

First-Time Buyers Retention Email Campaign Toolkit



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org



VAMOSAPESCAR.org

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

Go Fish Georgia!



Georgia's waters offer anglers some of the most diverse fishing opportunities in the southeast with more than 500,000 acres of reservoirs, 12,000 miles of warm water streams and over 4,000 miles of cold water trout streams.



Where to Go Fish Georgia!

Looking for a great place to get online fishing tips for Georgia reservoirs and rivers? Look no further! [These pages give anglers of all skill levels in-depth information](#) detailing 31 reservoirs and 18 rivers in one convenient location. Each fishing prospect guide includes best bets, technique tips, target recommendations and contact information as well as links to boat ramps, a lake map and local weather.



Why Your License Purchase Counts!

By purchasing a license as well as fishing equipment, you and your fellow anglers have helped fund the [Sport Fish Restoration Act](#). This Act allows funds accumulated from a federal excise tax on equipment and related items to benefit recreational anglers. [Sport Fish funds](#)

Go Fish Georgia!



Fishing = rewards all the way around!



Rewarded for Fishing? Yes, Please!

In 2014, more than 60 anglers reeled in an Angler Award for outstanding catches and you can too. This award program recognizes those who catch fish that meet or exceed a specific weight or length for that particular species. Win bragging rights, and a personalized hat embroidered with the angler's name and the species and weight of the fish caught.



What did I Catch? Fish Identification Help

Wonder what you are reeling in? Or what you could possibly reel in where you are fishing? Check out the [Fishopedia at TakeMeFishing.org](#) and learn about each species' habitat, suggested fishing methods and recommended baits and lures.



Renew your Georgia license before it expires and save \$2.75 on your purchase!

"[TITLE.FIRSTNAME]",

Thank you for your previous license purchase. This is a friendly reminder that the following license(s) will expire soon. If you renew before expiration, you automatically receive a discount of \$2.75 at checkout. Don't wait, renew today!

Name: "[TITLE.FIRSTNAME]" "[TITLE.LASTNAME]"
DNR ID: "[CUST_ID]"

License(s) and Expiration Date(s):
"[DESCRIPTION]"

[Renew your license online now.](#)

For more information about hunting, fishing and boating, go to www.georgiawildlife.com

GET YOUR LICENSE ONLINE NOW.



Renew Your Georgia License

"[TITLE.FIRSTNAME]",

Thank you for your previous license purchase. This is a friendly reminder that the following license(s) will expire soon. Don't wait, renew today!

Name: "[TITLE.FIRSTNAME]" "[TITLE.LASTNAME]"
DNR ID: "[CUST_ID]"

License(s) and Expiration Date(s):
"[DESCRIPTION]"

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For more information about hunting, fishing and boating, go to www.georgiawildlife.com

GET YOUR LICENSE ONLINE NOW.

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

Headline Area

Logo Space



Messaging Area

SAMPLE

Call to Action

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

Renew License

Footer

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 xxx.com
Our office is located at xxx Main Street
City, State, ZIP

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.

[Renew License](#)

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](#)

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.



SAMPLE

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](#)

Colorado Fishing inaugural issue



SAMPLE

The latest news in Colorado Fishing

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

Articles



Article Teaser

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

View Full Article



Article Teaser

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

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View Full Article

Stay in touch

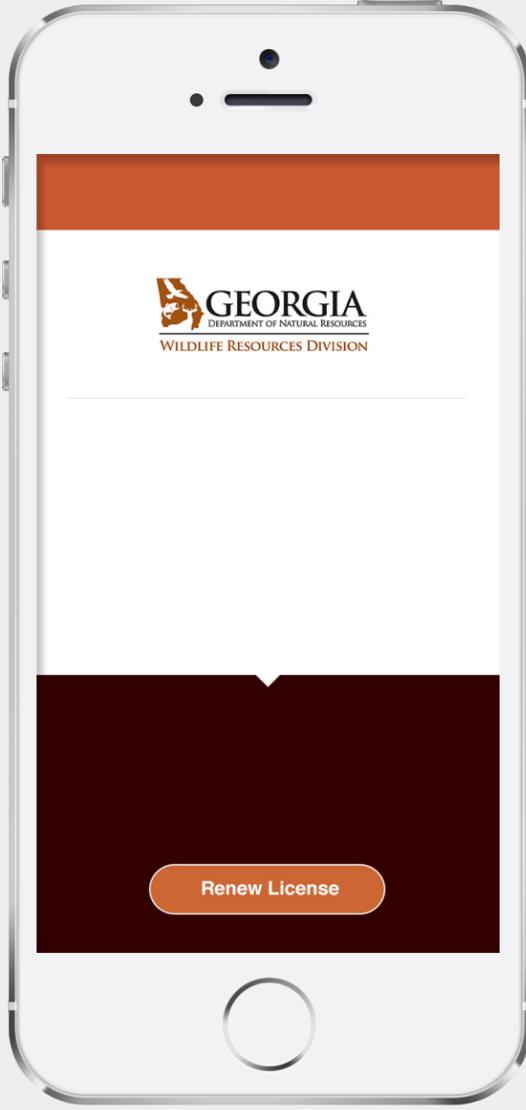
Our e-newsletter will keep you up-to-date about important Pennsylvania fishing news. We promise we won't overwhelm you with emails; but if you wish, you can [unsubscribe here](#).



