

**2014 State Marketing Programs:  
Fishing & Boating**

**WEBINAR – January 17, 2014**



# **OVERVIEW**

**RBFF Marketing Initiatives & Resources**

**Fishing License Marketing Program**

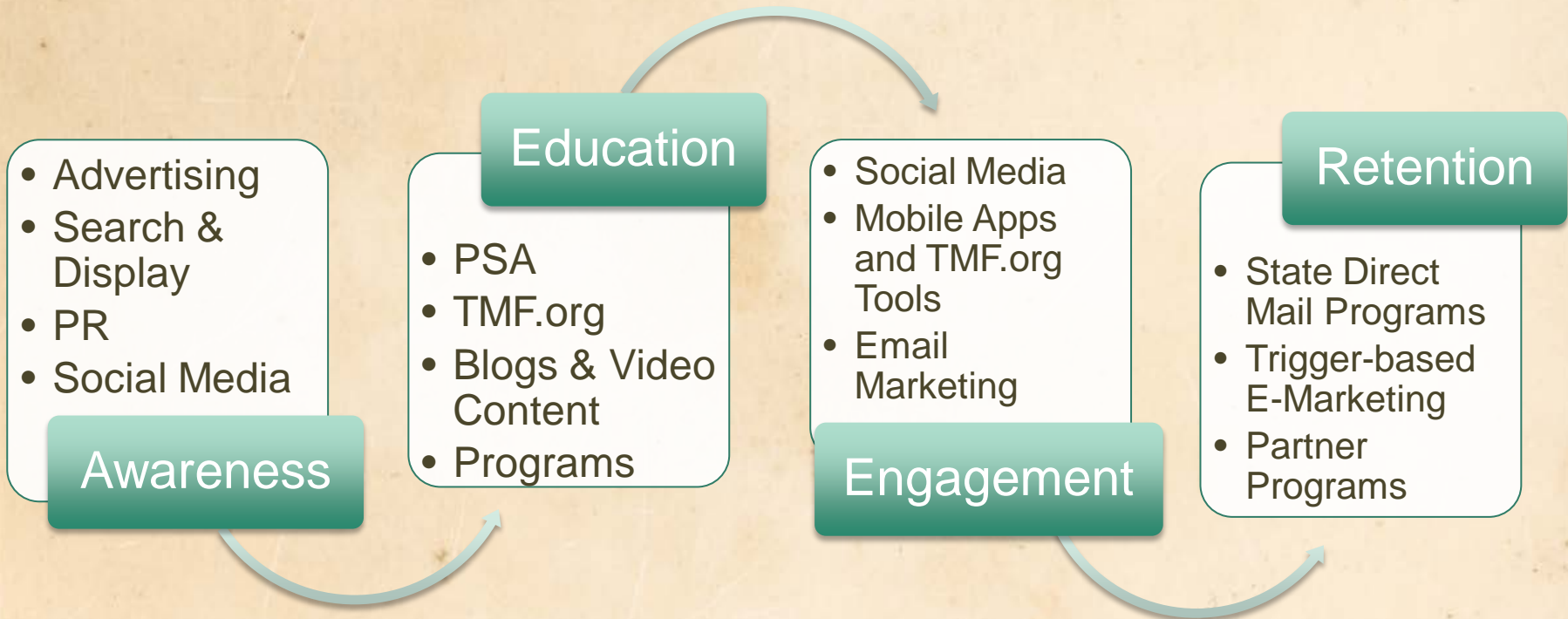
**Boat Registration Marketing Program**

# RESOURCES FOR YOU



# INTEGRATED APPROACH

Reach our audiences at every point in the communications continuum



TAKE ME FISHING



# TMF NATIONAL CAMPAIGN

The great **OUTDOORS** start with the great **ONLINE.**


LEARN ABOUT THE FISH IN YOUR AREA, WHERE TO FIND THEM AND TIPS TO HELP YOU CATCH 'EM. IT'S ALL HERE.




**TAKEMEFISHING.org**

THE BEST **GUIDE TO THE OUTDOORS** FITS RIGHT INSIDE YOUR **POCKET**

GET ON-THE-GO ACCESS TO LISTENING INFORMATION, FISH IDENTIFIERS, AND NEARBY PLACES TO BOAT AND FISH.




Scan this code to visit the Take Me Fishing mobile site on your iPhone or Android phone.



**TAKEMEFISHING.org**

OFFICIAL PARTNER



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**  
FIND THE NEAREST PARKS, BODIES OF WATER AND FISHING SPOTS.

