In the Wake of Extraordinary Times

Two years ago, a “perfect storm” of conditions inspired epic swells in fishing and boating participation. Now, with the turbulence mostly behind us, these recent sharp increases have largely subsided, and participation increases have resumed the healthy upward trends of recent pre-pandemic years. Buoyed by RBFF initiatives and partnerships, fishing and boating participation is back to growing steadily, proceeding even-keeled on a sure and steady course.
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If you had told me a year ago that half the people who tried fishing and boating during the pandemic would keep with it, I would have been very happy. I was delighted to see this is exactly what happened—fishing participation jumped 4 million FY21 over FY20 and dropped only half those gains in FY22. Those are very healthy numbers.

What's more, RBFF and our partners gained valuable insights during this period. We saw, for example, that many people are looking for rudimentary “how-to” information. People who otherwise might not have been ready to try fishing suddenly needed to learn more. If we can help newcomers acquire needed skills, they're more likely to enjoy the sport and remain active. FY20-21 participation also gave us a glimpse of the future. Tomorrow’s prospects include more women, Hispanics, and generally more demographic diversity. We’ve worked to address this diversity in our outreach and marketing campaigns and will continue to do so with our Board.

Moving forward, state partners will play a critical role as we work to improve overall outreach and retention. RBFF will continue to help agencies further their R3 capacity. We will also be supporting our industry partners’ efforts to give consumers a better boating and angling experience.

The boating industry has made strides in this, and RBFF can continue to provide tools and resources to assist them. Fishing industry partners are often the first point of contact for new anglers. RBFF will continue helping them as well, connecting anglers with information that makes newcomers’ fishing outings more enjoyable.

In large part, the healthy participation trends we’ve seen before, during, and after COVID can be credited to the forward-thinking initiatives adopted during Frank Peterson’s tenure at RBFF. As Dave Chanda takes over at the helm, RBFF’s transition has been extremely smooth. Dave knows our strengths and opportunities. And he has the experience, solid relationships, and even-keeled manner to build on proven successful tactics. Together, we're set to continue RBFF’s momentum and make the most of this next era before us.

Jeff Pontius
RBFF Board Chairman
Retired CEO, Zebco Brands
In January 2022, I began my role as RBFF’s new president and CEO. While I am new to this position, I am far from being new to RBFF. My involvement with RBFF goes back to its very beginning when, as an employee of a state fish and wildlife agency, I participated in meetings with RBFF to help develop strategies to enhance fishing and boating participation. I believed in RBFF’s mission and continued to work with RBFF over the years. I was delighted to come on board as part of the team several years ago because I am so passionate about RBFF’s important work.

Looking back over FY22, we see that after the surge in participation during COVID, there was a slight drop. Nonetheless, participation is still ahead of where we were pre-COVID, showing a 4.5% gain over 2019 participation numbers. If you look at the trend line, it is going up. And that means we are doing all the right things.

Our national marketing campaign is one reason for this success. The campaign continues to resonate very well with consumers. Of those consumers who have seen our advertising, the vast majority say they want to try fishing and boating as a result. That’s the mark of a truly effective campaign—one that motivates consumers to take action. In addition to our marketing campaign, we are focused heavily on retention and working hard with our industry and state partners to retain as many of these new boaters and anglers as we can.

Partnerships in general are how RBFF can leverage resources and synergies and grow our reach. In fact, our FY22 national marketing campaign Get On Board is itself a partnership—between RBFF, the National Marine Manufacturers Association, and the Marine Retailers Association of America. In addition, our partnerships with state fish and wildlife agencies have made tremendous progress. Five years ago, few state agencies had R3 coordinators or marketing staff. Today, more than 60% have an R3 coordinator, and over 65% have either a marketing director or a marketing team.

Even though we as an industry did not achieve our “60 in 60” goal by December 2021, we added almost seven million additional anglers over the course of this campaign. That is a huge success!

As we look ahead, we will develop a new three-year strategic plan to chart RBFF’s course as we continue to grow participation. I’m looking forward to it.

I hope to see you on the water.

