OVERVIEW

RBFF Marketing Initiatives & Resources

Fishing License Marketing Program

Boat Registration Marketing Program
RESOURCES FOR YOU
INTEGRATED APPROACH

Reach our audiences at every point in the communications continuum

**Awareness**
- Advertising
- Search & Display
- PR
- Social Media

**Education**
- PSA
- TMF.org
- Blogs & Video Content
- Programs

**Engagement**
- Social Media
- Mobile Apps and TMF.org Tools
- Email Marketing

**Retention**
- State Direct Mail Programs
- Trigger-based E-Marketing
- Partner Programs
PSA EFFORTS

Utilize PSA radio and TV to extend TMF brand ‘conservation’ message

April-Dec. 2013: Total value of $3.89 million in placements (TV, radio, print)
SHAREABLE CONTENT

INFOGRAPHICS

FALL FOR FISHING & BOATING

90% of Americans live within AN HOUR of navigable water

Most potential new fishing participants are interested in outdoor activities because they provide EXERCISE

90% of Americans live within AN HOUR of navigable water

FALL FOR FISHING & BOATING

STEELHEAD

CRAPPIE

LARGEMOUTH BASS

RED DRUM

MUSKIE

TROUT

WALLEYE

STRIPED BASS

FAVORITE FALL SPECIES

Nearly $1.5B contributed to conservation annually by anglers

12M BOATS REGISTERED IN U.S.

29M FISHING LICENSES SOLD IN U.S.

MAKE SOMEONE FALL FOR YOU
HOOK, LINE AND SINKER,
TAKE THEM FISHING OR BOATING – OR BOTH!

WOMEN ARE THE FASTEST GROWING GROUP OF ANGLERS

1/3 OF PEOPLE IN A RELATIONSHIP HAVE BEEN FISHING TOGETHER

ADDITIONALLY, FISHING IS A GROWING ACTIVITY WHILE BOATING, WITH 85% OF PEOPLE 35+ THINKING IT’S A BIG ONE FROM THEIR BOAT

WHO PROPOSES A NON-TRADITIONAL DATE BECAUSE IT ADDS EXERCISE TO THE RELATIONSHIP?

80%

85.4%

81.5%

FIRST TIME, NEW AND WOMEN AGES 29-39

HOMOGENOUS COUPLES

TOP 5 OUTDOOR ACTIVITIES FOR A DATE

FISHING, HIKING, BIKE RIDING AND ROMANTIC

55.6%

38%

50%

OF PEOPLE WOULD GO FISHING IF THE OPPORTUNITY AROSE

OF PEOPLE 35+ SAY THEY ARE MORE ENGAGED IN A RELATIONSHIP DUE TO OUTDOOR ACTIVITIES SUCH AS FISHING

OUTDOOR ACTIVITIES ARE IMPORTANT TO YOU AND YOUR PARTNER

TAKEMEFISHING.org

HOW-TO VIDEOS

Safety Gear for Boating

www.youtube.com/takemefishingfilms
WHERE TO FIND RESOURCES ON TAKEMEFISHING.ORG
LICENSE REFERRALS

FY09 FY14
197,000 1.5 million
551,000
853,000
1.09 MM
1.2 MM

TAKE ME FISHING
REGISTRATION REFERRALS

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<tr>
<th>Year</th>
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<tr>
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<td>FY14</td>
<td>93,000</td>
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<tr>
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<td>109,000</td>
</tr>
<tr>
<td></td>
<td>181,000</td>
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</table>

TAKING FISHING
WEBINARS

• Quarterly webinars
• Topics of interest include:
  o Email marketing
  o Mobile marketing
  o Social media
  o Fishing & boating programs
Fishing License Marketing Program
2014 PROGRAM SUMMARY

• Treatment
  Direct mail postcards
  Additional email component

• Timing
  April launch
  ~2.8 million nationally
  Follow target audience details
Leverage non-profit postage rate