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




**TAKE ME FISHING**

# PSA EFFORTS

Utilize PSA radio and TV to extend TMF brand 'conservation' message

April-Dec. 2013: Total value of \$3.89 million in placements (TV, radio, print)



TAKE ME FISHING



# SOCIAL MEDIA



*TakeMeFishing.org*



*Take\_Me\_Fishing*



*Recreational Boating & Fishing Foundation*



*Take Me Fishing*



*take\_me\_fishing*



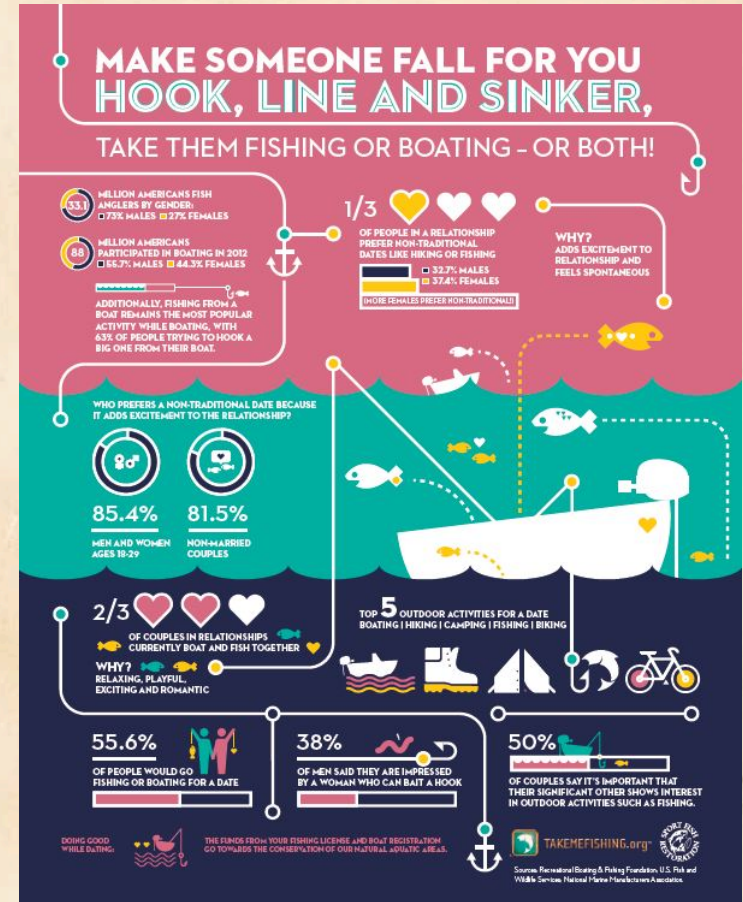
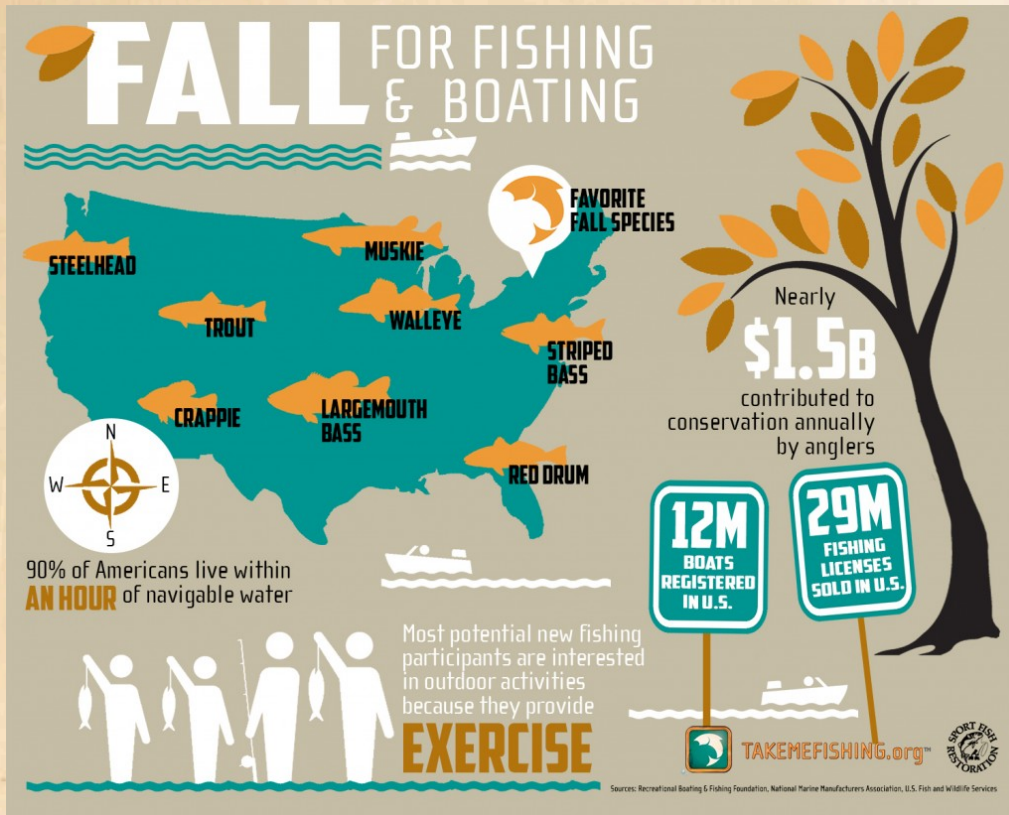
*TakeMeFishingFilms*