Dave Chanda
RBFF President and CEO
Participation

Moving Forward | In Growing Numbers
In Growing Numbers

Last year’s singular participation increases have eased, giving way to continued healthy gains over the previous few years.

HIGHLIGHTS:

52.4M Fishing Participation
PARTICIPATION

In Growing Numbers

4.6M Hispanics Fishing Participation

890M Fishing Outings
up 10M from 2019
PARTICIPATION

In Growing Numbers

19.4M Female Fishing Participants

420K First-Time Boat Buyers in 2021

approximately equal to 2020, levels not seen for over a decade according to NMMA
Consumer Marketing

Moving Forward | Attracting Millions
RBFF’s flagship consumer marketing brand continues to inspire new interest in fishing and boating, while equipping consumers with the practical information needed to get started. Most important, Take Me Fishing brand awareness— at a 3-year tidemark— is translating into intent to fish and boat, especially among Hispanic audiences. Whether sparking new interest in fishing and boating or enhancing lifelong enthusiasm, the Take Me Fishing brand increasingly defines the joy of a day on the water.

HIGHLIGHTS:

88% Likely to Fish in Next 24 Months
93% of Consumers with Brand Recall
97% of Hispanics with Brand Recall

Take Me Fishing™ and Vamos A Pescar™

Up from 79% 12 months ago
CONSUMER MARKETING

Take Me Fishing™ Tactics

Social Media

Take Me Fishing-branded social media activity lures consumers to fishing and boating whenever they’re scrolling online. With over 4 million views, the brand’s new TikTok channel began pulling in a massive haul of consumers, especially women, from the moment it launched. Its stories of anglers, how-tos, conservation tips, and more are hosted by popular sportswoman and conservationist Allie D’Andrea.

Shares via consumer social media and hashtags immediately expanded overall reach and impact.

182M
Total Social Media Impressions
Up more than 63.5% over FY21

1.36M
Engagements Overall

4.02M
TikTok Views

Digital Assets

Practical info reels ‘em in. Thanks to full integration between social media, public relations, and paid placements, Take Me Fishing digital assets—especially those offering newcomers practical how-to information—attracted visitors at record rates.

YouTube Channel

39M Views
34% Increase vs. FY21
22% increase in subscribers vs. FY21

Take Me Fishing™ Website
TakeMeFishing.org How-to Pages

6.6M Visits
13% Increase vs. FY21

2.24M
State License Page Referrals

VamosAPescar.org

225K Visits
2% Increase FY21

Earned Media

Consumers’ strong interest in getting into fishing and boating generated public relations stories across digital, broadcast and print media, reaching billions!

4.2B
Impressions Overall
43% increase FY21
CONSUMER MARKETING

Get On Board

The momentum continues. In the second year of RBFF’s highly successful consumer marketing collaboration with the National Marine Manufacturers Association (NMMA) and the Marine Retailers Association of the Americas (MRAA), waves of newcomers were attracted to fishing and boating.

THE GET ON BOARD CAMPAIGN:

• Reached billions with its essential message: Fishing and boating are fun, healthful outdoor activities that can make a vital contribution to any person’s and every family’s wellness.

• Integrated paid placements, public relations, PSAs, and a dazzling range of social media — many using true stories of real anglers — to reach billions and lure them to the water.

• Broadened its reach to diverse, multicultural audiences across the country, building ongoing enthusiasm for fishing and boating.
## CONSUMER MARKETING

### Get On Board

<table>
<thead>
<tr>
<th>Sizzle Reel</th>
<th>Paid Placements</th>
<th>Video</th>
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<tbody>
<tr>
<td><strong>3.4B</strong> Total Impressions</td>
<td><strong>35M</strong> Impressions in digital publications</td>
<td><strong>263M</strong> Impressions on Hulu, Spotify, Holey Moley and more</td>
</tr>
</tbody>
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### Public Relations

**2.6B** Impressions

121% increase over FY21

Earned stories carried by top media outlets CNN, USA Today, CNBC, Camping World, and more

