

Take Me Fishing™ First Catch Centers – Program Summary

Background & Vision:

Incubator-type programs exist for a variety of organized sports – football, golf, basketball, etc. Youth are encouraged to get involved at a young age. A variety of programs/fundamentals are taught to instill confidence to move youth to the next level, while also promoting a positive and fun experience. Knowing that [almost 83% of participants fished as a child](#), the Recreational Boating & Fishing Foundation (RBFF) is pioneering a similar initiative to bring fishing and boating education to youths and families in metropolitan areas. While fishing still benefits from being passed down from one generation to the next, as more Americans move to cities, age out of the sport, and have more technology vying for their attention, this pipeline has been drying up. RBFF’s vision is to establish an incubator-type program for fishing and boating, to provide a positive and fun experience for families and youth alike, with an overall objective of helping grow national participation in fishing and boating.

The **Take Me Fishing™ First Catch Centers** will provide hands-on opportunities for new participants to learn basic fishing and boating skills along with conservation ethics. Just as organized youth sports foster participation, these events will create a place for newcomers to learn and develop fishing and boating skills. To minimize barriers to entry, RBFF has reviewed and identified pre-existing fishing programs and locations and are endorsing them as ‘First Catch Centers.’ **Take Me Fishing™ First Catch Centers (FCC)** will start as pilot programs with Fishing’s Future (FF) in Texas and the Pennsylvania Fish & Boat Commission (PFBC) in the greater Philadelphia area, with expansion in future years across the country. We will be looking at other programs and locations in the coming years, after learnings from our pilot programs. To learn more program and location qualifications, please refer to **Appendix A – First Catch Centers Checklist**.

Our FCC initiative is part of RBFF’s larger effort to grow participation to [60 million anglers in 60 months](#) (by 2021). We will accomplish this through recruitment, retention and reactivation (R3) efforts in collaboration with our stakeholders, state agency and industry partners. Our goal is that these FCCs create exciting fishing and boating experiences and learning opportunities for families in urban areas, to foster the next generation of anglers and boaters.

Fiscal Year (FY) 2018/2019 Pilot Program Partners:

[Recreational Boating & Fishing Foundation](#)

[Fishing’s Future](#)

[Pennsylvania Fish & Boat Commission](#)

U.S. Fish & Wildlife Service – [Refuge](#) and [Hatchery](#) System

Overall Strategic Priorities:

- Provide an experiential opportunity for participants to increase their awareness, skill and knowledge about fishing and/or boating
- Increase participant's awareness of RBFF/Take Me Fishing and its activities, and the benefits of fishing and boating
- Increase the likelihood of future fishing and/or boating activity, either independently or with the assistance of another organization/group
- Promote a platform of programming that allows for diversity and inclusion
- Include programming at USFWS National Refuges and Fish Hatcheries (as appropriate)

Pilot Program Locations & Details:

Overall goal of increased participation in recreational fishing and boating via FCC pilot programs. Specific details for each program can be found below.

- Fishing's Future:
 - Will launch eight (8) fishing chapters in Houston (3), Dallas (3), New Jersey metro area (1), and will train the 'friends group' at USFWS Laguna Atascosa National Wildlife Refuge to run ongoing family fishing events. Will also engage Inks Dam National Fish Hatchery as a location for events.
 - All chapters will entail training of master angler instructors and volunteers who will conduct the family fishing events.
 - Total of twenty-four (24) events (3 events/chapter) with the goal of 40 families at each event; total reach of 960 families annually.
 - Repeat visits - Attain a 75% retention rate/attendance rate at multiple events
- Pennsylvania Fish & Boat Commission
 - Will launch two (2) mobile First Catch Centers in 2018; both units (trailer/sprinter van) will service the counties immediately around city of Philadelphia (Philadelphia, Montgomery, Delaware, Bucks and Chester counties)
 - Mobile unit will include a wrapped vehicle (sprinter van), trailer, and boat – to include partner and sponsor brand support. Boat is a 2018 Sportsman G3, equipped with a Yamaha outboard motor (115 hp. Total of sixteen (16) events (8 events per mobile unit) with the goal of 100 participants at each event; total reach of 1,600 through the program.
 - Conduct at least one (1) event at USFWS John Heinz National Wildlife refuge monthly between April and November 2018. Participants estimated at 100 per event, for a reach of 800.
 - Will also conduct monthly Fishing Skills Instructor training sessions, with the goal of training at least 20 instructors monthly