**TAKE ME FISHING**

# SHAREABLE CONTENT

## INFOGRAPHICS





# HOW-TO VIDEOS

## Safety Gear for Boating



TAKE ME FISHING

[www.youtube.com/takemefishingfilms](http://www.youtube.com/takemefishingfilms)

# WHERE TO FIND RESOURCES ON TAKEMEFISHING.ORG



close ad

## FISHING

- Freshwater Fishing
- Saltwater Fishing
- Fly Fishing
- Fishing With Your Family

## BOATING

- Boating Basics
- Boat Explorer
- Buy Smart
- Boat Safely

## CONSERVATION

- Protect Our Waters
- Respect the Resource
- Stop Aquatic Hitchhikers
- Water Pollution

## CORPORATE

- About RBFF
- Resource Center
- Research & Evaluations
- Press Room

[Donate](#)

[Contact Us](#)

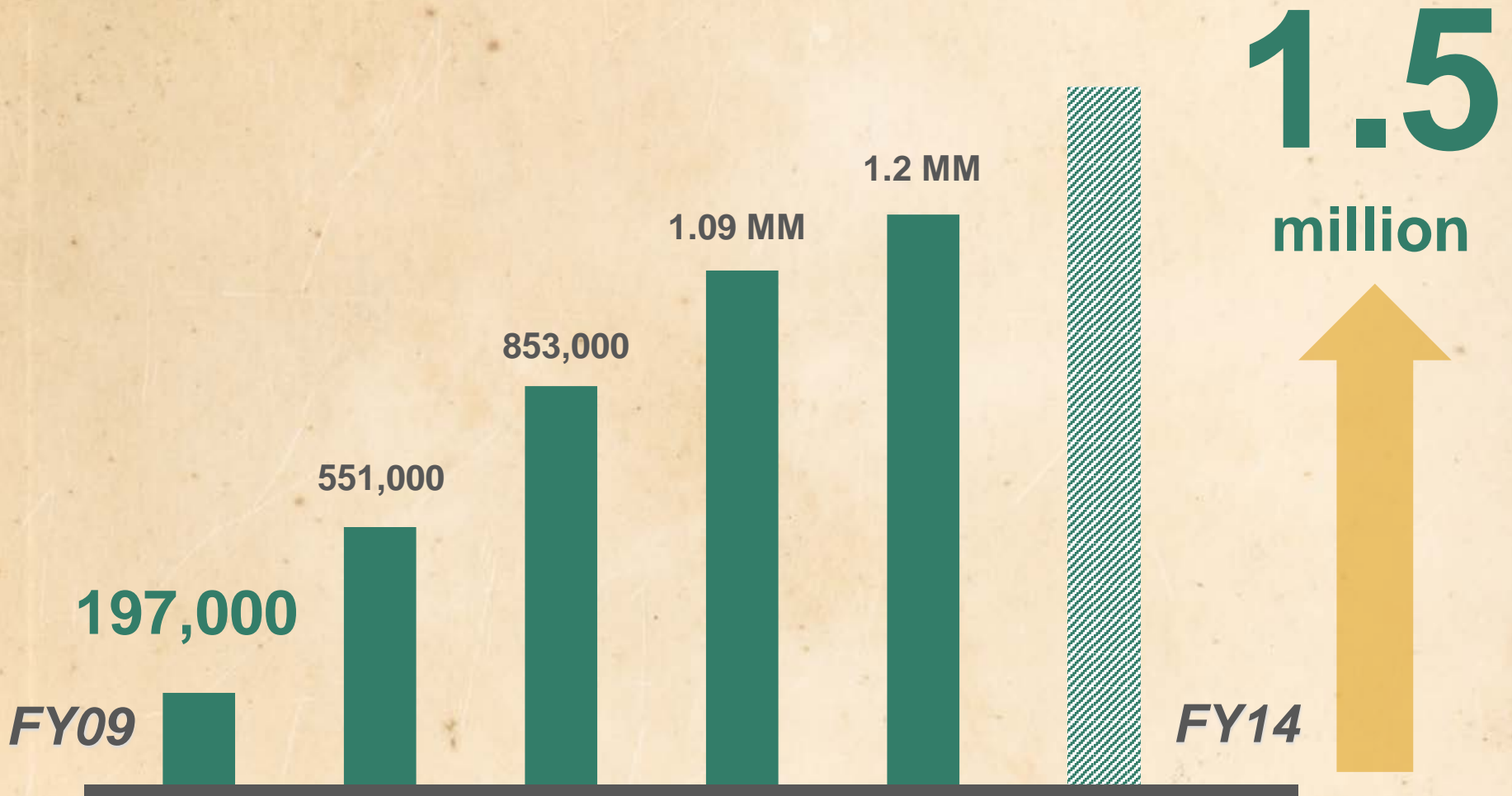
[Advertise With Us](#)

