

# Moving Forward | Even-keeled

Stakeholder Annual Report 2022



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# In the Wake of Extraordinary Times

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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.



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

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### Message from RBFF Board Chairman

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.

A handwritten signature in black ink, appearing to read 'JPontius', with a long, sweeping horizontal line extending to the right.

**Jeff Pontius**  
RBFF Board Chairman  
Retired CEO, Zebco Brands







## Message from RBFF President and CEO

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.

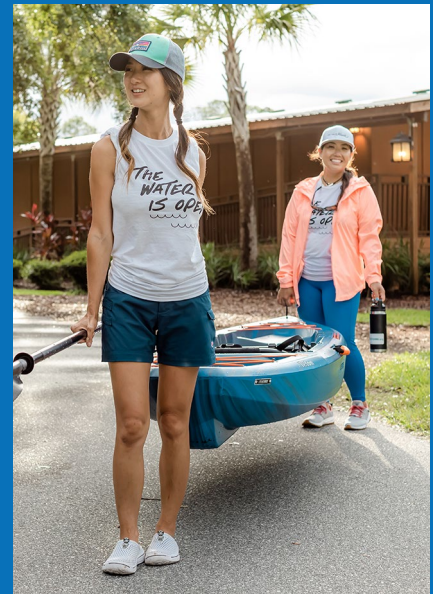
A handwritten signature in dark ink that reads "Dave Chanda". The signature is fluid and cursive, with the first name "Dave" and last name "Chanda" clearly distinguishable.

**Dave Chanda**  
RBFF President and CEO



# Participation

Moving Forward | In Growing Numbers



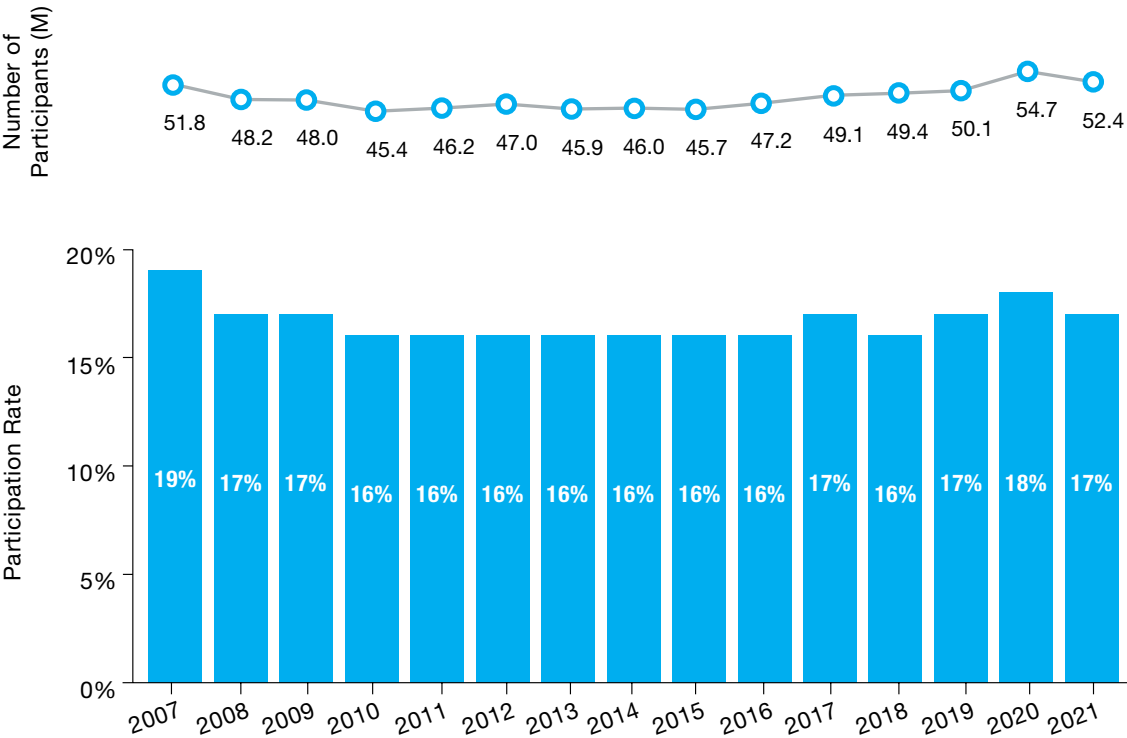
PARTICIPATION

# In Growing Numbers

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

HIGHLIGHTS:

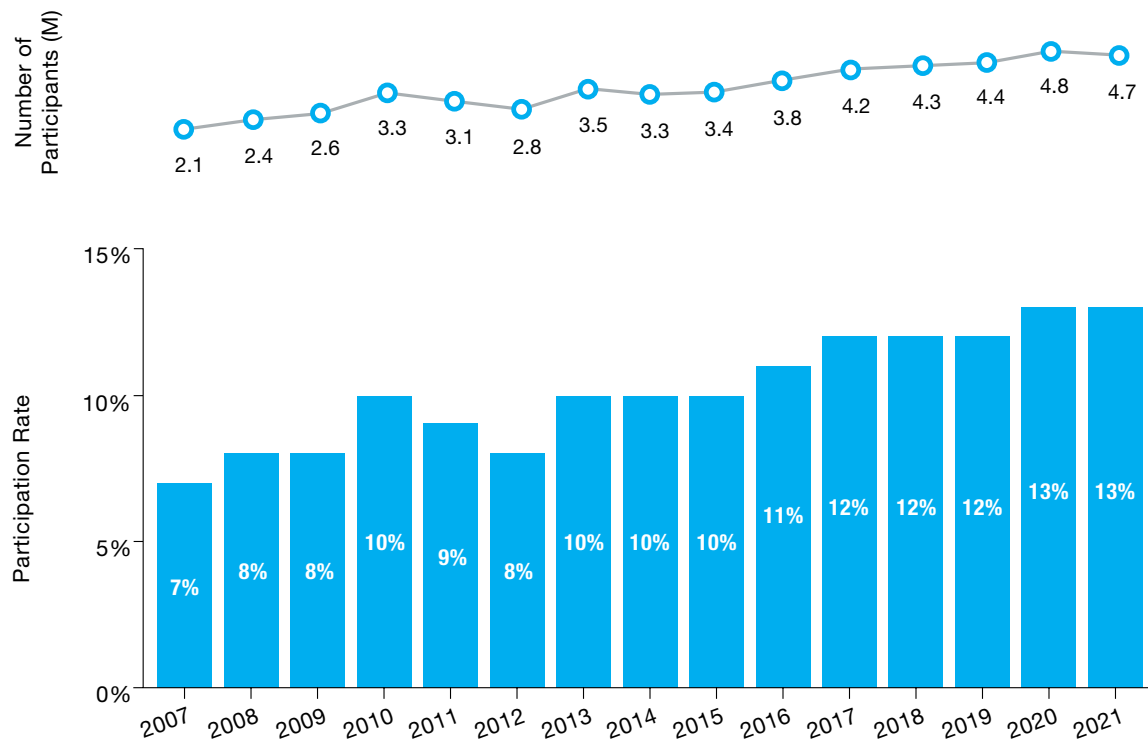
## 52.4M Fishing Participation



## PARTICIPATION

# In Growing Numbers

## 4.6M Hispanics Fishing Participation



## 890M Fishing Outings

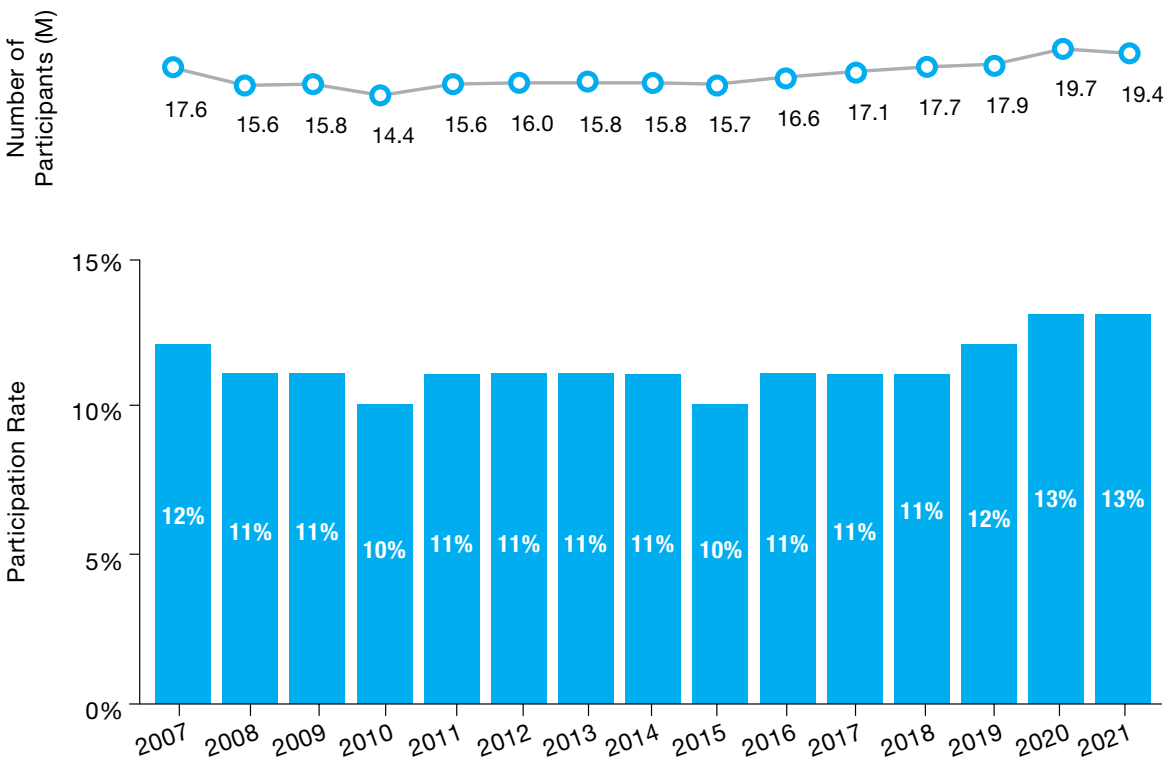
up 10M from 2019



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



## Take Me Fishing™

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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

Of all consumers surveyed

Up from 79%  
12 months ago

**93%**

of Consumers  
with Brand Recall

**97%**

of Hispanics  
with Brand Recall

Take Me Fishing™  
and Vamos A Pescar™

# 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

## 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

## 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



## Get On Board

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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.

## Get On Board

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### *Sizzle Reel*

3.4B

Total Impressions

[View Video](#)



### *Paid Placements*

35M

Impressions

in digital  
publications

173M

Impressions

in Social  
Media

### *Video*

263M

Impressions

on Hulu, Spotify,  
Holey Moley  
and more

13M

Impressions

on top-performing  
Accuweather

### *Public Relations*

2.6B

Impressions

121% increase  
over FY21

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

### *PSAs*

\$5.2M

Worth of  
Exposure

96%

Completion Rate

### *Social Media*

22M

Impressions

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

# 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

Buzzfeed	Complex	Hearst
10M	11M	6M
Total Impressions	Impressions Over-all	Impressions
1.96M video views	17% over-delivery	1.2M video views
35K clicks	2:55 average time spent with content	7K engagement clicks
(Over 4x BuzzFeed benchmark)		

# Get On Board Media Partnerships Tactics

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## 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.

