



# PARTNERSHIPS WORK FOR EVERYONE

Partnerships work for everyone. When you look at the organizations in your community that are engaging people in fishing events, camps or classes, you might notice there's a lot more going on than you realized. But far too often, each group is doing their activity in a silo—hosting their own event, with their own participant list, and very little follow-through after it's over. By working with each other you can help participants, especially beginners, continue their pathway to becoming an angler. Potential partners: fish and wildlife agencies, parks and recreation offices, Boy Scouts, Girl Scouts, school fishing teams and clubs, retailers big and small, fishing clubs and conservation groups, 4-H, the YMCA...and so many more!

## R3 TIP

Connect the dots. Work with other groups to pass participants from one experience to the next. When you band together you not only build a sense of community around your local fishing resources, but you also release the burden of trying to do it all yourself.



### 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)