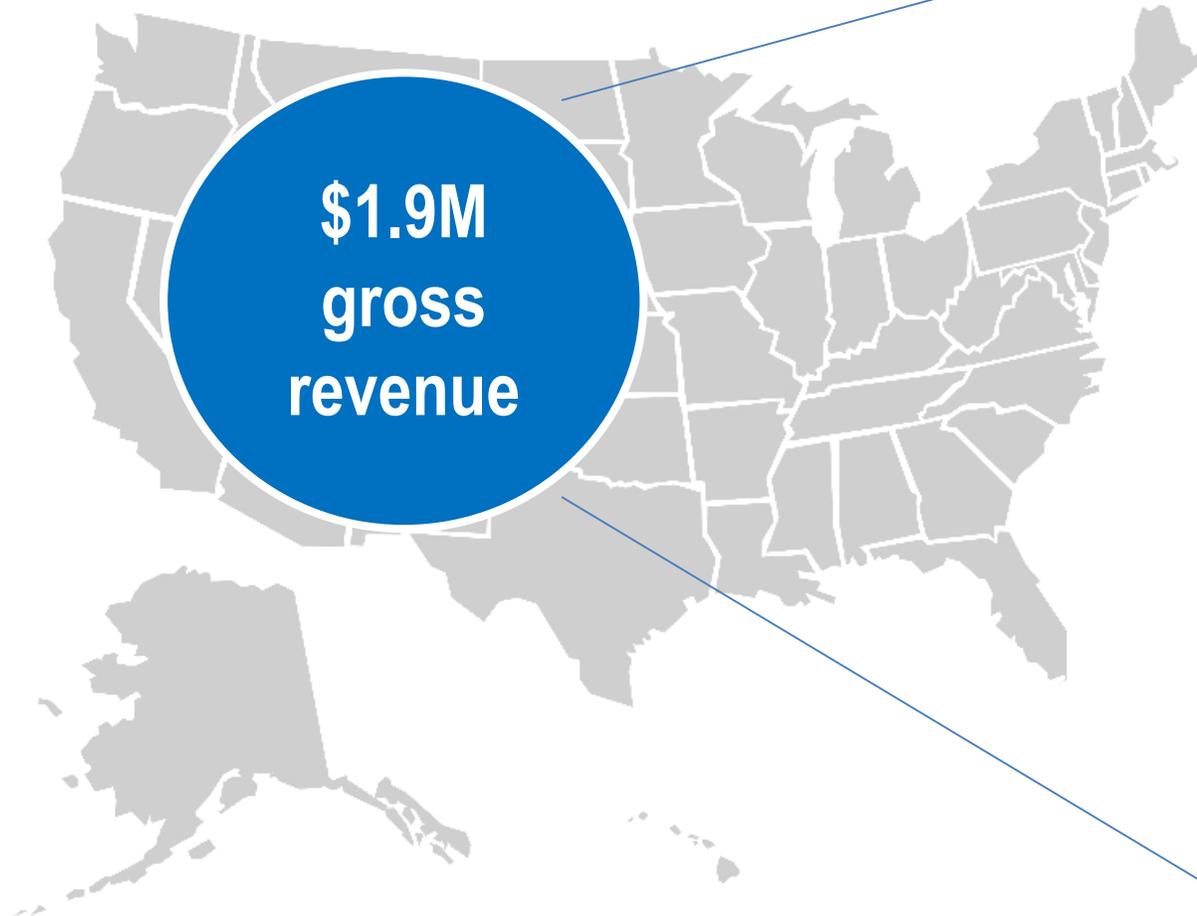
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STATE ENGAGEMENT

Retention & Reactivation Toolkits



Boat Registration Marketing Program



Your boat registration expired for the boat shown below.



Fee Due: \$27.00

Boat No.	Make	Year	Length
9610 BN	CARIB	2000	9-0

Renew now to receive your new registration.

RBFF
500 Montgomery St Ste 300
Alexandria, VA 22314-1857

Department of Game and Inland Fisheries
Boat Section Renewal
PO Box 11528
Richmond, VA 23230

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT Change of address? Sold your boat? Please see reverse side of this form.

**THE FISH ARE IN THE WATER.
SHOULDN'T YOU BE IN YOUR BOAT?**

3 Easy Ways to renew your boat registration...

1. Renew online: Go to <http://www.dgif.virginia.gov/boating/> and follow the instructions. While you're there, you can also update your address.
2. Renew by mail: Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
3. Renew in person: Visit the nearest Division of Motor Vehicles (DMV) or the VDGI Richmond office at 4010 W. Broad St., Richmond, VA 23230.

Questions? Call the VDGI at 1-877-898-BOAT or email boat-reg@dgif.virginia.gov.



Boat Registration Renewal Information for Your Records

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
9610 BN	CARIB	2000	9-0	\$27.00

801R-22821-7-41-p0

Grant Programs

**State R3
Program
Grants**



Challenge: How do states succeed at R3?



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

Solution:

Implement AFWA
Task Force
Recommendations

STATES COMMIT TO:

1. Develop an Angler R3 Plan
2. Reallocate agency resources to ensure R3 success
3. Establish a full-time Angler R3 Manager
4. Develop CRM system
5. Establish a repository for state agencies to share R3 program learnings

State R3 Growth

22 STATE ANGLER R3 COORDINATORS

16 STATE PARTNERS DEVELOPING R3 PLANS



MASSWILDLIFE

Marketing Campaign
Success



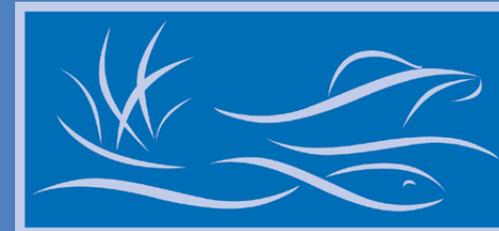
New License System
& Capabilities

Analyzing State Fishing License Trends:

An analysis of state and national trends in fishing license sales from 1991 to 2016



NMMA®



Key Insights



R3's success was large enough to drive **measurable increases in 4 of 6 growth states. Only 1 of 6 declining states.**



4 of the 6 states that have increased participation rates in the past 10 years have introduced multi-year licenses. Plus 2 states (FL, MS) had positive impacts.



4 of the 6 states that have increased participation rates in the past 10 years have enacted large scale R3 efforts. Plus 2 states (FL, AZ) had positive impacts.



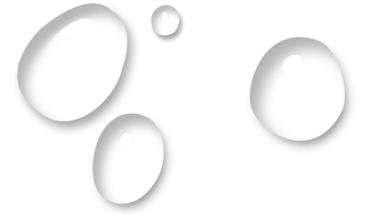
The percentage of the total U.S. population who fished in 2016 is higher than it was in 1955. (USFWS *2016 National Survey Addendum*).



R3 Research

- Surveys and focus group research to develop actionable angler R3 strategies
- Analyze state fishing license sales to identify factors driving sales for state agencies
- Develop data dashboards to enable state agencies to monitor their R3 strategies

R3 Webpage



[TakeMeFishing.org/R3](https://www.TakeMeFishing.org/R3)

Comprehensive destination for angler/boater R3
information and resources

A scenic view of a lake with cypress trees and a forested background. The water is calm and reflects the surrounding greenery. The text "THANK YOU" is overlaid in the center.

THANK YOU

[TakeMeFishing.org/R3](https://www.TakeMeFishing.org/R3)