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## 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**

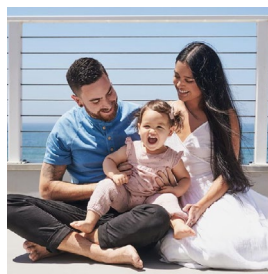
Total Impressions From  
55 Partner Influencers



The Mom Trotter



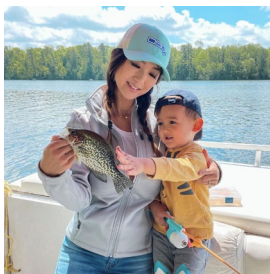
Jason Tartick



Us The Duo



She Explores



Girl of 10,000 Lakes



She Colors Nature



## Women Making Waves

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

## Alliances

### Walt Disney® World Resort and Disney Media Networks

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**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.



wewearcute 🌊 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



## Awards

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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.

# Research

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.

[View Results](#)



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

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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

### 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.

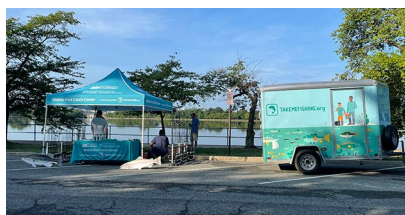
### Mobile First Catch Centers

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**



**11 Additional Units in Development**



**15 FY22 Participating States and DC**



## STATE PARTNERS

# Fueling Progress Tactics

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### 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.

## 11 Programs

in 10 States

## \$508K Funding

\$208K RBFF

\$300k Total State Funds  
and In-kind Support

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### 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

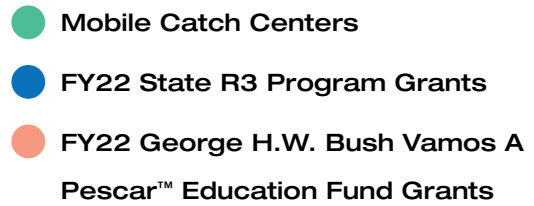
## 7th Year of Grant Awards

## 15 Programs in Six States

## \$185,000 FY22 Total

Industry partner-funded grants and  
state matching funds

## Multi-program Map



## STATE PARTNERS

# Building Expertise Tactics

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### 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.