[Terms of Use & Privacy Policy](#)

[Credits](#)

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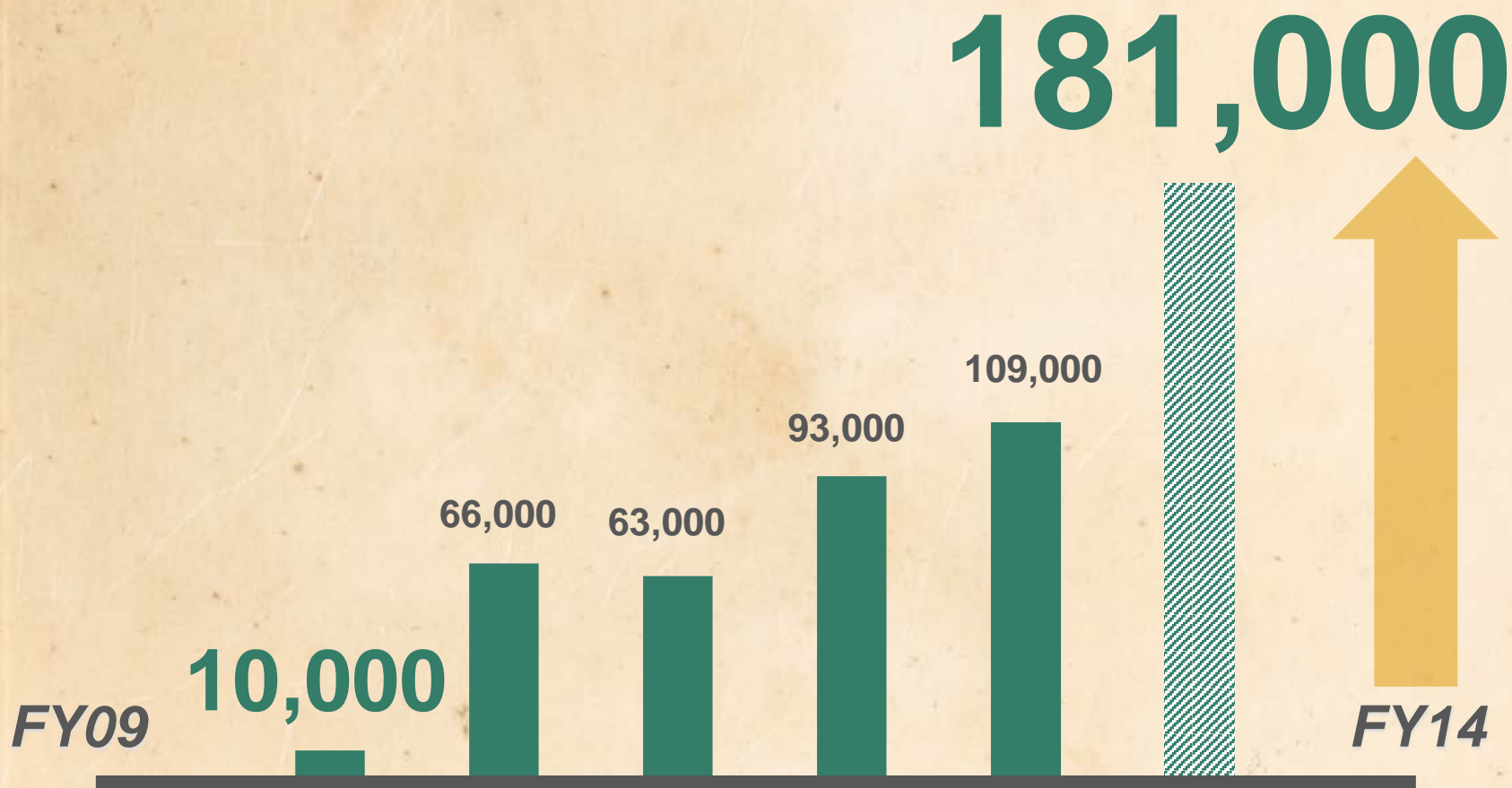
# LICENSE REFERRALS



TAKE ME FISHING



# REGISTRATION REFERRALS



TAKE ME FISHING

# WEBINARS

- Quarterly webinars
- Topics of interest include:
  - Email marketing
  - Mobile marketing
  - Social media
  - Fishing & boating programs



TAKE ME FISHING



# Fishing License Marketing Program





# 2014 PROGRAM SUMMARY

- **Treatment**

  - Direct mail postcards**

  - Additional email component**

- **Timing**

  - April launch**

  - ~2.8 million nationally**

  - Follow target audience details**



# 2014 PROGRAM SUMMARY CONT.

**Leverage non-profit postage rate**

**Postcards allow for customization**

**100% funded by RBFF**

- **Printing, production and mailing**

**States = 100% of revenue**



# TARGET AUDIENCE DETAILS

- **Lapsed anglers**
- **Last held an annual or longer term license**
- **Ages 19 - 64**





