

## Kids Fish Free @ First Catch Events

### RBFF State R3 Program Grants

### OVERVIEW & OBJECTIVES

The Nevada Department of Wildlife (NDOW) wants it to be as easy as possible for kids in Nevada to go fishing and does not want cost to be a barrier that keeps them from going. To address this barrier, in a novel way, NDOW created and launched the Nevada Youth License Fund (NYLF), a donation-driven program built to cover the cost of youth licenses for kids 12-17 years old. This new program, in tandem with First Catch events, allowed the Department to host Free Kids Fishing events and essentially eliminating cost as a barrier.

- Create and launch the Nevada Youth License Fund to issue kids ages 12-17 free fishing licenses to the extent funds are available!
- Promote First Catch events in tandem with promoting free kids fishing licenses to essentially remove cost as a barrier to kids.
- Target underserved audiences by creating messaging directed to engage urban and Hispanic audiences in Nevada.
- Meaningfully increase the number of youth fishing licenses issued.
  - Our goal was to eclipse the number of youth fishing licenses issued in 2020 which, would be a 36.2% YOY increase.
  - As of June 8, 2023, youth licenses were on pace for the third consecutive year on the decline, so we wanted to reverse this trend.

### RESULTS

Thanks to generous donations from hunters, anglers, and various organizations, the Nevada Youth License Fund helped the Department issue 3,712 licenses to kids, for free, in 2023. The program was launched on June 8 and was open for 36 days before closing on July 14 temporarily because the program ran out of funding. It was re-launched on October 19 and remained open through the end of the year.

- 3,712 youth licenses issued to kids ages 12-17
  - ~70% to “new” customers
  - ~18% to “loyal” customers
  - ~12% to “reactivated” customers
- Residency – ~89% resident / ~11% non-resident
- Gender – Male ~72% / Female ~28%
- YOY youth license projections for 2023 pre-NYLF launch was -3.4% and thanks to the NYLF, we finished the year up over 14%, a net gain of about 18%.

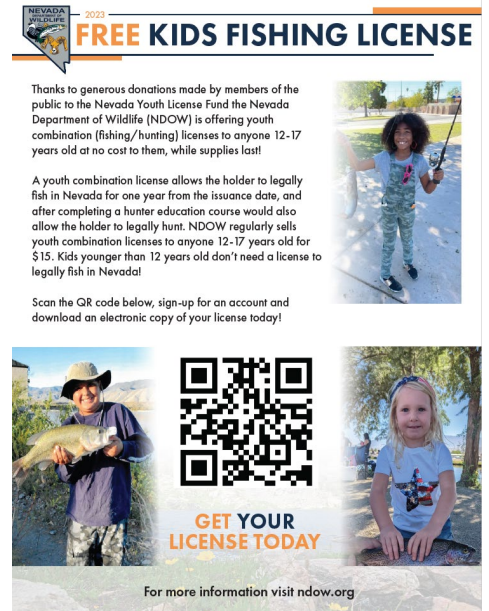
From June 10 – September 21, we hosted 11 First Catch events serving a total of 389 registered anglers. These events consisted of 5 Afterschool Fishing events, 4 Night Fishing events, 1 Sunrise Fishing event and our annual Free Fishing Day event.

### SUPPORT

*“This program helped 3,000 kids go fishing this summer. It’s changing how we do business here in Nevada and I’m excited to see it grow!”*

- Alan Jenne, Director, Nevada Department of Wildlife

### Kids Free License Flyer



**2023 FREE KIDS FISHING LICENSE**

Thanks to generous donations made by members of the public to the Nevada Youth License Fund the Nevada Department of Wildlife (NDOW) is offering youth combination (fishing/hunting) licenses to anyone 12-17 years old at no cost to them, while supplies last!

A youth combination license allows the holder to legally fish in Nevada for one year from the issuance date, and after completing a hunter education course would also allow the holder to legally hunt. NDOW regularly sells youth combination licenses to anyone 12-17 years old for \$15. Kids younger than 12 years old don't need a license to legally fish in Nevada!

Scan the QR code below, sign-up for an account and download an electronic copy of your license today!