Postcards allow for customization

100% funded by RBFF
• Printing, production and mailing

States = 100% of revenue
TARGET AUDIENCE DETAILS

• Lapsed anglers

• Last held an annual or longer term license

• Ages 19 - 64
TARGET AUDIENCE DETAILS

- Tiers 1-5, 8

<table>
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<tr>
<th>Lapsed Tier</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>x</td>
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<td>x</td>
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<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
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</tbody>
</table>
2014 PROGRAM STRATEGY

• Message
  Conservation
  Outdoors (test Tier 8)

• Direct mail w/follow-up email
  2013 program: highest lift
  Expanding to more states
Postcard – Mail Side

Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314

FISHING LICENSE REMINDER

Lee Walker
VA Dept of Game & Inland Fisheries
4010 W Broad St
Richmond, VA 23230-3916
IT’S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime, while helping to conserve Virginia’s waterways.

Thank you for your past support of Virginia’s natural resources. Your license renewal does more than grant you the freedom to fish the state’s many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come.

Where to renew your license:
• va.takemefishing.org
• Or call 866-721-8911
• Or in-person at local sporting goods stores around the state.

XX01-22050-12-t1-p0
Postcard Customization

[<takemefishing_URL>]
Or call <State_Phone_PC>
Or in-person at <State_Specific_Info_PC>]

State Logo
Resolution - 300dpi
Color Space - Grayscale
Size - 1” x 1”
Type - .ai, .eps preferred
.jpg, .tif accepted
Email Customization

Rachel Placenza

From: Indiana Division of Fish and Wildlife <donotreply@dnr.in.gov>
Sent: Friday, April 12, 2013 3:51 PM
To: Rachel Placenza
Subject: TEST - Indiana Fishing License Reminder

Email not displaying correctly? View it in your browser

IT’S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime, while helping to conserve Indiana waterways.

Thank you for your past support of Indiana natural resources. Your license renewal does more than grant you the freedom to fish the state’s many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come. If you have already purchased your fishing license this year, thank you for your support.

Where to renew your license:

- in_takemefishing.org
- Call 877-463-6367
- In-person at your nearest retail location.

To unsubscribe please click here
Indiana Division of Fish and Wildlife
402 W. Washington St. Room W271, Indianapolis, IN, 46204
Thank you for your past support of Indiana natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come. If you have already purchased your fishing license this year, thank you for your support.

Where to renew your license:

- [in.takemefishing.org](http://in.takemefishing.org)
- Call 877-463-6367
- In-person at your nearest retail location.
KEY DATES

April 1 = MAIL DATE

- Late Jan. – Initial postcard proofs to states for feedback
- Feb. 3 – Data to Southwick Associates
- Early Feb. – Final postcard proofs distributed (48-hr. turnaround)
- Mid-May – Post Mailing Data to Southwick Associates
- June/July – Program Evaluation
Boat Registration Marketing Program
2014 PROGRAM SUMMARY

- **Treatment**
  Direct mail letters

- **Timing**
  April launch
  ~670,000 nationally
  Follow target audience details
Leverage non-profit postage rate

Customizable letters

100% funded by RBFF
  • Printing, production and mailing

States = 100% of revenue
TARGET AUDIENCE DETAILS

- Lapsed boaters
- Owners who have not renewed registration for one or two boating seasons
LETTER DETAILS

Renewal Notices

- Four-color, fishing-focused renewal notice for households with a current fishing license
- Four-color, boating-focused renewal notice for all other households
Your boat registration expired for the boat shown below.

John Q. Sample
123 Any Way Road
Apt. 10
BigCity, Ohio 88888

Agency Name
Address 1
Address 2
City, ST Zip

-State Logo-
OE

Hull ID: XXXXXXXXXXXXXXXXXXX
Boat No.: XXXXXX
Make: XXXXXX
Year: XXXX
Length: XXXX

Renew now to receive your new registration.

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

Change of address? Sold your boat? Please see reverse side of this form.