# TARGET AUDIENCE DETAILS

- Tiers 1-5, 8

Lapsed Tier	License Years in which license purchased (x):				
	2009	2010	2011	2012	2013-2014*
1	x	x	x	x	
2		x	x	x	
3	x		x	x	
4			x	x	
5	x	x		x	
6		x		x	
7	x			x	
8				x	

# 2014 PROGRAM STRATEGY

- **Message**  
**Conservation**  
**Outdoors (test Tier 8)**
- **Direct mail w/follow-up email**  
**2013 program: highest lift**  
**Expanding to more states**



# Postcard – Mail Side

Recreational Boating & Fishing Foundation  
500 Montgomery Street, Suite 300  
Alexandria, VA 22314



NONPROFIT  
U.S. POSTAGE  
PAID  
45401  
PERMIT NO.661

**FISHING  
LICENSE  
REMINDER**

Lee Walker  
VA Dept of Game & Inland Fisheries  
4010 W Broad St  
Richmond, VA 23230-3916





# Postcard – Billboard Side

## IT'S TIME TO RENEW YOUR FISHING LICENSE.

**Invest in a favorite pastime, while helping to conserve Virginia's waterways.**

Thank you for your past support of Virginia's natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come.

### Where to renew your license:

- [va.takemefishing.org](http://va.takemefishing.org)
- Or call 866-721-6911
- Or in-person at local sporting goods stores around the state.

XX01-22050-12-t1-p0



**TAKE ME FISHING™**  
takemefishing.org



# Postcard Customization

[ <takemefishing\_URL>  
Or call <State\_Phone\_PC>  
Or in-person at <State\_Specific\_Info\_PC> ]



## State Logo

Resolution - 300dpi

Color Space - Grayscale

Size - 1" x 1"

Type - .ai, .eps preferred  
.jpg, .tif accepted



# Email Customization

Rachel Piacenza

**From:** Indiana Division of Fish and Wildlife <donotreply@dnr.in.gov>  
**Sent:** Friday, April 12, 2013 3:51 PM  
**To:** Rachel Piacenza  
**Subject:** TEST - Indiana Fishing License Reminder

Email not displaying correctly? [View it](#) in your browser

## IT'S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime, while helping to conserve Indiana waterways.

Thank you for your past support of Indiana natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come. If you have already purchased your fishing license this year, thank you for your support.

### Where to renew your license:

- [in.takemefishing.org](http://in.takemefishing.org)
- Call 877-463-6367
- In-person at your nearest retail location.



TAKE ME FISHING  
takemefishing.org

To unsubscribe please click [here](#)

Indiana Division of Fish and Wildlife  
402 W. Washington St. Room W273, Indianapolis, IN, 46204





# Email Customization

From:  Indiana Division of Fish and Wildlife <donotreply@dnr.in.gov>  
To:  Rachel Piacenza  
Cc:  
Subject: Indiana Fishing License Reminder

Thank you for your past support of Indiana natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come. If you have already purchased your fishing license this year, thank you for your support.

## **Where to renew your license:**

- [in.takemefishing.org](http://in.takemefishing.org)
- Call 877-463-6367
- In-person at your nearest retail location.

# KEY DATES

**April 1 = MAIL DATE**

- **Late Jan.** – Initial postcard proofs to states for feedback
- **Feb. 3** – Data to Southwick Associates
- **Early Feb.** – Final postcard proofs distributed (48-hr. turnaround)
- **Mid-May** – Post Mailing Data to Southwick Associates
- **June/July** – Program Evaluation



# Boat Registration Marketing Program





# 2014 PROGRAM SUMMARY

- **Treatment**

**Direct mail letters**

- **Timing**

**April launch**

**~670,000 nationally**

**Follow target audience details**



# 2014 PROGRAM SUMMARY CONT.

**Leverage non-profit postage rate**

**Customizable letters**

**100% funded by RBFF**

- **Printing, production and mailing**

**States = 100% of revenue**



# TARGET AUDIENCE DETAILS

- **Lapsed boaters**
- **Owners who have not renewed registration for one or two boating seasons**





# LETTER DETAILS

## Renewal Notices

- **Four-color, fishing-focused renewal notice for households with a current fishing license**
- **Four-color, boating-focused renewal notice for all other households**



# Boating Letter - Front

Your boat registration expired for the boat shown below.



John Q. Sample  
123 Any Way Road  
Apt. 10  
BigCity, Ohio 55555



Fee Due: Please see reverse side PIN XXXXXXXXXXXX

Hull ID XXXXXXXXXXXXXXXXX

Boat No.	Make	Year	Length
XXXXXX	XXXXXX	XXXX	XXXX

Renew now to receive your new registration.