### 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](https://www.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

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### 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

## Furthering Partnerships

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**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**

## Research Tactic

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### **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



## 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

## Collaborations Tactics

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### 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.

RBFF also showed its support for the industry by directly sponsoring multiple events: the Association of Marina Industries (AMI) Conference and Expo, American Sportfishing Association (ASA) Sportfishing Summit, International BoatBuilders' IBEX Show, American Fly Fishing Trade Association (AFFTA) International Fly Tackle Dealer Show, Miami International Boat Show, Marine Retailers Association of the Americas (MRAA) Dealer Week, Theodore Roosevelt Conservation Project (TRCP) Capital Conservation Awards, and *Boating Industry's* Elevate Summit.



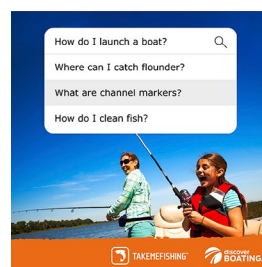
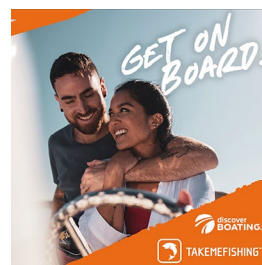
## INDUSTRY PARTNERS

# 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

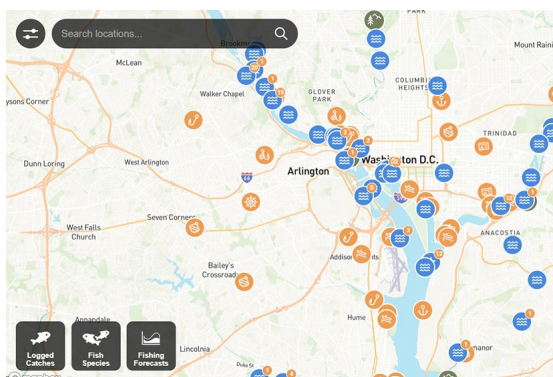


### Embeddable “Places to Fish and Boat” Map

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



# Research Tactics

## 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](#).

**DISCOVER BOATING™**

**MRAA**

**RECREATIONAL BOATING & FISHING FOUNDATION**

**Left brain™**

*Understanding the Challenges and Identifying Opportunities to Enhance the Boat Ownership Experience*

Industry Webinar

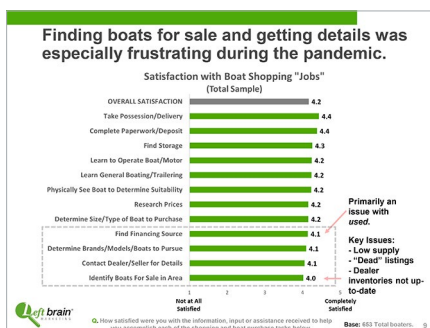
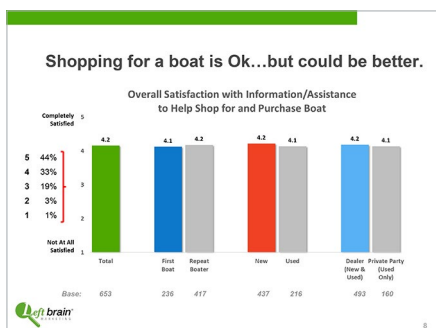
March 9, 2021

The Right Approach to Business Decisions

Left Brain Marketing, Inc. • 21307 Janssen Rd • Chandler, TX 75725 • P: 913.764.8860 • www.leftbraininc.com

**About the Study...**

- Goal: Identify the challenges and frustrations with boat shopping, purchase and ownership experience.
- Two parts: Qualitative and Quantitative
- 653 Recent Boat Buyers (2020-2021)
  - Mix of First Time, Repeat, New and Used purchasers
  - State Boater Registrations and LBM's Boater Panel





# Federal Partners

Moving Forward | Together



## Together Tactics

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**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





# Protecting Our Environment Tactics

**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





## Even-keeled

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**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**

## Even-keeled Tactics

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### **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).

# Board of Directors

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**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.**

**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 CEMI**

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.



# Fiscal Year 2022 Financial Review

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Please find RBFF's Statements of Financial Position for Fiscal Year 2022 below.

[View RBFF 2022 Financial Review](#)



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