Connect with us

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

Headline Area

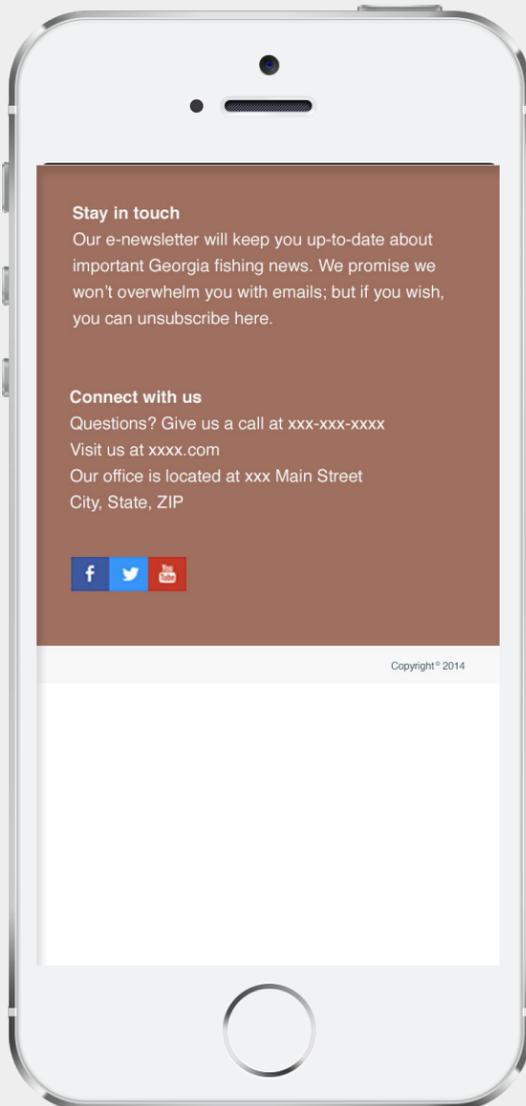


Messaging Area

Call to Action

Renew License

Footer



Thank You Email

Subject Line: Fishing license purchase confirmation

Welcome to the exciting world
of Georgia 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.**

[Renew License](#)

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!

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[Renew License](#)

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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.

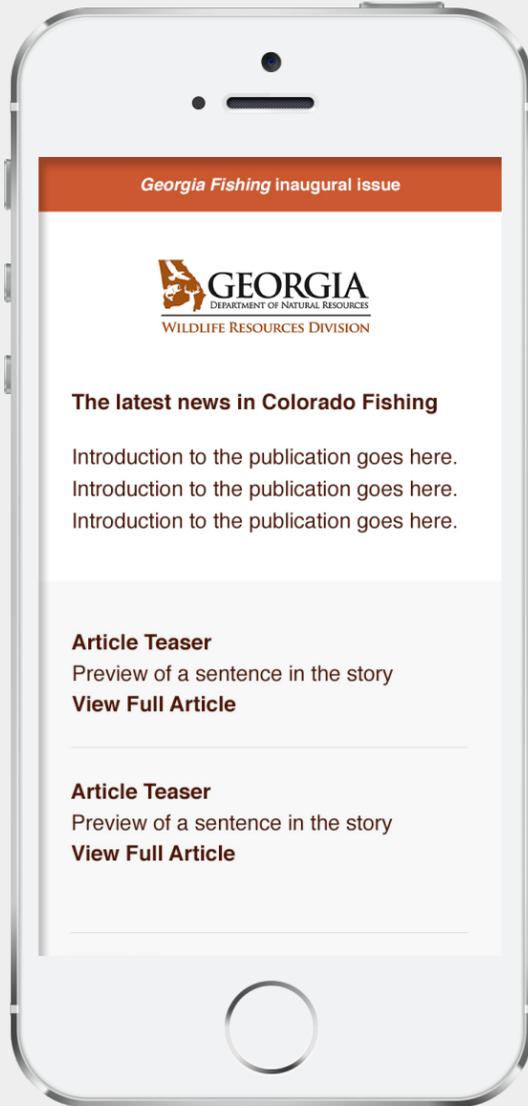


Hello, Jim Smith

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[Renew License](#)



Articles