Agency Name  
Address 1  
Address 2  
City, ST Zip



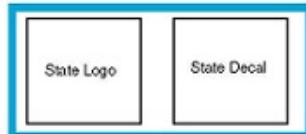
PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

Change of address? Sold your boat? Please see reverse side of this form.

FLOAT AWAY FROM  
LIFE'S WORRIES -  
GO BOATING  
PUT YOUR BOAT  
BACK IN THE WATER...  
AND PUT MORE  
FUN IN YOUR LIFE.

### 3 Easy Ways to renew your boat registration...

1. Renew online: Go to <state\_url\_1> and follow the instructions. While you're there, you can also update your address.
  2. Renew by mail: Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
  3. Renew in person: Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to <state\_url\_3>.
- Questions? Call the <State\_Specific\_Info\_Utr> at <State\_Phone>.



### Boat Registration Renewal Information for Your Records

BOAT #	MAKE	YEAR	LENGTH	FEE DUE
XXXXXX	XXXXXXXX	XXXX	XXXX	\$XXXX





# Boating Letter - Back

Workable Area  
Left

Workable Area  
Right

## Sold your boat? NOTICE OF SALE

Complete this section and return the form in the envelope provided.

BOAT NO. \_\_\_\_\_ DATE SOLD: \_\_\_\_\_  
NAME OF BUYER(S): \_\_\_\_\_  
BUYER ADDRESS: \_\_\_\_\_  
BUYER CITY/STATE/ZIP: \_\_\_\_\_  
PH NUMBER: \_\_\_\_\_

## New address?

Complete this section and return the form in the envelope provided.

Address:		
City:	State:	Zip:
If Home Number:		

## COME PLAY ON <STATE\_NAME\_U'S> WATERWAYS.

Getting on the water has never been easier. Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, dock space and other amenities.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. The water is waiting... all that's missing is you and your boat!

Put your boat back in the water... and put more fun in your life.



TAKE ME FISHING  
[takeMEfishing.org](http://takeMEfishing.org)



U.S. Coast Guard





# Boating Letter – Customization

## Front



### State Decal

Resolution - 300dpi

Color Space - CMYK

Size - 1" x 1"

Type - .ai, .eps preferred  
.jpg, .tif accepted



### State Logo

Resolution - 300dpi

Color Space - CMYK

Size - 1" x 1"

Type - .ai, .eps preferred  
.jpg, .tif accepted

**Remit Address**  
Max 4 lines

Agency Name  
Address 1  
Address 2  
City, ST Zip

**Fee Due:** Please see reverse side      **PIN** XXXXXXXXXXXX

**Hull ID** XXXXXXXXXXXXXXXXXXXX

<b>Boat No.</b>	<b>Make</b>	<b>Year</b>	<b>Length</b>
XXXXXXXX	XXXXXX	XXXX	XXXX



# Boating Letter – Customization

## Front Continued

### 3 Easy Ways to renew your boat registration...

1. **Renew online:** [Go to [<state\\_url\\_B\\_1>](#) and follow the instructions. While you're there, you can also update your address.]
2. **Renew by mail:** [Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.]
3. **Renew in person:** [Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to [<state\\_url\\_B\\_3>](#).]

**Questions:** [Call the [<State\\_Specific\\_Info\\_LTR>](#) at [<State\\_Phone>](#).]



# Boating Letter – Customization Back

Workable Area  
Left

Workable Area  
Right

## **Boat Registration Fees**

3 year Registration (<16ft)	\$27.00
3 year Registration (16ft to < 20ft)	\$31.00
3 year Registration (20ft to < 40ft)	\$37.00
3 year Registration (40ft and over)	\$45.00

An additional \$1.50 is applied for enhanced online renewal services.



# Boating Letter – Customization Back Continued

## Sold your boat? NOTICE OF SALE

Complete this section and return the form in the envelope provided.

BOAT NO. \_\_\_\_\_ DATE SOLD: \_\_\_\_\_  
NAME OF BUYER(S): \_\_\_\_\_  
BUYER ADDRESS: \_\_\_\_\_  
BUYER CITY/STATE/ZIP: \_\_\_\_\_  
PH NUMBER: \_\_\_\_\_

## New address?

Complete this section and return the form in the envelope provided.

Address		
City	State	Zip
Phone Number		



### Variable photo

Resolution - 300dpi  
Color Space - CMYK  
Size - 2.87" x 1.64"  
Crop - 100% to size



# Fishing Letter - Front

Your boat registration expired for the boat shown below.



State Logo  
DE

Fee Due: House use (rental) only PIN XXXXXXXXXX

Hull ID XXXXXXXXXXXXXXXXX

Boat No.	Make	Year	Length
XXXXXXXX	XXXXXXXX	XXXX	XXXX

Renew now to receive your new registration.