RBFF Communications Strategy:

- RBFF will draft and distribute a press release announcing official kickoff of Centers (March 2018)
 - Release to contain event dates and locations (locations TBD, if needed)

- RBFF will include events info on TakeMeFishing.org on individual state pages, and promote via its various social channels
 - RBFF will create a dedicated [landing page](#) on TakeMeFishing.org for First Catch Center information; events added to the page as finalized by all parties.
- RBFF will include announcement in its TMF and NewsWaves newsletters
- RBFF will discuss and assess consumer PR opportunities with its PR agency
- RBFF will announce First Catch Center sponsors as they are identified (press release)
- RBFF to work closely with PFBC and John Heinz National Wildlife Refuge in Philadelphia for a National Fishing & Boating Week kickoff ceremony (PR/Exponent)

Current Partners & Sponsors:

- USFWS Refuge & Fish Hatchery System
 - [Laguna Atascosa National Wildlife Refuge](#) (Texas) – Along with FF, will host two events in January prior to larger kickoff of First Catch Centers. Events here will be ongoing throughout 2018.
 - [Ink's Dam National Fish Hatchery](#) (Texas) – Confirmed First Catch Center location. FF will host multiple events here throughout 2018.
 - [John Heinz National Wildlife Refuge](#) (Pennsylvania) – see above under 'Program Details' for PFBC
- Boat U.S. Foundation/GEICO
 - Presenting Sponsor of First Catch Centers. Logo inclusion/organization mention in all relevant communications, on-site at events, PA mobile trailer wrap, etc.
- Bass Pro Shops/Tracker Boats
 - On-location sponsor of First Catch Centers. Logo inclusion/organization mention in all relevant communications, on-site at events, and on canopy tent kit.
- Pocono Raceway & The Rest of PA (local sponsors, PFBC)

Sponsors – How to Get Involved:

We are seeking both cash and in-kind sponsor support to ensure we can provide the best learning opportunity for approximately 15,000 youth and their families. During this pilot phase in ten (10) locations [Texas (7), Pennsylvania (2) and New Jersey (1)], there are multiple on-the-ground and digital ways we can display your brand's support of the program. Please see **Appendix B – Sponsorship Information** for more details.

Branding:

First Catch Centers will have a unique brand identity and logo hierarchy, that will incorporate all organizational, sponsor and partner logos. Pilot programs will receive creative collateral (kit) that may include items such as; trailer/truck/boat wrap design (PFBC), large/small canopy and signage, table cloth, flags/banners, unique branded giveaways. A limited number of kits will be created; will include electronic versions with dimensions and specs for future kit reproduction. See **Appendix C – Brand Identity** for more details.

Questions:

Any questions or comments about the Take Me Fishing™ First Catch Centers, please contact: Rachel Piacenza, rpiacenza@rbff.org; 703-519-9542