FLOAT away from
LIFE'S WORRIES -
GO BOATING
PUT YOUR BOAT
BACK IN THE WATER...
AND PUT MORE
FUN IN YOUR LIFE.

3 Easy Ways to renew your boat registration...

1. Renew online: Go to <state_website> and follow the instructions. While you're there you can also update your address.
2. Renew by mail: Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
3. Renew in person: Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to <state_website>.

Questions? Call <state_phone> at <State_Phone>.

Boat Registration Renewal Information for Your Records

<table>
<thead>
<tr>
<th>BOAT #</th>
<th>MAKE</th>
<th>YEAR</th>
<th>LENGTH</th>
<th>FEE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>XXXXX</td>
<td>XXXXXX</td>
<td>XXXX</td>
<td>XXXX</td>
<td>$XXX</td>
</tr>
</tbody>
</table>

-State Decal-
COME PLAY ON
<STATE_NAME_U'S>
WATERWAYS.

Getting on the water has never been easier. Public access ramps are conveniently placed at waterways near you, with many of the access sites having parking lots, dock space, and other amenities.

Your boat registration fee helps maintain our waterways and supports local conservation efforts. The water is waiting... all that's missing is you and your boat!

Put your boat back in the water... and put more fun in your life.
3 Easy Ways to renew your boat registration...

1. Renew online: [Go to <state_url_B_1> and follow the instructions. While you’re there, you can also update your address.]

2. Renew by mail: [Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.]

3. Renew in person: [Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to <state_url_B_3>.]

Questions: [Call the <State_Specific_Info_LTR> at <State_Phone>.]
Boating Letter – Customization

Boat Registration Fees

- 3 year Registration (<16ft) $27.00
- 3 year Registration (16ft to < 20ft) $31.00
- 3 year Registration (20ft to < 40ft) $37.00
- 3 year Registration (40ft and over) $45.00

An additional $1.50 is applied for enhanced online renewal services.
Sold your boat? NOTICE OF SALE
Complete this section and return the form in the envelope provided:

BOAT NO. ___________________ DATE SOLD: ____________________
NAME OF BUYER(S): ____________________
BUYER ADDRESS: ____________________
BUYER CITY/STATE/ZIP: ____________________
PH NUMBER: ____________________

New address?
Complete this section and return the form in the envelope provided:

Address
City: ___________________ State: ______ Zip: ______
Phone Number: ____________________

Variable photo
Resolution - 300dpi
Color Space - CMYK
Size - 2.87” x 1.64”
Crop - 100% to size
NEED A REASON TO REGISTER YOUR FISHING BOAT?

WE’VE GOT THOUSANDS OF THEM.

Why register your boat? It’s free, easy, from your home computer, or even your cell phone.

Enjoying nature, staying healthy, but not sure how to make the most of it? Check out the section on how to register your boat and what you need to know.

Area used for building Fish Table - See next page
Fishing Letter – Customization
Front

State Decal
Resolution - 300dpi
Color Space - CMYK
Size - 1” x 1”
Type -.ai, .eps preferred
   .jpg, .tif accepted

State Logo
Resolution - 300dpi
Color Space - CMYK
Size - 1” x 1”
Type -.ai, .eps preferred
   .jpg, .tif accepted

Remit Address
Max 4 lines
Agency Name
Address 1
Address 2
City, ST Zip

Fee Due: Please see reverse side
PIN XXXXXXXXXXXX
Hull ID XXXXXXXXXXXXXXXX
Boat No. XXXXXXX  Make XXXXXXX
Year XXXX  Length XXXX
3 Easy Ways to renew your boat registration...

1. Renew online: [Go to <state_url_B_1> and follow the instructions. While you're there, you can also update your address.]

2. Renew by mail: [Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.]

3. Renew in person: [Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to <state_url_B_3>.]

Questions?: [Call the <State_Specific_Info_LTR> at <State_Phone>.]
Fishing Letter – Customization

Sold your boat? NOTICE OF SALE
Complete this section and return the form in the envelope provided.