John Q. Sunale  
123 Any Way Hoed  
Apt 10  
BigCity, Ohio 55555



Agency Name  
Address 1  
Address 2  
City, ST Zip



PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

Change of address? Send your boat! Please see reverse side of this form.

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

### 3 Easy Ways to renew your boat registration...

1. Renew online: Go to <state\_url\_1> and follow the instructions. If you're there, you can also update your address.
2. Renew by mail: Fill in the renewal card slip, check a box with a check or money order for the registration fee due in the enclosed envelope.
3. Renew in person: Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to <state\_url\_2>.

Questions? Call the <State Specific Info (T)1> at <State Phone>.



State Logo

State Decal



### Boat Registration Renewal Information for Your Records

BOA #	MAKE	YEAR	LENGTH	FEES DUE
XXXXXXXX	XXXXXXXX	XXXX	XXXX	\$XXXX





# Fishing Letter - Back

<p>Workable Area Left</p>	<p>Workable Area Right</p>									
<p><b>Sold your boat? NOTICE OF SALE</b>          Complete this section and return to the buyer in the enclosed envelope.</p> <p>BOAT NO. _____ DATE SOLD: _____</p> <p>NAME OF BUYER(S): _____</p> <p>BUYER ADDRESS: _____</p> <p>BUYER CITY/STATE/ZIP: _____</p> <p>PI NUMBER: _____</p>	<p><b>New address?</b>          Go to <a href="http://www.take-the-fishing.org">www.take-the-fishing.org</a> when the form is completed, provided.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="3">Street Name</td> </tr> <tr> <td>City</td> <td>State</td> <td>Zip</td> </tr> <tr> <td colspan="3">Phone Number</td> </tr> </table>	Street Name			City	State	Zip	Phone Number		
Street Name										
City	State	Zip								
Phone Number										

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**NEED A REASON  
TO REGISTER YOUR  
FISHING BOAT?**

**WE'VE GOT  
THOUSANDS OF THEM.**



Why register your boat? Well you, our lakes, rivers and streams are stocked with thousands of fish. Let them multiply and so will you. The more fish, the more you get back in the water!

Enjoying nature, sharing traditions, that's what fishing is all about. The tradition runs deep and supports our conservation efforts. Plus, when you take someone fishing, you're helping share the tradition of fishing that you love so much.

More information, visit [www.TakeTheFishing.org](http://www.TakeTheFishing.org) to get information on boat ramps, for-fee fishing opportunities, and everything you need to plan your next boat outing.



**TAKE THE FISHING**  
[www.take-the-fishing.org](http://www.take-the-fishing.org)

Month      Fish      Where to fish

Area used for  
building Fish Table  
- See next page





# Fishing Letter – Customization

## Front



**State Decal**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted



**State Logo**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted

**Remit Address**  
Max 4 lines

Agency Name  
Address 1  
Address 2  
City, ST Zip

**Fee Due:** Please see reverse side      **PIN** XXXXXXXXXXXX

**Hull ID** XXXXXXXXXXXXXXXXXXXX

<b>Boat No.</b>	<b>Make</b>	<b>Year</b>	<b>Length</b>
XXXXXXXX	XXXXXX	XXXX	XXXX



# Fishing Letter – Customization

## Front Continued

### 3 Easy Ways to renew your boat registration...

1. **Renew online:** [Go to [<state\\_url\\_B\\_1>](#) and follow the instructions. While you're there, you can also update your address.]
2. **Renew by mail:** [Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.]
3. **Renew in person:** [Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to [<state\\_url\\_B\\_3>](#).]

**Questions:** [Call the [<State\\_Specific\\_Info\\_LTR>](#) at [<State\\_Phone>](#).]





# Fishing Letter – Customization Back

Workable Area Left	Workable Area Right
-----------------------	------------------------

## Sold your boat? NOTICE OF SALE

Complete this section and return the form in the envelope provided.

BOAT NO. \_\_\_\_\_ DATE SOLD: \_\_\_\_\_  
NAME OF BUYER(S): \_\_\_\_\_  
BUYER ADDRESS: \_\_\_\_\_  
BUYER CITY/STATE/ZIP: \_\_\_\_\_  
PH NUMBER: \_\_\_\_\_

## New address?

Complete this section and return the form in the envelope provided.

Address		
City	State	Zip
Phone Number		



## Variable photo

Resolution - 300dpi  
Color Space - CMYK  
Size - 2.87" x 1.64"  
Crop - 100% to size





# Fishing Letter – Customization Back Continued



<i>Month</i>	<i>Fish</i>	<i>Where to Go</i>
<i>February - October</i>	<i>6 million Trout</i>	<i>A lake near you</i>
<i>June - July</i>	<i>400,000 Summer Steelhead</i>	<i>Columbia River</i>
<i>When water temp hits 60 degrees</i>	<i>Smallmouth Bass</i>	<i>Willamette River</i>



# Non-Remit Letters

- **Encourage all states to utilize remittance forms**
- **If unable to process, we can produce non-remittance letters**
- **One-sided renewal notices**



# Non-Remit Boating Letter

## BOAT REGISTRATION RENEWAL

Your boat registration expired for the boat shown below.  
Renew now to receive your new registration.

