



**LAPSED ANGLER  
LICENSE  
PURCHASE  
REMINDER**

# LAPSED ANGLER LICENSE PURCHASE REMINDER

Reactivating lapsed anglers is vital to growing participation in fishing. This audience has already shown interest in fishing; they might just need a quick reminder to get back into it. Retailers can easily remind customers to purchase their license at checkout. For government agencies, the Recreational Boating & Fishing Foundation has a Fishing License Marketing Program with direct mail and email templates to successfully reactivate anglers.

## R3 TIP

Create a "Get Your License" message or reminder for your lapsed customers to remind them of all the fishing fun they're missing out on, and incentivize them to make a purchase from your business.



## IDEAS BEST SUITED FOR:

- Government Agencies
- Retailers

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