### Social Media

**22M** Impressions

Across RBFF, Take Me Fishing™ and NMMA digital assets and social channels

### PSAs

**$5.2M** Worth of Exposure

96% Completion Rate
CONSUMER MARKETING

Get On Board Media Partnerships

New this year were paid media partnerships with Complex, Buzzfeed Videos, and Hearst digital publications. Among the outcomes: online actor and influencer King Keraun posted his story of why boating and fishing are “so zen,” and followed up with fishing posts on Instagram. Buzzfeed celeb Curly chronicled on YouTube his hilarious boating and first-time fishing experience. Also in the mix were real-life Stories of Anglers posted on Hearst digital publications such as SFGate, reaching San Francisco’s Bay Area. The idea of using real life stories and established celebs was a success. Consumers nationwide caught on: fishing and boating is fun.

Total Paid Media

36M Impressions

<table>
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<tr>
<th>Media</th>
<th>Total Impressions</th>
<th>Impressions Overall</th>
<th>17% over-delivery</th>
<th>2:55 average time spent with content</th>
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<tr>
<td>Buzzfeed</td>
<td>10M</td>
<td>1.96M video views</td>
<td>35K clicks</td>
<td>(Over 4x Buzzfeed benchmark)</td>
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<tr>
<td>Complex</td>
<td>11M</td>
<td>12M</td>
<td>17% over-delivery</td>
<td>2:55 average time spent with content</td>
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<tr>
<td>Hearst</td>
<td>6M</td>
<td>1.2M video views</td>
<td>7K engagement</td>
<td>clicks</td>
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CONSUMER MARKETING

Get On Board Media Partnerships Tactics

Filling America’s Wellness Deficit
Get On Board’s Filling America’s Wellness Deficit campaign, launched during National Fishing and Boating Week (NFBW), highlighted the mental health benefits of the outdoors, especially a day on the water. Social influencers led by “America’s favorite psychiatrist,” Dr. Jessica Clemons championed the healing power of fishing and boating—even as other activities began to re-open.

Harris Poll
89% Agree
Outdoor Recreation is Good For Mental and Physical Well-Being.

The Water Is Open
Get On Board partnered with 55 social media influencers to reach out to younger, more diverse audiences and spread its #TheWaterIsOpen messaging.

12.9M
Total Impressions From 55 Partner Influencers

The Mom Trotter
Jason Tartick
Us The Duo
She Explores
Girl of 10,000 Lakes
She Colors Nature
RBFF’s Women Making Waves continues to help women see themselves on the water. The program encourages women nationwide to discover fishing and boating as sure ways to both challenge themselves and relax, share memorable times with friends and family, and grow confidence in their angling and boating abilities—while having lots of fun along the way. Taking the lead are women anglers and boaters who post their experiences across social media on Facebook, Instagram, Twitter, and more. Each post, conversation, and photo has a ripple effect, inspiring other women to pick up their fishing gear and get out there. Catch their tales at #WomenMakingWaves, #WaveMakers, and #TheWaterIsOpen.

And because one great event launches oceans of social media exposure, RBFF’s Women Making Waves team celebrated influencers with a fishing and boating event sponsored by DICK’s Sporting Goods just before ICAST. Lots of new adventures to post about! The ICAST event even won the nation’s notice, winning an honorable mention in the PRNEWS Nonprofit Awards’ “Event PR” category.

Female Anglers

37% of Fishing Population
Up 10% Over 2012, Highest Level on Record

19.4M Female Anglers
CONSUMER MARKETING

Alliances
Walt Disney® World Resort and Disney Media Networks

Making magic together! The fantasy of Disney meets the real-life fun of fishing and boating every time the Take Me Fishing™ brand appears on Disney programming, or at a fishing or boating location at Walt Disney World Resort.
Alliances Tactics

Walt Disney® World Resort and Disney Media Networks

Disney Media Networks
Take Me Fishing™ advertisements, sponsorships, PSAs, and videos won prime placement and exposure in viewer-targeted digital and real-time broadcast programming on channels and websites such as Disney Channel, Disney XD, Disney Jr., Hulu, ESPN, FX, and National Geographic.

