

# Recreational Boating & Fishing Foundation Overview

PREPARED FOR FISHSMART

March 2013



# RBFF HISTORY

Established in 1998 in response to declining rates of boating and fishing participation.



# MISSION, VISION & GOALS



# 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.

# GOALS

- 1. Increased participation in boating and fishing each year.**
- 2. Increased public awareness of sound fishing, boating and conservation practices each year.**

# PARTICIPATION

**11%** increase in fishing participation over the last five years

*USFWS, 2012*

**10%** increase in boating participation in 2011

*NMMA, 2012*

# TAKE ME FISHING BRAND



# TAKE ME FISHING BRAND

**Brand Promise: Memories aren't made, they're caught.**

**Brand Positioning: Take Me Fishing™ is your trusted resource to create a memorable and successful day on the water.**



# TARGETS

## CORE

- Lapsed & Occasional
- Men 25-54
- Skews Caucasian
- Skews C/D Counties

## GROWTH

- Family Outdoors
- Outdoor Enthusiast
- Hispanic

## SECONDARY

- Avid Anglers
- Men 50+



# PRINT ADS

**VISIT MOTHER NATURE'S WATERPARK**

**GET YOUR FISHING LICENSE & BOAT REGISTRATION**  
IT'S QUICK, IT'S EASY, IT HELPS PRESERVE THE LOCAL ENVIRONMENT.

**SEARCH THE PLACES TO BOAT & FISH MAP**  
A DAY OF FUN IS WAITING ON THE WATER. WE'LL SHOW YOU HOW TO GET THERE.

**EXPLORE OUR FISHOPEDIA SECTION**  
LEARN ABOUT FISH, EQUIPMENT, AND TECHNIQUES TO LAUNCH A DAY OF EXCITEMENT.

**TAKEMEFISHING.org**  
YOUR FAMILY'S GUIDE TO GETTING OUT ON THE WATER.

OFFICIAL PARTNER

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**CHECK OUT OUR MOBILE SITE**  
GET ON THE GO ACCESS TO LICENSING INFO, FISH IDENTIFIERS AND NEARBY PLACES TO FISH.

**TAKEMEFISHING.org**  
YOUR FAMILY'S GUIDE TO GETTING OUT ON THE WATER.

OFFICIAL PARTNER

# DIGITAL ADS

*Fishopedia*



WHITE MARLIN



TAKE ME FISHING™

SEE MORE FISH NOW 

**FISH NOT BITING?**

Discover new fishing hotspots near you ▶



 TAKEMEFISHING.org



**MORE HOT SPOTS THAN YOU CAN SHAKE A BASS AT.**

Find great places to boat and fish near you ▶



TAKEMEFISHING.org



**LEARN KNOT-TYING TECHNIQUES AND OTHER FISHING TIPS ▶**



TAKEMEFISHING.org

Public Service  
Announcement  
**TEST**

From the office of takeMEFishing.org



## Do you need a fishing license and boat registration?

Please take a few moments to consider each of the questions below. Take your time. Let it come naturally.



### DIRECTIONS

1. Use No. 2 pencil.
2. Do NOT use a No. 1 pencil.
3. We don't know why. Just don't.

### 1 Is this your idea of fishing with friends?

- A. Yes, I am a 1,200-pound brown bear, and these are my friends.
- B. Yes, I stand at the edge of the falls and catch fish with my mouth.
- C. No.



### 2 Are you your own boat?

- A. Yes, and please stop staring at my stern.
- B. No, I'm my own airplane.
- C. No.



### 3 Do you want this in your favorite lake?

- A. Yes. Landfills are soooo cliché.
- B. Sure, who doesn't love dipping their toes into a pool of swirling sewage?
- C. No.



### ANSWERS:

CONGRATULATIONS! You definitely need to be licensed and registered. Because funds generated from your fishing license and boat registration go toward conserving our waterways and providing better fishing and boating for generations to come.

