First-Time Buyers Retention Email Campaign Toolkit
First-Time License Buyers Retention Pilot Program Toolkit

BACKGROUND
The Recreational Boating & Fishing Foundation (RBFF) works to grow the number of anglers and boaters by working in collaboration with state agencies to develop, implement and evaluate innovative recruitment, retention and reactivation (R3) efforts. Retaining anglers, especially first-time license buyers, is vital to increasing participation in fishing.

In 2015, RBFF partnered with the Georgia Wildlife Resources Division to implement a retention pilot program targeting first-time fishing license buyers to increase fishing license renewal rates. This toolkit’s purpose is to provide you with the tools to implement a program to retain first-time license buyers in your state. Encouraging an angler to renew their license will help steer them down the road to becoming a lifetime angler.

OPPORTUNITY
Why focus on first-time license buyers? The answer is simple. RBFF’s First-Time and Repeat Angler Analysis study found that new anglers are two times more likely to lapse than repeat anglers, with renewal rates of 31% and 68% respectively. The same study found that, on average, repeat anglers spend 47% more than new anglers on fishing licenses, tags and permits. See all reports on first-time license buyers.

The 2016 Special Report on Fishing found that there were 2.5 million first-time anglers in 2015, which is an increase from 2.4 million new anglers in 2014. With more people trying the sport for the first time, more has to be done to retain these new anglers.

PROGRAM
First-time license buyers were defined as those who:

- Purchased a resident annual fishing license in 2015 AND
- Did not purchase any privilege in the four prior years

All anglers received a Thank You email upon purchase. They were divided into 5 groups based on communications received:

- Group 1 – Control Group – no communications except for the initial Thank You email
- Group 2 – Reminder emails
- Group 3 – Reminder emails with a discount promotion
- Group 4 – Newsletters and reminder emails
- Group 5 – Newsletters and reminder emails with a discount promotion

First-time license buyers were sent the above communications at certain times based around their license expiration date (Georgia’s license year is 365 days from date of purchase). If a license was not renewed, the following reminders were sent:

- 30 days before expiration
- 1 week before expiration
- 1 day before expiration
- 30 days after expiration

Once all in the study received the appropriate communications, the program was evaluated.
RESULTS
All four of the groups that received communications had significant increases in renewal rates compared to the control group!

Overall, the email communication to the four treatment groups generated a 4.7% increase in the license renewal rate compared to the control group. The program led to an additional 1,448 licenses being sold in Georgia, leading to more than $18,000 in added revenue. Furthermore, anglers in the treatment group renewed their licenses more quickly than those in the control group. On average, members of the control group took 30.5 days to renew their license while members of the treatment groups averaged just 18.8 days.

The treatment groups overall generated more than $92,000 in revenue for the agency. There was no cost to implement the program; just the investment of staff time to distribute the emails. And when considering the lifetime value of an angler and the economic impact, the contribution is even greater to the agency, state and industry.

The full report, including more details on the discount promotion, newsletters and monthly results, can be found in the Take Me Fishing Resource Center.

BENEFITS
Sending license expiration reminder emails to first-time license buyers and all anglers is vital to keeping anglers engaged and involved with the sport. These email reminders will increase license renewals, increase revenue and decrease the amount of time a person lets their license lapse.

PROCESS
The process is simple – identify first-time license buyers and send them renewal reminders and newsletters.

1. A list of first-time license purchasers was found by analyzing license data to figure out who had purchased a fishing license in 2015 but not in the previous four years in Georgia.
2. Ten percent of the list was flagged as the control group.
3. The remaining anglers were randomly put into one of the 4 test groups to receive various communications.
4. Newsletters were sent out monthly to the appropriate test groups.
5. License renewal email reminders were sent.