**GET YOUR LICENSE TODAY**

For more information visit [ndow.org](http://ndow.org)

### PARTNERS

- Recreational Boating & Fishing Foundation (RBFF)
- Donations from over 2,000 individuals and several organizations

### Mobile Free Fishing License Ad (Spanish)



**Licencia de pesca GRATIS para niños**

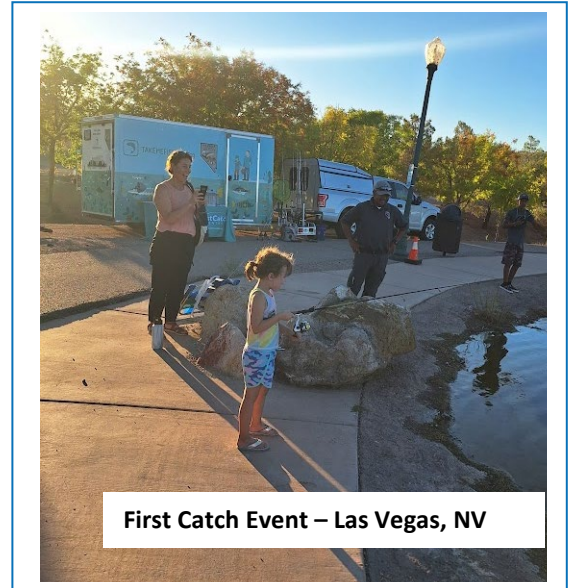
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NEVADA DEPARTMENT OF WILDLIFE

## RBFF State R3 Program Grants

### BENEFITS

- Free fishing licenses for kids and first catch events act as an olive branch for us to engage groups – we are offering something of value and asking for nothing in return. It's a good relationship starter and these groups help us reach more people who are less likely to be familiar with our agency.
- Over 2,000 individuals donated to support this program – people want to support kids fishing and this is a new avenue for them to do that.
- Having ~70% of the kids receiving a license through this program being “new” customers presents us with an opportunity to support newcomers and let them know when other events are coming up near them!
- Mobile ads in Spanish performed significantly better than their English counterparts – these programs help us better engage Spanish speakers.
- Cost is a barrier to spending time outdoors – the Nevada Youth License Fund (NYLF) helps us turn a barrier into an incentive to get a license and go fishing.



First Catch Event – Las Vegas, NV

### METHODOLOGY

Share information with a wide variety of people, groups and organizations, while targeting underserved audiences, and individually reach out to groups, especially those we don't regularly get the opportunity to engage with. Produce marketing materials and advertisements in both English and Spanish (E+S) to better engage our Hispanic community.

- Market NYLF and First Catch Events via email campaigns with flyers (E+S)
  - Sent to all license vendors, city/county parks and rec. depts., public libraries, after school groups, State of NV employees etc.
- Paid advertisements including TV ads, YouTube, geofencing, and mobile ads (E+S)
  - TV advertising – Reached 1,049,908 households
  - YouTube – 151,735 Impressions, 93,878 - 100% view rate
  - Vegas Connected TV English (Get Onboard NV Version) – 46,616
  - Mobile Statewide (Free License) – 200,603 impressions, 403 Clicks
  - Mobile Statewide Spanish (Free License) – 209,840 impressions, 530 Clicks

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### LESSONS LEARNED & FUTURE PLANS

- When we launched the NYLF it quickly became apparent that many people were unaware that kids younger than 12 years old could fish legally for free without a fishing license in Nevada. We quickly worked that tidbit into our messaging, but it served as a good reminder that it's easy to talk past people if we don't start at the most basic level first (i.e. who needs a license).
- We didn't have a lot of information to help us gauge how our program launch would go, so we had to keep an open mind to a lot of different potential outcomes and be willing to adjust on the fly to make it work.
- Unfortunately, we ran out of licenses before many of our First Catch events took place, but this was part of the calculated risk of rolling out the program to all kids ages 12-17. The goal was to help more kids go fishing – if we would have limited the program to younger kids, we would have missed out on the single biggest group of kids that took advantage of the program, the 17-year-olds!
- We never could have launched the NYLF without a modern licensing vendor who was willing and eager make this program work.
- We re-launched the program in October 2023 and are planning to keep it open as much as possible for many years to come.
- In the future, we are going to re-double our efforts to engage Spanish-speaking families, market this program to kids by age and will be targeting lookalikes in Nevada neighborhoods where the highest proportions of kids took advantage of the program.



This grant program was conducted in 2023 and partially funded by the Recreational Boating & Fishing Foundation (RBFF) under cooperative agreement #F23AC00806 from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Fish and Wildlife Service. For more information on RBFF's State R3 Program Grants, please visit [www.takemefishing.org/r3](http://www.takemefishing.org/r3).