Find out how to do your part at:



TAKEMEFISHING.org

# PSAs

- ✓ TV
- ✓ Radio
- ✓ Print
- ✓ Carries 'Conservation' Message

## 35,000 airings and \$7 million in earned media!

FY13 as of 2/28/13

# SOCIAL



171,000

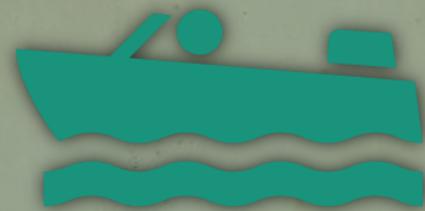
Likes



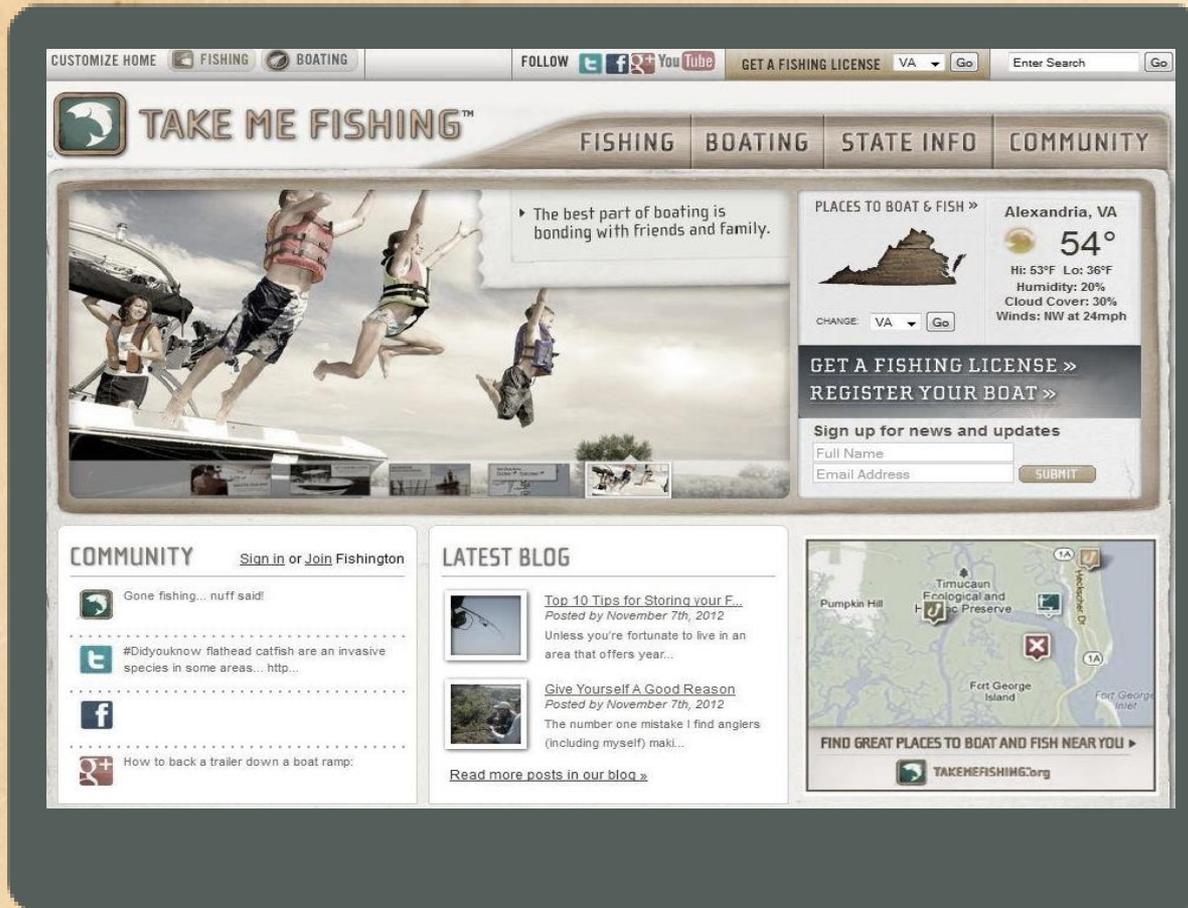
8,600

Followers

# DIGITAL PROPERTIES



# TAKEMEFISHING.ORG



5.2 million unique visitors!