John Q. Sample  
123 Any Way Road  
Apt. 10  
Big City Ohio 55555

Fee Due: \$XXXX

Boat No	Make	Year	Length
XXXXXXXX	XXXXXXXX	XXXX	XXXX

Sold your boat? Please notify us at: <State\_Phone>

**YOUR LOVE OF BOATING HAS NO EXPIRATION DATE. YOUR REGISTRATION DOES.**

### Renew now. Here's how.

1. Renew online: Go to <state\_url\_1> and follow the instructions.
2. Renew by phone: Call <State\_Phone>.

Questions? Contact the <State Specific Info LTR> at <State\_Phone>.

<State\_Name\_NonPos> offers more ways to get hooked on boating and fishing.

Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, deck space and other amenities. Put your boat back in the water...and put more fun in your life.

To get information on boat ramps and facilities, visit [www.TakeMeFishing.org](http://www.TakeMeFishing.org)

TAKE ME FISHING®  
[takeMEfishing.org](http://takeMEfishing.org)



# Non-Remit Boating - Customization



**State Decal**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted



**State Logo**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted

**Fee Due:** Please see reverse side      **PIN** XXXXXXXXXXXX

**Hull ID** XXXXXXXXXXXXXXXXXXXX

<b>Boat No.</b>	<b>Make</b>	<b>Year</b>	<b>Length</b>
XXXXXXXX	XXXXXX	XXXX	XXXX

Sold your boat? Please notify us at <State\_Phone>.



# Non-Remit Boating - Customization

## Renew now. Here's how.

1. Renew online: [Go to [<state\\_url\\_B\(F\)\\_1>](mailto:<state_url_B(F)_1>) and follow the instructions.]
  2. Renew by phone: [Call [<State\\_Phone>](tel:<State_Phone>).]
- Questions? [Contact the [<State\\_Specific\\_Info\\_LTR>](mailto:<State_Specific_Info_LTR>) at [<State\\_Phone>](tel:<State_Phone>). ]



### Variable photo

Resolution - 300dpi  
Color Space - CMYK  
Size - 2.87" x 1.64"  
Crop - 100% to size





# Non-Remit Fishing Letter

## BOAT REGISTRATION RENEWAL

Your boat registration expired for the boat shown below.  
Renew now to receive your new registration.

State Logo  
CE

State Fiscal

John Q. Sample  
123 Any Way Road  
Apt. 10  
BigCity, Ohio 65666



Fee Due: \$XXXX

Boat No	Make	Year	Length
XXXXXXX	XXXXXXXX	XXXX	XXXX

Sold your boat? Please notify us at <State\_Phone>.

### THE SOONER YOU RENEW, THE SOONER THE FISH START BITING.

**Renew now. Here's how.**

1. Renew online: Go to <state\_url\_F\_1> and follow the instructions.
2. Renew by phone: Call <State\_Phone>.

Questions? Contact the <State\_Specific Info Line> at <State\_Phone>.



<State\_Name\_NonPos> offers more ways to get hooked on boating and fishing.

Each year, our lakes, rivers and streams are stocked with thousands of fish. With so many fish and so little time - isn't it time you get back on the water?

To get information on boat ramps, facilities and fishing opportunities, visit [www.TakeMeFishing.org](http://www.TakeMeFishing.org).



**TAKE ME FISHING**  
takeMEfishing.org





# Non-Remit Fishing - Customization



**State Decal**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted



**State Logo**  
Resolution - 300dpi  
Color Space - CMYK  
Size - 1" x 1"  
Type - .ai, .eps preferred  
.jpg, .tif accepted

**Fee Due:** Please see reverse side      **PIN** XXXXXXXXXXXX  
**Hull ID** XXXXXXXXXXXXXXXXXXXX  
**Boat No.**                      **Make**                      **Year**                      **Length**  
XXXXXXXX                      XXXXXX                      XXXX                      XXXX

Sold your boat? Please notify us at <State\_Phone>.



# Non-Remit Fishing - Customization

## Renew now. Here's how.

1. Renew online: [Go to `<state_url_B(F)_1>` and follow the instructions.]
  2. Renew by phone: [Call `<State_Phone>`.]
- Questions? [Contact the `<State_Specific_Info_LTR>` at `<State_Phone>`. ]



### Variable photo

Resolution - 300dpi  
Color Space - CMYK  
Size - 2.87" x 1.64"  
Crop - 100% to size





# KEY DATES

**April 1 = MAIL DATE**

- **Late Jan.** – Initial letter proofs to states for feedback
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# Questions



# Thank You



TAKE ME FISHING