Appendix A – First Catch Centers Checklist

| TMF First Catch Centers - Core Components and Characteristics | | | | | | |
|---|--|--|-----------|------|------|--|
| | | | Excellent | Good | Fair | Poor |
| Curriculum/ Instruction | Instructors, Mentors, Curriculum | | | | | |
| | Instructors | Develop/conduct formal and informal learning opportunities (e.g., classes, events) based on target audience, target species, and locale Trained using established best practices (knowledgeable about fishing tactics/techniques AND hands-on, student-centered instructional practice) Pass background screening - schedule for screening? (term: once, annual, 5 yr) Trained to work with multiple ages and skill levels to facilitate learning | | | | This section focuses on the instruction and support people / products necessary to have high quality programming. Once have all desired characteristics listed, can list what constitutes Excellent, Good, Fair and Poor and/or highlight MINIMUM requirements |
| | Mentors | Individuals well-versed in fishing techniques and tactics for target species at site trained to work with multiple ages and skill levels to facilitate learning Assist with scheduled events and/or less formal fishing opportunities Pass background screening - schedule for screening? (term: once, annual, 5 yr) | | | | |
| Curriculum | Developed using established best practices; field tested and peer reviewed Includes basic skills and knowledge needed to create successful anglers & boaters - appropriate for target audience, target species, and locale Covers basic equipment and assembly, fishing techniques and tactics for target species and locale, rules and regulations, license details, etc. | | | | | |
| Facilities | Fishing Access, Fishery (including stocked fish), Amenities | | Excellent | Good | Fair | Poor |
| | Fishing access | Fishery that provides ample opportunity for beginning/novice anglers to be Good-excellent shoreline access Non-motorized and/or motorized boat access Meets ADA guidelines | | | | This section focuses on the type of facility and equipment needed to have a quality first fishing experience and to build confidence. |
| | Equipment | Loaner equipment and appropriate tackle available - for events, classes, individual use (evenings, weekends?) Terminal tackle included, or available Non-motorized and/or motorized boats available | | | | |
| | Amenities | Restrooms Clean, safe location/site Meet ADA Guidelines designed with overall experience in mind - restrooms, additional outdoor opportunities nearby - picnic tables, trails, paddling or boating, etc. | | | | |
| Facility Location | Proximity of facility to population, especially target audiences a separate line in the checklist - include physical location as well as transport if needed | | | | | |
| Fishing Opportunities | Hands-on, real fishing experiences | | Excellent | Good | Fair | Poor |
| | Events | Multiple scheduled events throughout the fishing season provide formal and informal instruction for novice anglers and hands-on fishing opportunities - BASICS, create excitement provide on water fishing practice and skill-building Loaner equipment and appropriate tackle available Designed/delivered based on target audience, species and locale Family focused? Adult required - same for other opportunities if target youth? | | | | This section is about the kinds of experiences that should be available scheduled, targeted, progressive from more "intense" to supportive/facilitating. |
| | Classes | provide opportunities for a variety of skill levels provide content knowledge, skill-building, and fishing practice Designed/delivered based on target audience, target species and locale | | | | |
| Informal Assisted Fishing - Meet-ups, scheduled hours for mentors, etc. | Scheduled and advertized throughout the fishing season; mentors on hand Provide fishing practice and skill-building Includes access to, perhaps even purchase of, appropriate equipment for target species/locale Designed/delivered based on target audience, species and locale | | | | | |
| Quality Assurance and Oversight | Insurance | sponsoring entity covered by liability insurance; bonded, or has legislation in place | | | | Liability, protection and overall evaluation |
| | Evaluation | participants complete post-participation surveys to assess learning objectives | | | | |
| | Liability Waiver | is there a standard waiver/release form used? | | | | |

Appendix A – First Catch Centers Checklist (cont.)

| TMF First Catch Centers - Endorsed Program Benefits & Evaluation Criteria | | | |
|---|--|--|--|
| National publicity & exposure | This section includes both short-term and long-term benefits | | RBFF can offer both short-term and long-term benefits to being an endorsed TMF First Catch Center. |
| | Credibility/Exposure | Recognition and affiliation with a national brand Event listing on TMF.org + state-specific pages Location(s) added as a <u>place</u> on TMF.org map Inclusion as a <u>place</u> on state-specific pages on TMF.org Exposure in RBFF annual report Exposure in national media campaign, where appropriate | |
| | Promotion | Promotion via TMF.org and/or VAP.org social media channels Communication/announcement of events to local consumers (via newsletter) Use of TMF.org and VAP.org logos and brand elements | |
| | Access to Resources | Access to toolkit - TBD Access to network of volunteers - TBD | |
| Financial | This section includes financial and equipment benefits | | |
| | Equipment | Affiliation with a network of manufacturers for discounted equipment access to ongoing grant opportunities funding to expand programs/business | |
| Program Evaluation Criteria | Evaluation Components MUST include: | | Annual evaluation is key to determine program effectiveness and to demonstrate the value of your program, as well as a learning tool that allows your program to adjust to changes and maintain effectiveness in the ever-changing world. Effective program evaluation is used as a learning tool to support program reflection, decision-making, and improvement. Effective evaluation helps identify program outputs, such as number of participants and participant feedback. |
| | 1. Goals/Objectives | Must be established at the beginning of annual planning process - must be agreed upon by program/group and RBFF: *What is/are the goal(s) of your program (immediate and long-term)? *What are the specific, measurable objectives of your program (immediate and long-term)? *How will you measure each objective? *How will you determine whether you have met your objectives and achieved your goals (specific behaviors, knowledge base, indicators of success)? | |
| | 2. Survey Tool | *Agreed-upon survey tool to survey program outputs <u>and</u> outcomes -- not just number of participants, but also knowledge, attitudes, behaviors *Survey recipients must include ALL applicable: sponsors, partners, volunteers/instructors, event participants | |
| | | | For examples of evaluation worksheets, please refer to RBFF Best Practices Workbook; Chapter 4- Evaluation; specifically Figures 4 & 5. You may access the workbook in the Resource Center at takemefishing.org/corporate |