FY13 as of 2/28/13



Arlington, VA

BODIES OF WATER

MEMBER HOTSPOTS

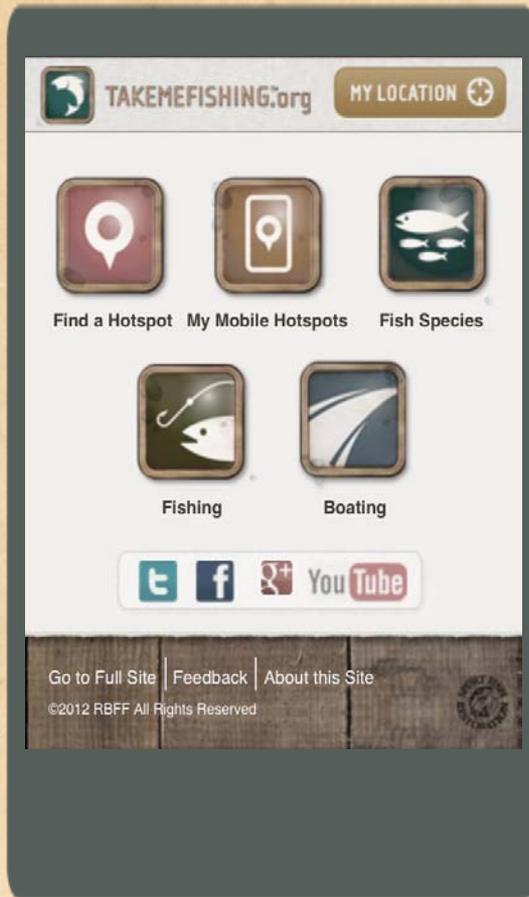
POINTS OF INTEREST

# MAP



Mobile friendly & Embeddable  
60+ Partners

# MOBILE



Mobile Site



Boat Ramp App

# STATE PARTNERSHIPS



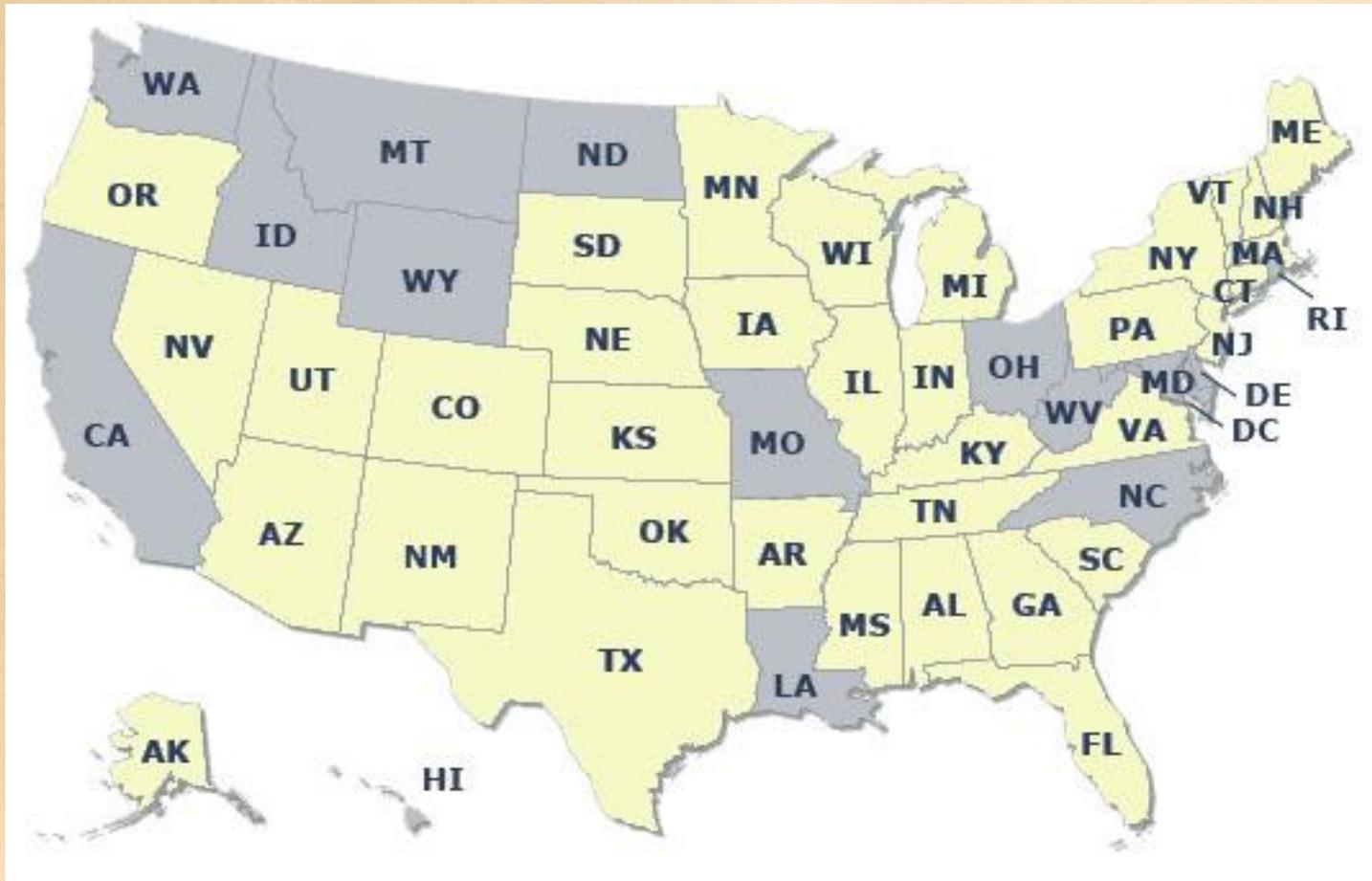
# FISHING LICENSE MARKETING PROGRAM



- Nationwide effort with 35 states.
- Distributed 2.59 million mail pieces reminding lapsed anglers to buy a fishing license.
- RBFF fully funded and implemented the program on behalf of state agencies.
- Participating state agencies receive 100 percent of the revenue.

# 2012 STATE PARTNERS

## STATE FISHING LICENSE MARKETING PROGRAM



# FISHING LICENSE RESULTS

- 242,912 Fishing Licenses Sold
- \$4.8 Million in Total Revenue

**GOOD THINGS  
COME TO THOSE WITH  
BAIT!**

**BUY YOUR FISHING  
LICENSE TODAY!**

**TAKE ME FISHING™**  
takeMEfishing.org

**BUY A 2012 FISHING  
LICENSE AND RECEIVE  
\$10 BACK FROM  
Shakespeare®**

**Shakespeare®**  
SINCE 1897

SEE BACK OF CARD FOR REBATE DETAILS.

# BOAT REGISTRATION MARKETING PROGRAM



## BOAT REGISTRATION RENEWAL



Your boat registration expired March 1, 2010 for the boat shown below.  
Renew now and receive new registration that will expire March 1, 2014.

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE

If this boat has been sold or ownership changed, please read the reverse side of this form.

THE FISH ARE IN THE WATER.

SHOULDN'T YOU BE IN YOUR BOAT?



Renew your boat registration...  
EASY AS 1, 2, 3

1. Renew online: Go to [www.Ohiodnr.com/watercraft](http://www.Ohiodnr.com/watercraft) and choose "Online Registration Renewal." Enter your boat number and PIN (see below). While you're there, you can also update your address.
2. Renew by mail: Return the remittance slip below along with a check or money order for the registration fee due (see amount below) in the enclosed envelope.
3. Renew in person: Visit your nearest watercraft registration agent to renew. For a complete listing of agents, please go to [www.Ohiodnr.com/watercraft](http://www.Ohiodnr.com/watercraft).

**Questions?** Call the Division of Watercraft toll free at 1-877-4BOATER and ask for boat registrations.

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

- Boats 14' or longer (except canoes & kayaks) are required to have a title prior to being registered.
- Outboard motors 10 HP and more are required to be titled.
- Effective 1/1/00, watercraft less than 14' in length with a permanently affixed mechanical means of propulsion of 10 HP or more (personal watercraft) are required to be titled.

Check here to change your address and complete the reverse side.