You know ABC’s Holey Moley—that extreme reality show that transforms miniature golf into a gigantic competition? Take Me Fishing was there, and in a big way. Its branded “The Fishing Hole” appeared in six episodes and was featured in show promotions.

 Appearing on Hulu were Take Me Fishing videos, as well as interactive advertising that used scannable QR codes connecting viewers to geolocated, localized fishing and boating information. Also promoted: Take Me Fishing messages, appearing on a variety of Disney Media’s online platforms.

### Disney Media Networks

50.8%  
“makes me want to fish with my family”  
18% Lift

55.9%  
“makes fishing and boating look fun”  
22% Lift

### ABC’s Holey Moley

27%  
“makes me want to fish with my family”  
9% Lift

29%  
“makes fishing and boating look fun”  
7.5% Lift
Alliances Tactics

Walt Disney® World Resort and Disney Media Networks

Walt Disney World Resort in Orlando, Florida

At Walt Disney World Resort, Take Me Fishing brings “reel-life” fun.

The brand shows up at:

- Guided Fishing Excursions
- Dockside Fishing Experiences
- Postings on the Disney Parks Blog and on the @disneyparks TikTok account

Influencers

During the Disney Creators Celebration, a diverse group of popular content creators took some time off to go fishing—and post about it, cheering Take Me Fishing along the way. Together, influencers enjoyed outings from Walt Disney World Resort marinas, experiences that introduced them to fishing and boating, and steered them to how-to and where-to information on TakeMeFishing.org. Across three social platforms, including TikTok, four creators posted a total of nine times generating over 413,000 impressions, reaching over 260,000 users, and tallying over 38,000 engagements.

We can't thank @disneyparks and @take_me_fishing enough for this great day!! Here are 2 of the 14 fish we caught!! 🎣

We've become fans of fishing and can't wait to go to Disney and fish again soon! This is a must on your Disney vacation list! 🎣

@waltdisneyworld @disneyparks
@take_me_fishing @vamosapescar
Hosted by Disney 🎣
#disneyworld50 #thewaterisopen
While the primary measure of RBFF’s success is steady growth in fishing and boating participation, RBFF’s efforts to accomplish these gains have won honors of their own.

- **Get On Board.** Award of Commendation from the Public Relations Society of America (PRSA) at the 2021 Bronze Anvil Awards. Merit Award from the American Society of Association Executives (ASAE) Gold Circle Awards.

- **TikTok launch.** Marine Marketers of America 2021 Neptune Awards winner in the “Social Media” category.

- **Holey Moley campaign with Disney® Media.** Creative Media Awards finalist in the “Branded Entertainment: Brand/Product Placement” category.

- **Women Making Waves’ influencer event prior to ICAST won an honorable mention from PRNEWS in its Nonprofit Awards’ “Event PR” category.**

- Two of RBFF’s own were recognized by *Boating Industry* for their leadership: Johana Reyes, Director of Digital Strategy and Operations, was named to their Women Making Waves list, which recognizes female leaders contributing to the success and growth of the marine industry; Joanne Martonik, Senior State Marketing Manager, was named to the 40 Under 40 list of “young professionals blazing trails of success” across recreational boating.
Consumer market research conducted this year has helped RBFF and its partners chart the way to grow participation.

OnePoll surveyed consumers about their attitudes towards giving fishing and boating a try.

A Harris Poll survey of more than 2,000 US adults provided insights that guided FY22’s “Filling America’s Wellness Deficit” initiative, part of RBFF’s Get On Board.

RBFF, NMMA and MRAA conducted a study of boat-owning consumers, *Enhancing the Boat Ownership Experience* provided the boating industry insights into attracting and retaining customers.
State Partners

Moving Forward | Growing R3 Expertise
Growing R3 Expertise

State partners across the country are making the most of recent high-water participation totals by focusing more than ever on “R3”: Recruitment, Retention, and Reactivation.

The rising tide of state partners’ commitment to R3 tells the story:

• 31 states have full-time R3 coordinators, up from 24 states last year
• 18 states are implementing angler R3 plans, up from 12 states last year
• 19 states are in the process of developing R3 plans

This year, RBFF strengthened its support to states’ R3 success by channeling funds to their programs, providing program assistance and resources.

