

# CONSERVATION THROUGH PARTICIPATION



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Most people don't know that their fishing license purchase helps protect our aquatic natural resources and the wildlife that lives there. Give your customers one more reason to keep fishing (and using your product or service) year-after-year by helping them understand that important connection. Almost all anglers and boaters (96%) care about healthy fish populations and our waterways, according to a 2015 study from the Recreational Boating & Fishing Foundation. Younger generations are even more connected to conservation; Generation Z data shows that they are outdoors-minded and love conservation.

## R3 TIP

Let your customers know that 100% of their fishing license fees go towards conservation. Include this information on your website, in your newsletters, or on signs in your store. Let them know that their purchase is more than just a fee. One way to share this message is by utilizing the [TakeMeFishing.org](https://www.TakeMeFishing.org) public service announcement, which can be viewed and downloaded at [www.tvaccessspotsource.com/recreational-boating-fishing-foundation](http://www.tvaccessspotsource.com/recreational-boating-fishing-foundation)



### IDEAS BEST SUITED FOR:

- Government Agencies
- Guides
- Manufacturers
- Media
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)