

A stylized, black and white line drawing of a hand holding a rectangular sign. The hand is positioned as if presenting the sign. The sign has a thick black border and contains the text 'LINK TO FISHING LICENSE INFO' in a bold, sans-serif font. The background is a solid purple color.

**LINK TO  
FISHING  
LICENSE  
INFO**

# LINK TO FISHING LICENSE INFO

A fishing license is an essential piece of fishing “equipment”, but if you’re new to the sport you may not realize you need one, or be aware of all the different options. Help your customers learn the ropes and position yourself as an expert—ask them if they have their fishing license, and if not, point them to one of the great online resources available. These include sites like [TakeMeFishing.org](https://www.TakeMeFishing.org) or your state fish and wildlife agency license purchase page.

## R3 TIP

Include a fishing license purchase link on your website and in any other outreach to customers (newsletter, social media, etc.). If you’re a retailer, ask your customer if they have their license at checkout.



## IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

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