HIGHLIGHTS:

93%  
State Partner Satisfaction with RBFF  
Up from 83% FY21

Over 60%  
States with R3 Coordinators  
Up from 47% FY21
STATE PARTNERS

Reaching Out Tactics

Boat Registration Reactivation
RBFF helped states successfully connect with lapsed boat registrants in this 10th year of the Boat Registration Reactivation program. Seventeen states reached out with direct mail and emails, while one additional state used Facebook ads—all reeling in big re-registration gains.

39.3K Re-registered Boats

$1.5M Registration Fees

Mobile First Catch Centers
Go where the people are. That’s the idea behind mobile First Catch Centers, newly reactivated and expanded now that health concerns have eased. These fully outfitted mobile trailers travel to areas within states, including urban communities, to show, tell, and excite people of all ages about fishing.

17 Mobile First Catch Centers

Online Fishing License and Boat Registrations
Links on TakeMeFishing.org, VamosAPescar.org, and the “Places to Fish & Boat” map take visitors straight to state-specific license and boat registration sites. RBFF’s combined digital assets resulted in 2,240,848 referrals to state license and boat registration sites, up 9% from last year.

11 Additional Units in Development

15 FY22 Participating States and DC
State R3 Program Grants

This year’s focus was on generating enthusiasm and participation in fishing and boating among urban and multicultural communities (recruitment) while employing angler/boater retention and reactivation strategies.

To help accomplish these goals, RBFF supported 10 state agencies with R3 program grants.

George H.W. Bush Vamos A Pescar™ Education Fund

Funded by both RBFF industry and state partners, the George H.W. Bush Vamos A Pescar™ Education Fund grants power-up programs that build lasting enthusiasm for fishing and boating, particularly among Hispanic families.

- Bring fishing and boating education and experiences to local Hispanic and multicultural communities
- Make possible in-person opportunities for family fun on the water
- Share valuable angling and boating and conservation how-tos
STATE PARTNERS

Multi-program Map

- Mobile Catch Centers
- FY22 State R3 Program Grants
- FY22 George H.W. Bush Vamos A Pescar™ Education Fund Grants
RBFF State Marketing Workshop

Dallas, TX. This year’s workshop brought together representatives from all 50 state fish and wildlife agencies plus Washington, DC, to focus on Adapting and Innovating to Engage New Customers.

Hybrid Format. Presented by Fishbrain, the workshop maximized the number of people who could participate by welcoming both virtual and in-person participation.

R3 Presentations and Panel Discussions. Led by 10 state agencies, the US Fish & Wildlife Service (USFWS), and others, workshop sessions explored consumer trends, use of influencers and TikTok, and state experiences with specific R3 strategies.

82.9% Satisfaction Among Attendees

Webinars

Three webinars examined different aspects of state R3 program needs and strategies. All are accessible on RBFF’s YouTube channel and the RBFF website TakeMeFishing.org/corporate.

• “Retention Strategies Based on Angler Surveys” shared states’ experience retaining the previous year’s waves of new participants

• “Reactivating Lapsed Boaters” shared tips for implementing a direct mail campaign, and successes from states’ efforts to reactivate boaters in partnership with RBFF

• “Angler R3 Program Funding Needs Assessment: Results and Scorecard” shared RBFF research designed to help state agencies, organizations, and industry partners prioritize angler R3 projects to award grant funding

Record 96% Attendee Satisfaction

249 In-Person plus Virtual Registrants

82.9% Satisfaction Among Attendees

10 Steps to Create a Digital Marketing Campaign

For state marketing professionals feeling a little lost at sea when it comes to digital marketing, RBFF developed a new, easy, ready-to-use how-to tool that shows the way.

• Includes compiled results and learnings from 8 states’ digital marketing campaigns funded by the Association of Fish & Wildlife Agencies’ (AFWA) Multistate Conservation Grant program, RBFF, and the state agency

• Helps any state learn from other agencies’ experiences and adapt to create and implement their own digital marketing campaign

• Is available on the RBFF website
RBFF provided strong support for organizations essential to state agencies’ growing effectiveness.