Appendix B – Sponsorship Information



TAKEMEFISHING.org

First Catch Centers

Sponsorship Opportunities
for
2018-2019 Pilot Program

About RBFF

WHO WE ARE

Since 1998, RBFF has developed a wide variety of programs and products that make it easy for people to get involved in recreational boating and fishing. Under the Take Me Fishing™ and Vamos A Pescar™ national campaigns, RBFF provides the tools to help people get started. We also remind lapsed boaters and anglers — people who enjoy the sport but no longer participate — about the joy they've been missing.

RBFF's centerpiece, TakeMeFishing.org, is the key destination for individuals to learn, plan, and equip for a day on the water. Along with our newest destination for Spanish language anglers and boaters, VamosAPescar.org, TakeMeFishing.org is the most comprehensive boating and fishing website available nationwide. Whether it's planning a trip, learning about fish species, buying a fishing license or checking out the latest equipment, these two sites provide all the tools for a successful day out! RBFF also leverages its many state agency partnerships to recruit, retain and reactivate (R3) anglers and boaters, as well as industry partnerships to encourage target audiences to spend more time out on the water.

OUR MISSION

The Recreational Boating and Fishing Foundation's (RBFF) mission is to 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.

OUR VISION

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.

OUR SUCCESS

Every year, RBFF gives millions of people – from elementary school students to great-grandparents – the information, encouragement, opportunity, materials and education they need to go fishing and boating and to be good environmental stewards while doing so. In doing so, RBFF helps generate millions of dollars for the boating and fishing industry and wildlife and natural resource conservation.

Per the US Fish & Wildlife Service, fishing participation is up nearly 20% in the last 10 years, thanks in part to RBFF's efforts to engage new audiences and share the joys of fishing with newcomers. The latest fishing license data shows a 1.79% yearly increase for fishing license sales, marking the third consecutive increase, and a 4.26% increase since 2005.

60 IN 60 CAMPAIGN

RBFF is working alongside state, federal and industry partners to increase participation in the sport from the current 47.2 million anglers to 60 million anglers in 60 months (by 2021). If successful, this initiative, coined “60 in 60” by RBFF, will mean more customers for our industry partners, more fishing license and boat registration purchases, and more funds for state conservation efforts that protect and maintain the valuable resources we all depend on.

WHY 60 IN 60?

Current participation trends show younger, more diverse audiences are reluctant to take up fishing and boating, all while older white males are aging out of the sport. We have now released our Angler R3 Recommendations to define, develop and lead the fishing and boating community in implementing effective angler **Recruitment, Retention and Reactivation (R3) efforts**.



[These Angler R3 Recommendations](#) allow state agencies, nongovernment organizations and industry stakeholders to assess their current angler R3 efforts and address gaps to improve the effectiveness of their work. Implementing these effective R3 methods will lead to a more unified industry and greater angler and boater participation.