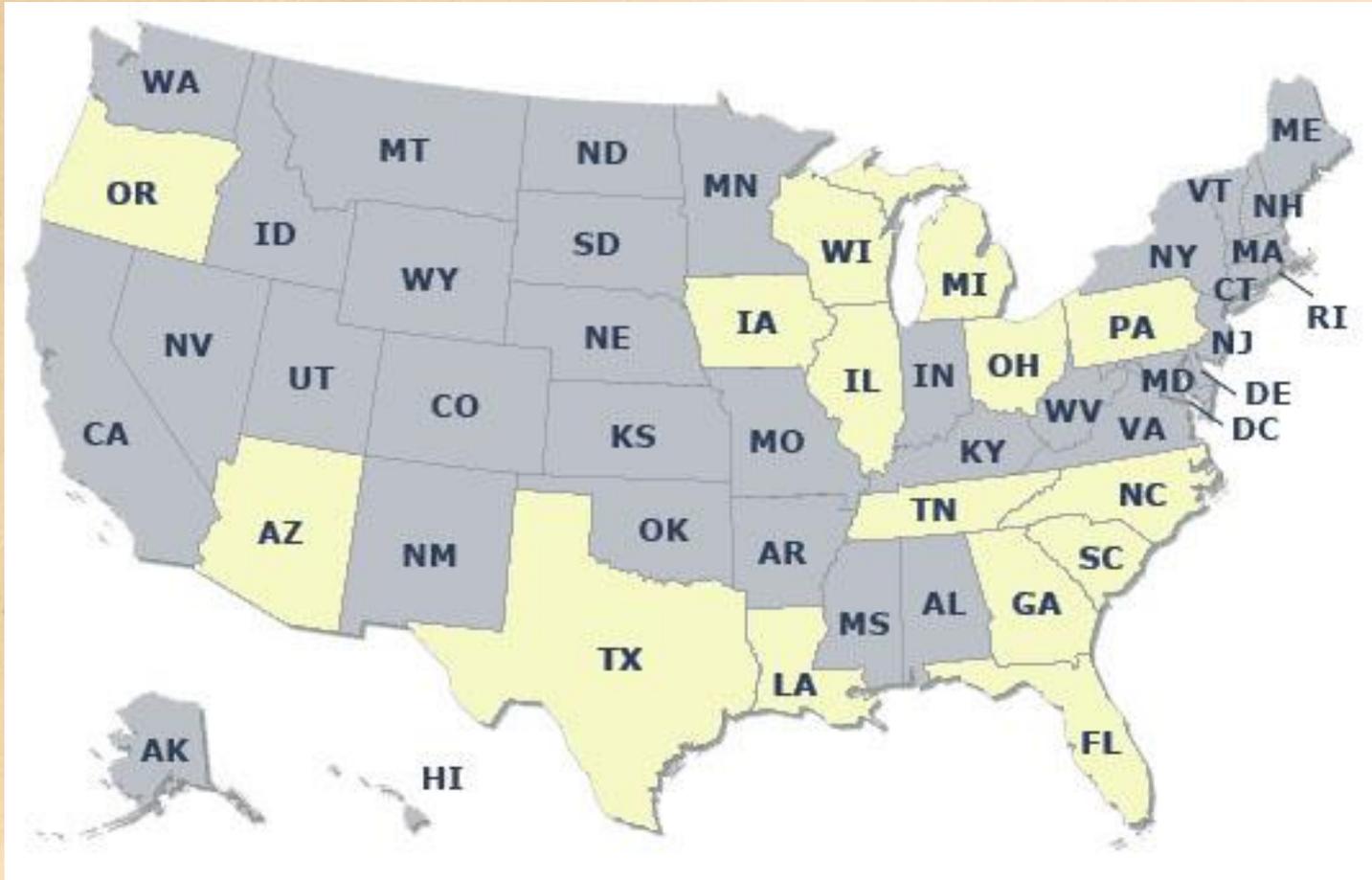
PIN	Registration Fee Due:
Boat No.	Make                      Year    Length

NAME LASTNAME  
STREET ADDRESS

- Started as a pilot, was expanded into a nationwide effort with 15 states.
- Distributed 450,000 direct mail pieces, reminding boat owners with lapsed registrations to re-register their boat.
- RBFF fully funded and implemented the program on behalf of state agencies.
- Participating state agencies receive 100 percent of the revenue.

# 2012 STATE PARTNERS

## BOAT REGISTRATION MARKETING PROGRAM



# BOAT REGISTRATION RESULTS

- 32,000 Boats Registered in 15 States
- \$1.16 Million in Total Revenue

**COME PLAY ON SOUTH CAROLINA'S WATERWAYS.**

Getting on South Carolina's waterways has never been easier. We have conveniently placed public access ramps at a body of water near you, with many of the access sites having parking lots, dock space and other amenities.

The facilities are ready, the water is waiting, the fish are biting... all that's missing is you and your boat!

Put your boat back in the water...and put more fun in your life. To find a boat ramp near you, please visit <https://www.dnr.sc.gov/land/boatramp/>.



# YOUTH EDUCATION



# YOUTH EDUCATION INITIATIVES

- *Explore the Blue* with Discovery Education
- Boy Scouts of America Patch Program
- RBFF National Fishing and Boating Youth Education Grants
- Outdoor Nation Young Adult-led Movement



**Nearly 700,000** youth introduced to boating and fishing so far this year!

# RESOURCES



# RESOURCES

- ✓ Photo Library
- ✓ Marketing Guide
- ✓ Research
  - Participation
  - Market Segmentation
  - Consumer Trends



**More Info:** [TakeMeFishing.org/corporate](http://TakeMeFishing.org/corporate)



**Thank you**