- Key sponsorship of the AFWA annual meeting and the North American Wildlife and Natural Resources Conference

- Partnership with the Northeast Association of Fish and Wildlife Agencies (NEAFWA) R3 Committee to develop a collection of photo assets representing Northeast fishing and boating opportunities, as well as a resource-rich toolkit of angler retention marketing strategies
Grant Scorecard

Funded by an AFWA Multistate Conservation Grant program award, RBFF and Responsive Management conducted research on state agencies’ experience with angler R3 programs to develop specific criteria for awarding future R3 grants.

The final report includes:

- The study’s findings
- A scorecard for stakeholders to use when evaluating angler R3 grant proposals – a helpful tool for awarding grants and prioritizing programs

Both the research and scorecard template are available in the Research section on RBFF’s website.
Industry Partners

Moving Forward | From Lifeline to Lifestyle
INDUSTRY PARTNERS

From Lifeline to Lifestyle

How do you turn boatloads of newcomers into lifelong enthusiasts? Industry leaders across the country joined forces with RBFF to accomplish just that. Together, they powered up RBFF consumer marketing, fueled outreach to diverse communities, and used RBFF-branded tools to turn a pandemic-era diversion into an enduring lifelong passion.

67%
Industry Satisfaction Rate

236.5K
Referrals to Discover Boating
7% increase FY21

420K
First-time Boat Buyers
NMMA
**Get On Board**

RBFF’s unprecedented consumer marketing partnership with NMMA and MRAA continues to produce success, reaching millions through Get On Board paid placements, public relations, social media, influencers, videos, and PSAs.

After luring millions to try boating and fishing, the campaign’s messaging is now strengthening ties with newcomers to ensure the bulk of them stay with it.

**George H.W. Bush Vamos A Pescar™ Education Fund**

Industry donations power the grants that help Hispanic communities take to fishing and boating. Begun by Bass Pro Shops founder and CEO Johnny Morris, the Education Fund was further boosted this year by substantial donations from Bass Pro Shops and Brunswick in honor of Hispanic Heritage Month.

**Events**

The DICK’s Sporting Goods and RBFF pre-ICAST fishing, boating, and “glamping” trip for Women Making Waves angler-influencers generated buckets of dynamic social media exposure.

RBFF and Shimano jointly hosted a “Wave Makers” reception on the ICAST show floor itself to bring visibility to the many women already working in the fishing and boating industry.

INDUSTRY PARTNERS

Participation-Building Tools Tactics

Get On Board Toolkit
RBFF made it easy for industry partners to build on the success of the Get On Board consumer marketing campaign by providing quick access to free, branded content geared to attracting younger and more diverse anglers and boaters.

• Digital Banners
• Social Media Posts
• Press Releases
• Retention Tools
• Infographics
• Promotional Videos

Embeddable “Places to Fish and Boat” Map
Added to industry partner’s websites, this interactive, information-loaded map makes a day on the water easy to get to and enjoy by guiding customers to nearby fishing spots and boating facilities.

139 Industry Sites
Up 31% vs. FY21

Fishing License and Boating Registration Plugin
With Take Me Fishing’s plugin on an industry partner’s site, fishing and boating customers can simply click the state they’re in and be taken directly to the fishing license or boat registration information they need.

156 Industry Sites
Up almost 15% vs. FY21
Enhancing the Boat Ownership Experience

What do customers like? What not so much? RBFF, MRAA, and NMMA sponsored a study conducted by Left Brain Marketing, Inc. to help the industry gain insights into how they can improve their customers’ boat-buying experience, as well as boat-ownership retention.

The study indicated that most first-time and repeat boat owners intend to remain in boating, though possible underutilization and ownership costs continue as risks. These results were shared with industry stakeholders during a webinar and are available in RBFF’s Resource Center.
FEDERAL PARTNERS

Together Tactics

With interests and objectives aligned from the start, RBFF and its federal partners continued to make fishing and boating more welcoming for newcomers, and easier to continue for all.

