We’re Here To Help:
RBFF Resources Available
RBFF Resources Available

- TakeMeFishing.org + State Referrals
- Boat Registration Marketing Program
- Successful Toolkits
- Visual Content, Grants, Webinars
TakeMeFishing.org

- Refresh February 2016

- State referrals – 700,000 YTD

- State pages offer opportunities for local content/resources

- Events calendar

- Featured blogs; state specific
Boat Registration Program

• National direct mail program
• Audience: lapsed boaters
• 2016:
  • 18 states participated
  • 49,987 boat owners registered

$1.88 M gross program revenue
Toolkits
Retention Toolkit

- Created based on pilot program w/Georgia Wildlife Resources Div.
- Audience: first-time buyers
- Includes step-by-step video to implement in your state
- 2.5 million first-time anglers in 2015

$92,000+ revenue

7,380 total renewals
Reactivation Toolkit

- Georgia used toolkit to send to angler groups <5yrs; >5yrs
- Audience: lapsed anglers
- Toolkit contains direct mail and email templates; steps to implementation; areas for customization

$171,000 total revenue

9,797 licenses sold
Hispanic Toolkit

• Compiled into one location!
• Hispanic Market Research
• Spanish Language PSAs
• Past Webinars
• Bilingual How-To Videos
• Translation Guide
• Photo Library
Visual Content
Photo Library
How-To Videos

Cómo Registrar su Bote

Cómo Obtener una Licencia de Pesca

TAKEMEFISHING.org

VAMOSAPESCAR.org

Helping to conserve your state’s aquatic resource

Fishing Basics: How to Get a Fishing License
Be a Guest Blogger

NEW OPPORTUNITY!

PEE DEE REDBREAST, SOUTH CAROLINA'S FAVORITE SUN (FISH)

For sure, there are larger freshwater gamefish (largemouth bass and crappie spring to mind), including...
Annual State Grant Opportunities

• GHWB Vamos A Pescar™ Education Fund
• State Innovative R3 Program Grants
Quarterly Webinars

• Webinar series for state partners

• Past topics:
  • Improving Digital Engagement
  • Leveraging Social Media Tools/Trends

• Upcoming topics (early 2017):
  • Hispanic Webinar 4.0
  • R3 Report Recommendations
Social Sharables & Infographics

- Visual sharables for use on social media
- Coming Soon!
  - 60 in 60 toolkit
  - New PSA – tv, radio, print (customization)
Resource Center

RESEARCH & REPORTS
Research on industry trends, audiences, and programs to better guide your outreach efforts.
GET INFO

CONTENT YOU CAN USE
Add dynamic content to your site with our Map and educational videos.
GET INFO

MARKETING MATERIALS
Plan and execute your marketing campaign with the help of our logos, photos, and more.
FIND OUT MORE

WEBINARS & WORKSHOPS
Access materials from RBFF’s frequent webinars and its annual State Marketing Workshop.
GET INFO

EVENT PLANNING & EDUCATION
RBFF has the resources you need to plan, promote, and execute your event.
GET INFO

SWEEPSTAKES & PROMOTIONS
RBFF runs various promotions and sweepstakes throughout the year. Get involved here.
GET INFO

HISPANIC TOOLKIT
Find all the marketing materials you need to reach out to your Hispanic audience.

SUCCESS STORIES
RBFF produces case studies to showcase efforts to engage fishing and boating participants.

www.takemefishing.org/corporate
Thank You