EMAIL TEMPLATES
The following email templates were created by RBFF’s creative agency to be used specifically for retention emails. All templates were created in warm colors and cool colors to be used depending on the color palette that is best for your state. Templates are in html code and are available in desktop and mobile versions. These templates can be completely customized to fit your needs. The templates created can be distributed to anglers depending on stage of the customer purchase cycle:

- Thank you email
- One month before license expires
- At expiration
- Following license expiration
TEMPLATES
View templates created by RBFF’s creative agency on the following pages. Download files: https://www.takemefishing.org/corporate/resource-center/marketing-materials/

A FEW OF GEORGIA EMAIL EXAMPLES
Color Palettes

Cool for cooler states
For states like: Colorado, Pennsylvania

Warm for warmer states
For states like: Georgia, South Carolina

Typography and Size

Generic System Font:
Helvetica, Arial, Sans-Serif

A headline is 26pt on desktop and 24pt on mobile

Body copy is 18pt on desktop and 16pt on mobile

Legal copy is 12pt on desktop and 10 pt on mobile
Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License

Stay in touch
Our e-newsletter will keep you up-to-date about important Pennsylvania fishing news. We promise we won't overwhelm you with emails, but if you wish, you can unsubscribe here.

Connect with us
Questions? Give us a call at xxx-xxx-xxxx
Visit us at www.com
Our office is located at xxx Main Street
City, State, ZIP

Copyright © 2014
Thank You Email
Subject Line: Fishing license purchase confirmation

Welcome to the exciting world of Pennsylvania fishing!

Hello, Jim Smith:

Thank you for your recent purchase of a 2015 fishing license. Your fishing license number is [xxxxxxx].

Fishing license fees play an important role in helping advance local conservation efforts that protect Pennsylvania’s fish and wildlife resources.

Thank you for making an investment in our state’s future. Have a great year out on the water!

1 Month Before License Expires
Subject Line: Renew your fishing license today

A reminder that your fishing license expires in one month.

Hello, Jim Smith:

Thank you for your previous fishing license purchase. Your license expires next month, and you will need to renew it to enjoy fishing in Pennsylvania in 2015.

Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.
At Expiration
Subject Line: Your 2014 fishing license has expired

Don’t miss out on the great fishing our state has to offer.

Hello, Jim Smith:

We are notifying you that your fishing license has EXPIRED. Don’t let this season pass you by. Renew your license today!

Renew your license now online or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License

Following License Expiration
Subject Line: Renew your fishing license now

Fishing season is almost here. Don’t miss out.

Hello, Jim Smith:

We recently informed you that your state fishing license has expired. So far, we have not heard from you about renewing your license for 2015. Don’t wait — renew today!

Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License
Hello, Jim Smith:

Fishing is a great way to have fun with family and friends. Be sure you're able to start making amazing memories again this year by renewing your fishing license TODAY.

Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License
The latest news in Colorado Fishing

Introduction to the publication goes here. Introduction to the publication goes here.

**Article Teaser**
Donec ullamcorper nulla non metus auctor fringilla. Id ligula porta felis euismod semper. Id ligula porta felis euismod semper.

*View Full Article*

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*View Full Article*

**Stay in touch**
Our e-newsletter will keep you up-to-date about important Pennsylvania fishing news. We promise we won’t overwhelm you with emails; but if you wish, you can unsubscribe here.

**Connect with us**
Questions? Give us a call at xxx-xxx-xxxx
Visit us at www.xxxx.com
Our office is located at xxx Main Street
City, State, ZIP

Copyright © 2014
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Renew License

Following License Expiration
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Hello, Jim Smith

We recently informed you that your state fishing license has expired. So far, we have not heard from you about renewing your license for 2015. Don’t wait — renew today!

Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License
One Week Before New Major Season Opens
Subject Line: One week until fishing opener

The 2015 fishing opener is almost here. Be a part of it.

Hello, Jim Smith

Fishing is a great way to have fun with family and friends. Be sure you're able to start making amazing memories again this year by renewing your fishing license TODAY.

Renew your license now online, or visit your nearest license retailer location to enjoy fishing without interruption.

Renew License
The latest news in Colorado Fishing

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Preview of a sentence in the story
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City, State, ZIP

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