Federal 60 in 60 Committee
The federal 60 in 60 Committee was formed after the 2017 signing of a memorandum of understanding (MOU) between several federal organizations—including the National Park Service, the U.S. Fish and Wildlife Service (USFWS), the Bureau of Land Management, and the U.S. Forest Service—and like-minded private-sector organizations including the Association of Fish & Wildlife Agencies, the ASA, the NMMA, and RBFF.

The committee's sole purpose was to increase angler participation from 49.1 million in 2017 to 60 million anglers within 60 months (by the end of 2021).

While efforts to achieve 60 million anglers in 60 months fell just short of the mark, participation made huge gains along the way, as did growth in state and industry partners’ R3 expertise—sure to reel in new anglers and boaters in the years ahead.

National Fishing and Boating Week
RBFF embarked on a partnership with the National Park Service (NPS), the National Oceanic and Atmospheric Administration (NOAA), the USFWS, the National Forest Service (NFS), the Bureau of Land Management (BLM), ASA, NMMA, and AFWA to promote National Fishing & Boating Week.

RBFF created a social media toolkit for federal agencies to:

- Promote NFBW and “Free Fishing Days”
- Highlight the “Places to Fish and Boat” map
- Tie-in with the National Get On Board campaign #TheWaterIsOpen

National Park Service Partnership
NPS’s partnership with RBFF was a natural fit: connect audiences with NPS locations that host fishing and boating locations by including them in the Take Me Fishing’s “Places to Fish and Boat” map.

RBFF also helped promote NPS fishing and boating locations by featuring them in online pop-up banners, on-site posters, and on specially created rack cards. Included in all: a direct link to the site’s fish and wildlife agency’s website for fast, easy purchase of a license.

NOAA
The National Oceanic and Atmospheric Agency (NOAA) and RBFF’s Get into Your Sanctuary campaign invited consumers to post photos of their favorite national marine sanctuaries online. And they did!

On course for new partnership ventures ahead, NOAA named RBFF Senior Vice President Stephanie Vatalaro to its National Marine Sanctuaries Business Advisory Council.
Conservation

Protecting Our Environment
RBFF continued to keep anglers and boaters on board with environmentally wise practices while increasing awareness that fishing license purchases impact conservation.

In the World
Through the social media initiative #RecreateResponsibly, RBFF shared tips for taking care of the waterways and aquatic life we treasure while enjoying fishing and boating.

RBFF’s commitment to the environment was also displayed in the July “Green Issue” of Angling International, with its article “RBFF: Our mission is 100% connected to conservation.”

In the Field
- The entire crew of RBFF rolled up their shirtsleeves to participate in a cleanup of Lake Cook in Alexandria, Virginia as part of RBFF’s Adopt a Lake program

- RBFF Senior State Marketing Manager Joanne Martonik was named to the Association for Conservation Information, Inc. (ACI) board of directors

- Both Martonik and RBFF State R3 Program Director Stephanie Hussey participated in ACI events
The Course Ahead
Moving Forward | Even-Keeled

[Images of people fishing and enjoying the lake]

RBFF
This year, RBFF came to a new milestone in its history. After more than a decade under the leadership of Frank Peterson, Dave Chanda is now steering us forward as RBFF’s new President and CEO, already tackling the challenges that lie ahead.

A primary challenge facing RBFF is to retain the millions who discovered boating and fishing during COVID shutdowns. In RBFF’s many upcoming planning sessions, programs and partnerships, the focus will be on steering these newcomers toward lifelong participation.

Specifically, on the horizon are:

- RBFF’s New Strategic Plan
- Revamped Websites
- Insights: Women Anglers
- Industry Stakeholder Research
- Continued Funding
THE COURSE AHEAD

**Even-keeled Tactics**

**RBFF’s New Strategic Plan**
RBFF’s Board, leadership, and other key players will convene in June 2022 to develop a new 3-year Strategic Plan that will chart the course through March 2025.

**Revamped Websites**
To keep pace with constant, dramatic changes in consumer use of technology, RBFF is redesigning its consumer website TakeMeFishing.org. The site’s navigation and content will be refreshed to vastly improve the user experience. At the same time, RBFF will also overhaul its corporate site (rbff.org), complete with an updated “Resource Center.”

