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Association of Marina Industries

Bass Pro Shops

Colle + McVoy

Takemefishing.org

Vamosapescar.org
THANK YOU STATE AGENCIES

50 state agencies

TAKEMEFISHING.org
VAMOSAPESCAR.org
RBFF MISSION
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.

TAKEMEFISHING.org

VAMOSAPESCAR.org
OBJECTIVES
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>Create a top-of-mind recreational boating and fishing campaign to develop awareness, trial and continued participation.</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Educate people how and where to boat and fish.</td>
</tr>
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<td><strong>3.</strong></td>
<td>Target market segments and create messages that address each segment’s specific needs.</td>
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<td><strong>4.</strong></td>
<td>Educate stakeholders on marketing, outreach and implementation of national strategies to targeted user groups.</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Make availability of, and access to, boating and fishing locations easy and simple.</td>
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**VAMOSAPESCAR.org**
STRATEGIC PLAN

1. CONSUMER ENGAGEMENT

Increase participation in recreational boating and fishing and increase awareness of natural resource conservation among core audiences, growth segments, underserved communities and youth.

2. STATE ENGAGEMENT

Collaborate with state agencies to increase retention and win back of lapsed anglers and boaters.

3. INDUSTRY ENGAGEMENT

Engage media outlets and endemic and non-endemic industry stakeholders to support RBFF programs through publications, promotions, partnerships and leveraging of RBFF assets.

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RESULTS
## Key Results

<table>
<thead>
<tr>
<th>Measure</th>
<th>FY14 YTD</th>
<th>FY15 YTD</th>
<th>% Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors to TMF.org</td>
<td>3,912,816</td>
<td>5,295,106</td>
<td>35%</td>
</tr>
<tr>
<td>Unique ‘Where to’ Page Views</td>
<td>1,681,556</td>
<td>2,679,530</td>
<td>59%</td>
</tr>
<tr>
<td>Unique ‘How to’ Page Views</td>
<td>2,883,964</td>
<td>3,135,513</td>
<td>9%</td>
</tr>
<tr>
<td>Total Visitors to Conservation Pages</td>
<td>31,977</td>
<td>93,006</td>
<td>191%</td>
</tr>
<tr>
<td>Boating &amp; Fishing Safety Page Views</td>
<td>24,432</td>
<td>69,969</td>
<td>186%</td>
</tr>
<tr>
<td>Earned Media Impressions</td>
<td>719 million</td>
<td>900 million</td>
<td>25%</td>
</tr>
</tbody>
</table>
STATE REVENUE

$14.03 million Fishing License Referrals
+ $1.16 million Boat Registration Referrals
+ $6.3 million State Programs

$22 million in revenue for States
PROGRAM HIGHLIGHTS

VAMOS A PESCAR
vamosapescar.org

¡ENGÁNCHATE!
PESCA Y NAVEGA
Descubre lo fácil y divertido que puede ser para tu familia
¡Prueba!

PESCA Y NAVEGA
Tus núcleos como 1, 2, 3
Distribuido material interactivo que te enseñará las medidas básicas de la pesca y la navegación
Aprende más

OBSTÉN GRATIS

TAKEMEFLISHING.org
VAMOSAPESCAR.org

The 10 Best Fishing and Boating Spots Across the U.S.

1. 10 Best Fishing and Boating Spots Across the U.S

10 grandchildren have been involved in their grandparents. If we're teaching the kids to do the same things they still love to do—says Frank Peterson, president of the Virginia-based Recreational Boating and Fishing Foundation. The Foundation's Take Me
THE CUSTOMER EXPERIENCE
CUSTOMER LIFECYCLE

- Awareness
- Recruitment
- Reinstatement
- Renewal
- Engagement
WHAT’S TO COME

✓ Engaging tomorrow’s customers today
✓ Current retail environment
✓ Online fishing license assessment
✓ Email marketing tips
✓ RBFF programs overview and future direction
Thank You