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

Source: NMMA

142M Americans age 6+
Fishing Participation Up

# of Participants in millions

Source: RBFF & The Outdoor Foundation  Americans age 6+
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

Source: RBFF & The Outdoor Foundation
Americans age 6+
Retention Still an Issue

Churn Rate 18.56%

New/Returning Participants 2018: +9.4M

Lost Participants 2018: -9.1M

Source: RBFF & The Outdoor Foundation

Americans age 6+
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

Source: RBFF & The Outdoor Foundation
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

TAKEMIFISHING.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
Paid Media & Partnerships
**Q&A**

**Getting Them Hooked**

- **Q:** What makes you want to get your kids out on the water? I teach my kids that fishing is about more than just catching fish. They love the challenge and excitement of trying to catch something.

- **A:** I feel like some of the best education you can get is outside.

- **Q:** What did you enjoy most about fishing?

- **A:** Diving in the water and being out in nature for a while. It's a great way to relax and enjoy the outdoors.

- **Q:** What benefits does fishing provide to your family?

- **A:** Fishing is a perfect activity for all ages. It's a great way to bond with family and friends, and it's a great way to teach kids about responsibility and patience.

**MAKE YOUR FIRST CATCH ONE OF MANY**

**I'M NOT AFRAID TO MAKE WAVES.**

Get your fish on at TAKEMEFISHING.org

**Print Media**
Television Advertising
Media Partnerships

Outside

HEARST

BONNIER
Good Morning America
Social Media Integration

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!

Jason Nguyen @Follow... 5/29/19
Replying to @GMA and @Take_Me_Fishing
This is our 1st Cutthroat at Strawberry Reservoir, Utah. #GMATakeMeFishing

Arlo21 @Arlo211 5/28/19
Replying to @GMA and @Take_Me_Fishing
Bass caught on Lake St. Claire Grosse Pointe, Michigan #GMATakeMeFishing
STATE ENGAGEMENT
Retention & Reactivation Toolkits

Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers

First-Time Buyers Retention Email Campaign Toolkit
$1.9M gross revenue

Boat Registration Marketing Program

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

Boat Registration Renewal Information for Your Records

<table>
<thead>
<tr>
<th>BOAT NO.</th>
<th>MAKE</th>
<th>YEAR</th>
<th>LENGTH</th>
<th>FEE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9610 BN</td>
<td>CARB</td>
<td>2009</td>
<td>9-0</td>
<td>$27.00</td>
</tr>
</tbody>
</table>

Renew now to receive your new registration.

Please cut this slip and return with payment.

3 Easy Ways to renew your boat registration...
1. Renew online: Go to http://www.dggs.alaska.gov/boats and follow the instructions. While you're there, you can also update your address.
2. Renew by mail: Include the renewal slip along with a check or money order for the required fee due to the appropriate address.
3. Renew in person: Visit the nearest Division of Natural Resources office or the GDFE office at 415 W. 3rd St., Juneau, AK 99801.

Questions? Call the DGGS at 907-417-9999 or email boat-reg@alaska.gov.
Grant Programs

State R3 Program Grants
Challenge: How do states succeed at R3?

Solution:
Implement AFWA Task Force Recommendations

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

States commit to:
State R3 Growth

22 STATE ANGLER R3 COORDINATORS
16 STATE PARTNERS DEVELOPING R3 PLANS

Marketing Campaign Success

New License System & Capabilities
An analysis of state and national trends in fishing license sales from 1991 to 2016

Prepared by Southwick Associates May 2019
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 enacted large scale R3 efforts. Plus 2 states (FL, AZ) had positive impacts.

**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.

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
TakeMeFishing.org/R3
Comprehensive destination for angler/boater R3 information and resources
THANK YOU

TakeMeFishing.org/R3