**Insights: Women Anglers**
RBFF is researching the link between women who fish and boat, and the various psychological and social benefits they derive from it. Research results will be shared in FY23 in advance of an FY24 consumer campaign directed toward and led by women.

**Industry Stakeholder Research**
To help better serve industry stakeholders, RBFF is working with the same research consultants who conduct RBFF’s annual stakeholder satisfaction survey—McKinley Advisors—to learn more about the different segments of the country’s fishing and boating industry, and their unique needs.

**Continued Funding**
RBFF will be reapplying for five years of continued federal funding later this year (2022).
RBFF’s Board of Directors is made up of individuals who have been appointed by industry, federal and state agency organizations. This group enables RBFF to keep the best interests of every facet of the fishing and boating community in mind as it carries out its mission.

Board of Directors

DALE BARNES
Division Manager,
Yamaha Motor Corporation

CRAIG BONDS (TREASURER)
Inland Fisheries Division Director,
Texas Parks and Wildlife

ELLEN BRADLEY
Senior Vice President and
Chief Communications Officer,
National Marine Manufacturers Association

DIANE BRISTOL
Vice President,
Culture and Community
Simms Fishing Products

COLLEEN CALLAHAN
Director,
Illinois Department of Natural Resources

LOUIS CHEMI
Vice President and General Manager
Freedom Boat Club

THOM DAMMRICH
Global Marine Business Advisors
Retired President,
National Marine Manufacturers Association

KATHY FENNEL
Executive Vice President and General Manager,
Major League Fishing

BARB GIGAR
Aquatic Education Coordinator,
Iowa Department of Natural Resources

KEN HAMMOND (VICE CHAIR)
President, The Hammond Group

GLENN HUGHES
President,
American Sportfishing Association

DIRK HYDE
President,
Aluminum Fish Group and Lund Boats
Brunswick Corporation

CARLY HYSELL
Associate Director of PR,
Garmin International

RICK JACOBSON
Chief, Bureau of Natural Resources
Connecticut Department of Energy
and Environmental Protection

JOE LEWIS (SECRETARY)
General Manager,
Mt. Dora Boating Center

ED MAHONEY
Professor Emeritus,
Michigan State University

JEFF MARBLE
President, Marble, LLC

WADE MIDDLETON
President, Careco TV

JEFF PONTIUS (CHAIR)
Business Consultant
Retired President and CEO,
Zebco Brands

RON REGAN
Executive Director,
Association of Fish and Wildlife Agencies

BRYAN SETI
General Manager,
Watercraft Group
Yamaha Motor Corporation

JON SCHLOSSER
Vice President, Marketing
Pure Fishing

PHIL SMOKER
Vice President of Sales,
Smoker Craft

ERIC SUTTON
Executive Director,
Florida Fish and Wildlife Conservation Commission

SHELLEY TUBAUGH
Vice President, Marketing
Grady-White Boats

JOEY WELLER
Vice President of Sales,
Grady-White Boats

BOBBY WILSON
Deputy Director,
Tennessee Wildlife Resource Agency

BOB ZIEHMER
Senior Director of Conservation,
Bass Pro Shops
MISSION

Implement an informed, consensus-based national outreach strategy to increase participation in recreational angling and boating, thereby increasing public awareness and appreciation of the need to protect, conserve and restore the nation’s natural aquatic resources.

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 a nation that conserves, restores and protects the resources that sustain it. We believe the water is open to all.

Through the Sport Fish Restoration program, tax dollars from the purchase of rods, reels, lures, flies, motorboat fuel and accessories go toward conducting research, reintroducing sport fish species, restoring habitats, offering aquatic education, and constructing boat ramps and fishing piers.

By incorporating the Sport Fish Restoration logo—a shared symbol of cooperative conservation—in communication materials, RBFF partners and stakeholders can help educate the public about how boaters and anglers contribute to funding conservation in this country.
Please find RBFF’s Statements of Financial Position for Fiscal Year 2022 below.