About First Catch Centers

CONCEPT

Incubator-type programs exist for a variety of organized sports – football, golf, basketball, baseball. Youth are encouraged to get involved at a young age. The sport of baseball, in particular, understands the need and opportunity to get youth involved at an early age and the MLB spends \$30 million annually on youth-related activities (ages 8-12).

A variety of programs/fundamentals are taught to instill confidence to move to the next level, while also promoting a positive and fun experience. Knowing that [almost 83% of current fishing participants fished as a child](#), RBFF is pioneering a similar initiative to bring fishing and boating education to youths and families in metropolitan areas.

VISION

RBFF’s vision is to establish an incubator-type program for fishing and boating, to provide a positive and fun experience for families and youth alike, with an overall objective of helping grow national participation in the sport, toward the goal of “60 in 60.”

WHAT WE'RE DOING

These “First Catch Centers” will provide multiple hands-on opportunities for new participants to learn basic fishing and boating skills along with conservation ethics. Just as organized youth sports foster participation, these centers will create a place for newcomers to learn and develop fishing and boating skills. Elements of state and government agency programs, education institution programs, camps and after school events and boating programs with fishing elements are included in the design of the First Catch Centers’ curriculum and goals.

To minimize barriers to entry, RBFF has identified existing programs and certified them as First Catch Centers. Endorsed locations are eligible to receive benefits, such as event listings on TakeMeFishing.org, promotion on social channels, affiliation with the national brand, network of manufacturers for discounted equipment, unique funding/grants, etc.

Starting Fall 2017, these endorsed pilot programs will bring fishing and boating experiences and education to youth and families in Texas, New Jersey and Pennsylvania.

- [Fishing’s Future](#), (Texas & New Jersey)
 - 60+ pre-existing chapters across the country
 - Will open an additional 8 chapters in the Houston, Dallas, and New Jersey area, as well as work with the U.S. Fish & Wildlife Service’s (USFWS) Laguna Atascosa National Wildlife Refuge in Texas.

- [Pennsylvania Fish & Boat Commission](#) (PFBC) (greater Philadelphia)
 - Mobile #FirstCatch Center will bring fishing and boating experiences to consumers
 - Later in the year, a second mobile unit will be added to increase the program’s reach
 - PFBC will also be working with and hosting events at the John Heinz National Wildlife Refuge in Philadelphia.



HOW TO GET INVOLVED

First Catch Centers need both cash and in-kind sponsor support to ensure we can provide the best learning opportunity for approximately 15,000 youth and their families. During this pilot phase in 10 locations [Texas (7), Pennsylvania (2) and New Jersey (1)], there are multiple on-the-ground and digital ways we can display your brand’s support of the program, detailed on the next page.

| Sponsorship | Presenting Sponsor | On Location Sponsor | Chapter Sponsor |
|--|--|---|---|
| | \$25,000 | \$15,000 | \$5,000 |
| Description | Company will receive prominent logo placement on PFBC trailer-wrap, as well as any/all on-location events; including national, digital promotion | Company will receive sponsor benefits on location at any/all ten First Catch Centers (some digital promotion) | Company will receive sponsor benefits at <u>one of the ten</u> First Catch Centers' programs (some digital promotion) |
| Mobile First Catch Trailer Wrap (PA-only) | ✓ | | |
| National Press Release to announce sponsorship | ✓ | | |
| Logo/company name to be used in <u>all digital</u> First Catch Centers communication, including social media and placement on TakeMeFishing.org | ✓ | Some digital | Some digital |
| Sponsor-provided banner displayed at events | All locations | All locations | One Chapter only |
| Opportunity to set up a table at events | All locations | All locations | One Chapter only |
| Opportunity to provide branded giveaways at events | All locations | All locations | One Chapter only |
| Included in NewsWaves Industry Newsletter article on First Catch Center Sponsors | ✓ | ✓ | ✓ |

Appendix C – Brand Identity including giveaways

NOTES: Mock-up of branded kit (includes canopy/tent, tablecloth, stand-up & feather banners, sponsors on reverse of tent). Boat wrap for PFBC pilot program only



Shirts, partners + sponsor logos on back



Fish Trading Cards



Bobber Take-aways



Hats



Stickers