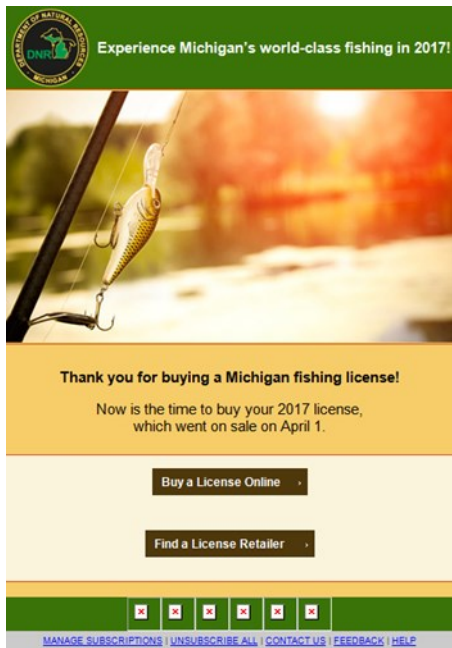


## RBFF STATE INNOVATIVE R3 PROGRAM GRANTS MICHIGAN DEPARTMENT OF NATURAL RESOURCES ENGAGING MICHIGAN'S FIRST-TIME LICENSE BUYERS

### PARTNER

- Recreational Boating & Fishing Foundation



From top to bottom: email sent in April 2017,  
postcard sent in June 2017, postcard sent in  
September 2017

### OVERVIEW

RBFF's First-Time and Repeat Angler Analysis study found that new anglers are two times more likely to lapse than repeat anglers, with renewal rates of 31% and 68% respectively.

The goals of this campaign were to retain 5% of Michigan's first-time resident license buyers who purchased a fishing license in 2016. In addition, this audience should not have purchased a fishing license in the prior four years.

### METHODOLOGY

- Emails and/or were sent to communicate messages regarding purchasing a 2017 Michigan Fishing License.
- Five audience groups were developed of first-time Michigan resident fishing license buyers:
  - Control group—received only one email
  - Simple group—received two emails
  - Three-Emails & One-Postcard group
  - Four-Emails & Two-Postcards group
  - Four-Emails & Three-Postcards groups
- All emails sent contained a special tracking link that allowed the DNR to track direct license purchases that resulted from receiving the email which had the "Buy a License Online" buttons.

### BENEFITS

- Encouraged sales of Michigan's resident fishing license, resulting in additional revenue for the DNR.
- Built relationships with first-time customers who would recognize the DNR as an excellent source of information related to fishing in Michigan.
- The national rate for new anglers who purchase a license in the second year is 32% per ASA's "The New Anglers" report from October, 2015. If these methods resulted in a higher return, this would show the value of the campaign and encourage its use year after year.

## SUPPORT

“We realize the importance of engaging brand-new customers so we can hopefully move them into the avid angler category. The more we demonstrate the value of the license to them the higher likelihood that is to occur.”

- Jim Dexter, DNR Fisheries Chief

## RESULTS

- Entire campaign showed \$212,460.50 in sales
  - \$4,443.50 in revenue was directly attributed to the tracking link placed in the campaign emails.
  - Remaining sales were tracked by evaluating groups purchasing behavior within Michigan DNR’s Retail Sales System
- For percentage sales rates, the following was determined:
  - Control group had 32.7% of its group purchase a license
  - Simple group had 31.1% of its group purchase a license
  - Three-Emails & One-Postcard group had 31.2% of its group purchase a license
  - Four-Emails & Two-Postcards group had 31.9% of its group purchase a license
  - Four-Emails & Three-Postcards group had 32.4% of its group purchase a license
- Only 2.7% of the *total* 2016 new angler group was retained as a result of this campaign

## LESSONS LEARNED/FUTURE PLANS

- The groups communicated with by the Michigan DNR were undersized because they relied on customers who have provided their email addresses via the department’s Retail Sales System. This limited the number of people we could communicate with based on the methods we used.
- Results show this campaign didn’t have a lift in response rate above the second-year sales average determined by ASA (see “Benefits” section), returns ranged from 31.1 to 32.7%.
  - Surprisingly, the highest percentage came from the control group which received the fewest communication pieces.
- If the Michigan DNR continued with this campaign in the future, distribution methods and deliverables would likely be adjusted to find a better fit for first-time anglers.
  - Postcards will not be mailed to this audience in 2018.

## CONTACT INFO

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