BOAT NO.: ____________________________ DATE SOLD: ____________________________
NAME OF BUYER(S): ____________________________________________________________
BUYER ADDRESS: _______________________________________________________________
BUYER CITY/STATE/ZIP: _________________________________________________________
PH NUMBER: ____________________________

New address?
Complete this section and return the form in the envelope provided.

<table>
<thead>
<tr>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
</tbody>
</table>

Phone Number

Variable photo
Resolution - 300dpi
Color Space - CMYK
Size - 2.87” x 1.64”
Crop - 100% to size
Fishing Letter – Customization
Back Continued

Area used for building Fish Table - See next page

<table>
<thead>
<tr>
<th>Month</th>
<th>Fish</th>
<th>Where to Go</th>
</tr>
</thead>
<tbody>
<tr>
<td>February - October</td>
<td>6 million Trout</td>
<td>A lake near you</td>
</tr>
<tr>
<td>June - July</td>
<td>400,000 Summer Steelhead</td>
<td>Columbia River</td>
</tr>
<tr>
<td></td>
<td>Smallmouth Bass</td>
<td>Willamette River</td>
</tr>
</tbody>
</table>

When water temp hits 60 degrees
Non-Remit Letters

- Encourage all states to utilize remittance forms
- If unable to process, we can produce non-remittance letters
- One-sided renewal notices
Non-Remit Boating Letter

BOAT REGISTRATION RENEWAL

Your boat registration expired for the boat shown below. Remember to renew your new registration.

Fees Due: $XXXX

Renew now. Here's how:
1. Download form to state specific info URL.
2. Complete form and mail to State Fisheries.
3. Renewal fee (State's phone number and contact information).

<State_Name_NonPac> offers more ways to get hooked on boating and fishing.

Public access ramps are conveniently placed by waterways near you. With many at the access sites having parking lots, dock space and other amenities, put your boat back in the water, and put more fun in your life.

For more information on boat ramps and facilities, visit www.TakeMeFishing.org.
Non-Remit Boating - Customization

State Decal
Resolution - 300dpi
Color Space - CMYK
Size - 1” x 1”
Type - .ai, .eps preferred
          .jpg, .tif accepted

State Logo
Resolution - 300dpi
Color Space - CMYK
Size - 1” x 1”
Type - .ai, .eps preferred
          .jpg, .tif accepted

Fee Due: Please see reverse side
PIN XXXXXXXXXXX
Hull ID XXXXXXXXXXXXXXX
Boat No. XXXXXXX Make XXXXXXX
Year XXXX Length XXXX

Sold your boat? Please notify us at <State_Phone>.
Non-Remit Boating - Customization

Renew now. Here's how.

1. Renew online: Go to <state_url_B{F}_1> and follow the instructions.
2. Renew by phone: Call <State_Phone>.

Questions? Contact the <State_Specific_Info_LTR> at <State_Phone>.

Variable photo
Resolution - 300dpi
Color Space - CMYK
Size - 2.87” x 1.64”
Crop - 100% to size
Non-Remit Fishing Letter
## Non-Remit Fishing - Customization

### Watercraft Decal
- Resolution: 300dpi
- Color Space: CMYK
- Size: 1” x 1”
- Type: .ai, .eps preferred
  - .jpg, .tif accepted

### Fee Due
- Please see reverse side

### Hull ID
- XXXXXXXXXXXXXXXX

### Boat No.
- XXXXXXX

### Make
- XXXXXX

### Year
- XXXX

### Length
- XXXX

---

Sold your boat? Please notify us at `<State_Phone>`.
Non-Remit Fishing - Customization

Renew now. Here’s how.

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2. Renew by phone: [Call <State_Phone>.]

Questions: [Contact the <State_Specific_Info_LTR> at <State_Phone>.]

Variable photo
Resolution - 300dpi
Color Space - CMYK
Size - 2.87” x 1.64”
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Questions
Thank You