



## Recreational Boating & Fishing Foundation 2020 State R3 Program Grants

**Objective:** To fund sustainable and replicable angler and boater recruitment, retention and reactivation (R3) initiatives and plans that focus on increasing fishing license sales and boat registrations to help achieve 60 million anglers in 60 months.

**Overview:** RBFF is looking to partner with state agencies on R3 strategies to increase fishing license purchases and/or boat registrations, and help to grow overall participation to 60 million anglers in 60 months (by end of 2021). RBFF has budgeted up to \$200,000 for 2020 for a grants program to help fund state programs that can be replicated across the country and have a focus on recruiting new anglers/boaters, retaining current anglers/boaters, and/or reactivating lapsed anglers/boaters, and promoting the long-term participation of anglers and boaters.

Programs should implement and support the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#). The primary goal of the Angler R3 Recommendations is to enable stakeholders to assess their angler R3 efforts and address gaps to improve the effectiveness and efficiency of their individual and collective work.

Programs should implement and support the key findings and recommendations from the recent R3 research conducted by RBFF and Responsive Management, [Actionable Strategies for Angler R3](#), which supports the importance of providing urban fishing programs and reaching out to underrepresented demographic groups. America is becoming more urbanized, and the American general population is becoming more diverse. It's important to bring the fishing experience directly to the growing populations of Americans.

### Focus Areas:

State agency grant proposals should fall into one of the following three focus areas. Multiple proposals may be submitted.

- 1) Communicate the relevance of fishing and/or boating to urban, multicultural audiences to help increase participation, such as (but not limited to):
  - Promoting urban fishing programs that provide multiple fishing opportunities and/or on-water training for boaters
  - Implementing outreach efforts to reach underrepresented demographic groups
  - Fostering partnerships to promote access to fishing and boating opportunities in urban areas, such as with state tourism and/or recreation departments
  - Marketing local fishing opportunities and places to fish close to home
  - Implementing outreach efforts targeting outdoor recreationists, particularly campers and boaters
- 2) Enhance the capability of agencies to develop and implement effective angler and/or boater recruitment, retention and reactivation efforts, such as (but not limited to):
  - Developing and/or implementing marketing/outreach plans to increase fishing and boating participation
  - Reconfiguring license purchase databases and/or building customer relationship management systems



- Enhancing participant tracking and/or building email databases
  - Simplifying license/registration purchase processes, including offering e-licensing and/or auto-renewal
- 3) Implement angler and/or boater retention or reactivation strategies to help increase participation to 60 million anglers in 60 months, such as (but not limited to):
- Employing marketing strategies, like agency emails or text messages, to retain or reactivate anglers and/or boaters
  - Utilizing RBFF's [Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers Toolkit](#) and/or the [First-Time Buyers Retention Email Campaign Toolkit](#)

**Outcome:** The state programs funded will provide insights and learnings about a variety of R3 strategies. Grantees will create a case study, with RBFF staff assistance, after the program evaluation and will share their experiences with other state agencies.

Successful programs are expected to continue to be implemented without future funding from RBFF.

**To be considered for funding, submit a one to three-page proposal including:**

- Objective(s) of the program, which are SMART (specific, measurable, achievable, realistic, time specific)
- Program description and goals, including how program addresses one of the focus areas
- Target audience and how they will be reached
- Expected outcomes
- Evaluation plan to assess outcomes and demonstrate the program value
- Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines
- Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions)
  - Minimum of \$5,000 and maximum of \$25,000 may be requested of RBFF. Total project budget may be greater.
  - Greater consideration will be given to proposals demonstrating a cost-sharing component.
- Plan for continuing and funding the program, if successful
  - Successful programs are expected to continue to be implemented without future funding from RBFF.
- Explanation of how the program is replicable by other state agencies
- Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study

**Process Timeline:**

- Request for proposals distributed by 1/31/20
- Proposals due to RBFF by 2/28/20
- RBFF staff and a Proposal Review Working Group (made up of industry Board members, Federal Agency and NGO representatives) will review and evaluate proposals based on meeting the criteria
- Awardees notified by 3/31/20



- Funding to be distributed after 4/1/20
- Mid-progress reports due to RBFF by 6/30/20
- Final reports due to RBFF within 4 weeks of program's end, ideally by 9/30/20
  - Alternative later timeframes may be considered depending upon proposal justification details, and in any scenario, final reports will be due no later than 1/31/21
- Case studies due to RBFF within 4 weeks of final report date
  - Case studies provided to RBFF by 10/30/20 will have opportunity to be considered for featured content at RBFF's State Marketing Workshop

**For questions, please contact:**

Stephanie Hussey

State R3 Program Director

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## Recreational Boating & Fishing Foundation 2020 State R3 Program Grants Application

Proposals due to Stephanie Hussey at [shussey@rbff.org](mailto:shussey@rbff.org) by Friday, February 28, 2020. Applicants will be notified by March 31, 2020.

Program Name:

Contact Name:

State Agency Name:

Contact Email Address:

Contact Phone Number:

Contact Address:

**To apply for funding, submit a one to three-page proposal including:**

Objective(s) of the program, which are SMART (specific, measurable, achievable, realistic, time specific):

Program description and goals, including how program addresses one of the focus areas:

Target audience and how they will be reached:

Expected outcomes:

Evaluation plan to assess outcomes and demonstrate the program value:

Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines:

Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions), for example:

Budget Category	Total Project Budget	Grant Budget Requested (\$25,000 max)	Matching Funds Provided (Cash)	Additional In-Kind Project Support
Description	\$8,000.00	\$4,000.00	\$4,000.00	
Description	\$5,000.00	\$5,000.00		
Description	\$5,000.00		\$5,000.00	
Description	\$2,000.00			\$2,000.00
<i>Insert lines as needed</i>				
<b>TOTAL</b>	<b>\$20,000.00</b>	<b>\$9,000.00</b>	<b>\$9,000.00</b>	<b>\$2,000.00</b>

Plan for continuing and funding the program outside of RBFF funding, if successful:

Explanation of how the program is replicable by other state agencies:

Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study: