



How Iowa Hooked Recreational Paddlers with Fun Mobile Passport

Campaign Dates:

June 1 – August 31, 2022

Shannon Hafner – Fisheries & R3 Communications Specialist



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING™.org

BRANDT





Campaign Goals

- Connect Iowa paddling and fishing opportunities





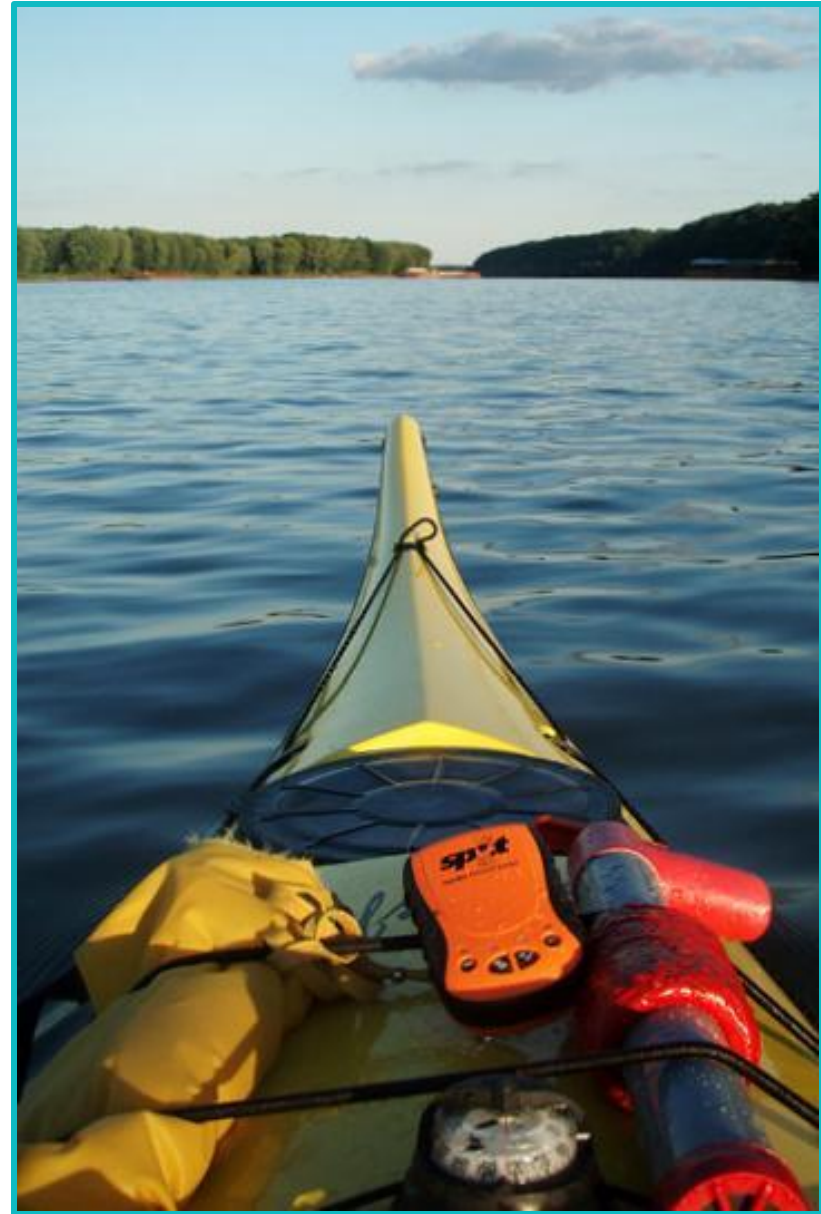
Campaign Goals

- Help Iowa DNR better understand recreational paddlers' motivations and needs



Campaign Goals

- Test strategies, messages, incentives and support networks to create a pathway for paddlers to add fishing to their paddling expeditions, and buy a fishing license.





Hook n' Paddle Passport

- Modeled from success of state park passport and through partnership with Travel Iowa.

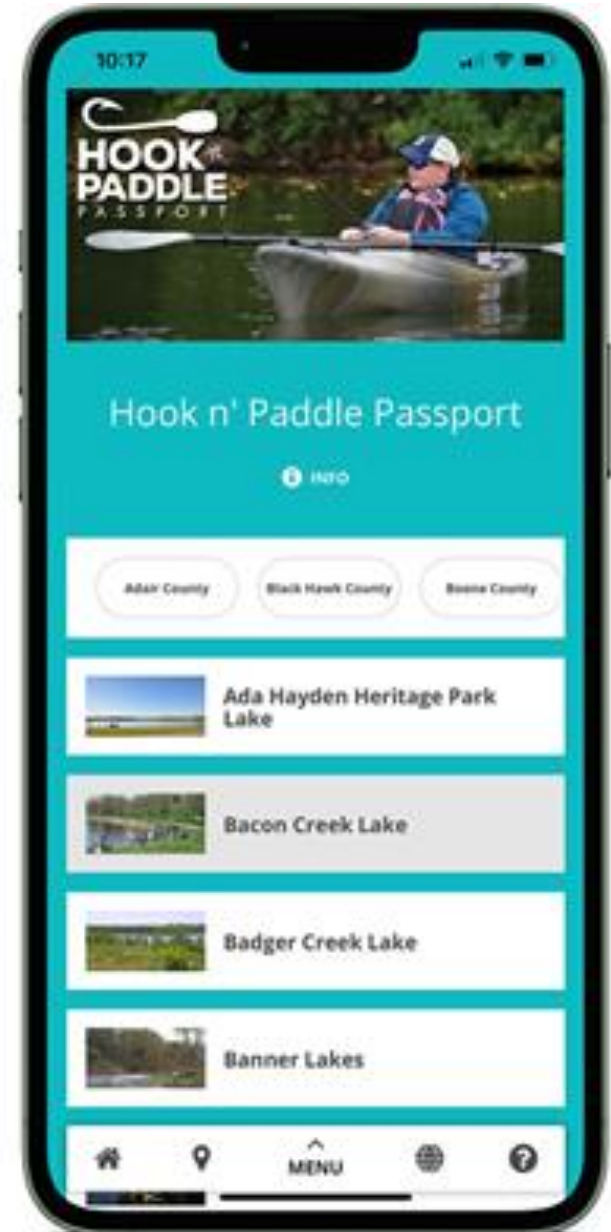


New prizes for check-ins in 2022! Sign up today!



Hook n' Paddle Passport

- Engage and incentivize paddlers as a way to obtain emails and continue their pathway to fishing.



The more locations you visit, the more prizes you'll unlock!

- Check into 3 locations - exclusive sticker (500)
- Check into 10 locations - stocked mini tackle box (100)
- Grand prize drawings!

PADDLE IOWA WATERS.
CATCH FISH. CHECK IN. WIN PRIZES!

Explore easy and safe paddling spots across Iowa this summer with the Hook n' Paddle Passport. Catch fish, stay active and get up close with nature. Some check-in locations offer kayak/canoe rentals.

The more locations along the passport you visit, the more prizes you'll unlock!

- This first 500 users to check into 3 locations will win an exclusive Hook n' Paddle Passport Sticker
- The first 100 users to check into 10 locations will win a stocked mini tackle box!

Grand Prize Drawings!

Each check-in to a location on the Hook n' Paddle Passport earns you one entry into the monthly and end of season sweepstakes drawings with a chance to win a telescoping rod, water bottle and drybag and a grand prize of a sit on kayak, paddle, life jacket and dry bag. Have fun exploring!

HOW IT WORKS

- Receive a text or email with a link to your passport
- Redeem your discounts at partner locations and click an 'Check in' to check-in at participating venues
- Enter the displayed PIN to check in

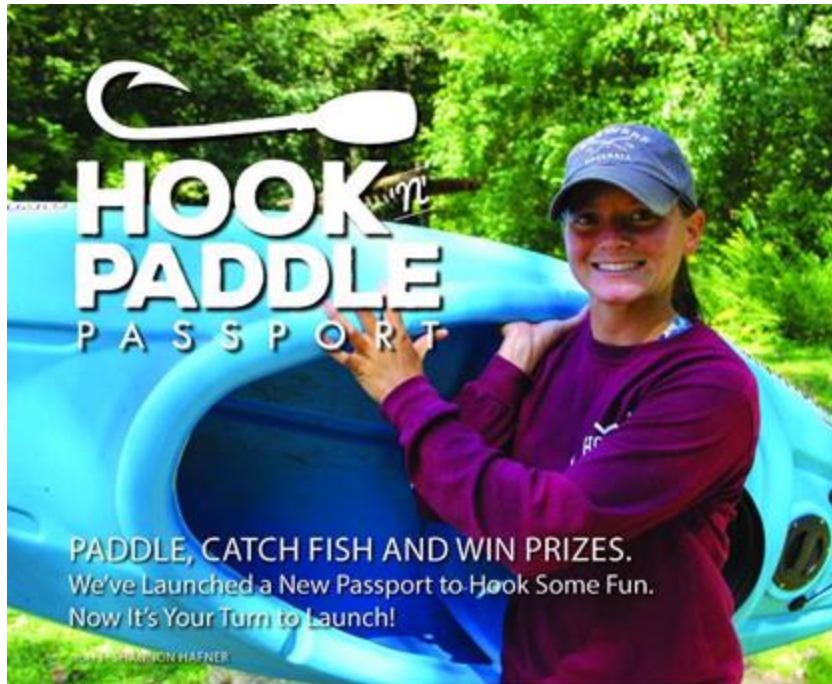
LOREM IPSUM
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PIN #

DNR **HOOK n' PADDLE**
PASSPORT



Paddle Iowa Waters. Catch Fish. Win Prizes



Explore 51 easy and safe paddling spots across Iowa this summer with the Hook 'n' Paddle Passport. Catch fish, stay active and get up close with nature. Some check-in locations even offer kayak/canoe rentals. The more passport locations you visit, the more prizes you unlock!

- The first 500 users to check into three locations will win an exclusive Hook 'n' Paddle Passport Sticker.
- The first 100 users to check into 10 locations will win a stocked mini tackle box!

Plus, you'll be entered to win monthly and grand prize drawings! Each check-in to a Hook 'n' Paddle Passport location earns you one entry into the monthly and end-of-season sweepstakes drawings with a chance to win a telescoping rod, water bottle and drybag and a grand prize of a sit-on kayak, paddle, life jacket and dry bag. Have fun exploring!

STEP 1—GET YOUR PASS

This mobile-exclusive passport is a collection of curated local Iowa fishing and paddling locations offering check-in opportunities to win prizes!

STEP 2—RECEIVE TEXT

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.

STEP 3—REDEEM

When visiting a participating location, simply ensure that your location services are turned on on your smartphone and push the "check-in" button!

Sign up at iowadnr.gov/Things-to-Do/Ready-to-Kayak-Fish

TIPS FOR A FUN, SAFE KAYAK FISHING ADVENTURE

Fishing from a kayak is an active way to get close with nature. Kayaks are small, quiet and more maneuverable than any other boat. Plus, you can get close to shore where other boaters rely on less accurate, long-distance casting.

- Be a confident paddler. Learn basic paddling strokes and how to self-rescue. Hands-on instruction and online paddling safety courses are available.
- Leave your packed tackle box home. Bring only basic tackle for the specific fish species you are trying to catch.
- Check water levels and weather conditions. Never paddle when lightning is in the area.
- Be safe. Fish with a buddy and let someone know where you're going. Wear a properly-fitted life jacket and bring a first aid kit. Carry a cell phone in a watertight dry-bag for emergencies.
- Tie down your paddle, tackle box and other fishing necessities to avoid losing them.
- Bring plenty of water. Wear light, loose-fitting clothing that dries quickly. Wear a hat, sunglasses and plenty of sunscreen.
- Stay well downstream and upstream of low-head dams. Use caution fishing around wood debris (strainers) on outside bends of streams and rivers. Be careful paddling around obstructions such as snags, log jams, submerged logs and other debris.

CLEAN, DRAIN, DRY.

You can help stop the spread of aquatic invasive species by following these easy steps everytime you explore Iowa waters.

- **CLEAN:** When you get your kayak out of the water, inspect it to make sure there are no plants, mud or debris on or in it, the paddles, and any equipment or trailer. If you find anything, remove it and dispose of it in the trash or on dry land away from water before moving to a new location.
- **DRAIN:** Make sure there is no standing water in your kayak. Tip it upside down to make sure there isn't any water in the bottom. Make sure your bait buckets and internal compartments are clean and dry as well.
- **DRY:** Use a rag or towel to dry your vessel including all compartments, livewells, and bait buckets, as well as your anchor (if applicable). If possible, dry everything for five or more days. Most aquatic invasive species can only survive in wet conditions, so this is one of the best ways to help prevent their spread.



HOOK 'N' PADDLE PASSPORT

- Mobile exclusive
- Instantly delivered via text and email
- No apps to download
- Experience our beautiful fishing and paddling locations
- Win prizes along the way!



STATE PARKS PASSPORT—OPEN ROAD, ENDLESS ADVENTURES

You're a road trip away from adventure. Explore Iowa with the State Park Passport.

Since 2020, the Iowa State Parks Passport has proven popular with outdoor lovers as a fun and engaging way to track their visits to 62 participating state parks. Since its inception, tens of thousands of check-ins have been logged at parks statewide. Explore Iowa's beautiful landscapes. Sign up for the free passport at traveliowa.com/passport with your email or by texting PARKS to 515-531-5995.



Digital Ads

Targeted users with interests in canoeing and kayaking, and passport locations.

Remarketed users who signed up, but did not check in.

The image shows a Facebook advertisement for the Iowa Department of Natural Resources (DNR). The ad features a woman in a maroon shirt and cap holding a blue kayak. A smartphone in the foreground displays the 'Hook 'n' Paddle Passport' app interface. The text of the ad includes: 'PADDLE YOUR WAY TO PRIZES', 'GET YOUR HOOK N' PADDLE PASSPORT TODAY.', and 'Hook 'n' Paddle Passport | Explore Iowa By Water'. The ad is sponsored by the Iowa Department of Natural Resources and includes a 'Learn more' button and social media interaction icons (Like, Comment, Share).

DNR Iowa Department of Natural Resources
Sponsored · 🌐

Paddle Iowa waters, catch fish 🐟, & WIN prizes! Sign up for the Hook 'n' Paddle Passport & start earning chances to win outdoor gear.

PADDLE YOUR WAY TO PRIZES

GET YOUR HOOK N' PADDLE PASSPORT TODAY.

iowadnr.gov
Hook 'n' Paddle Passport | [Learn more](#)
Explore Iowa By Water

👍 Like 💬 Comment ➦ Share



Ready to Kayak Fish

Tips for a Fun, Safe Kayak Fishing Adventure

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Buy Your License Online

Anyone 16 years and older must have a fishing license to fish Iowa waters.

Yearly, seven-day, or 24-hour fishing licenses are available.

Getting Started

[Iowa Interactive Paddling Map](#)

[Iowa Water Trail Maps](#)

[Learn How to Kayak Fish](#)

[How to Select Kayak Fishing Gear](#)

[Fish Local](#)

Know Before You Go

[Fishing Regulations](#)

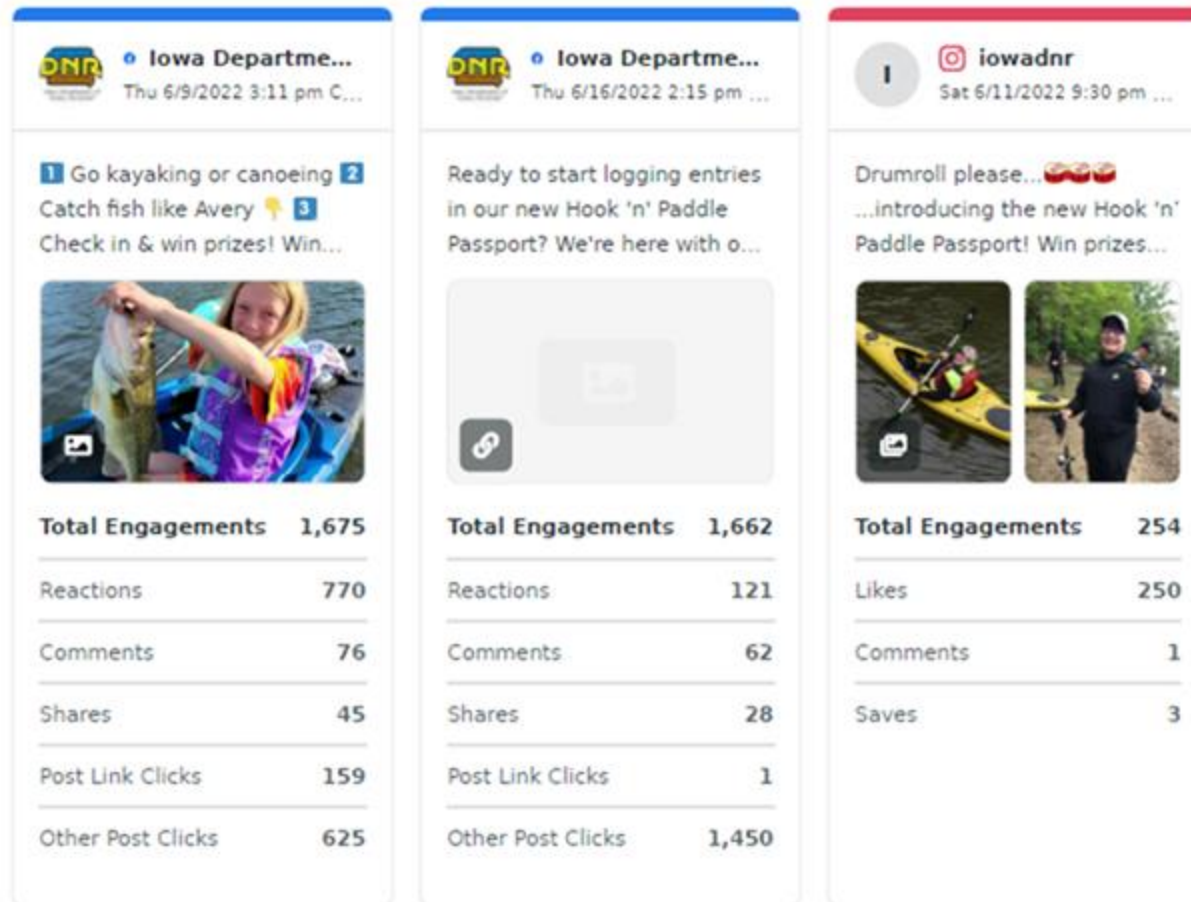
[Paddling Regulations](#)

[Real-time Streamflow and Levels \(USGS\)](#)

Social Media Posts on Iowa DNR

Impressions - 89,831

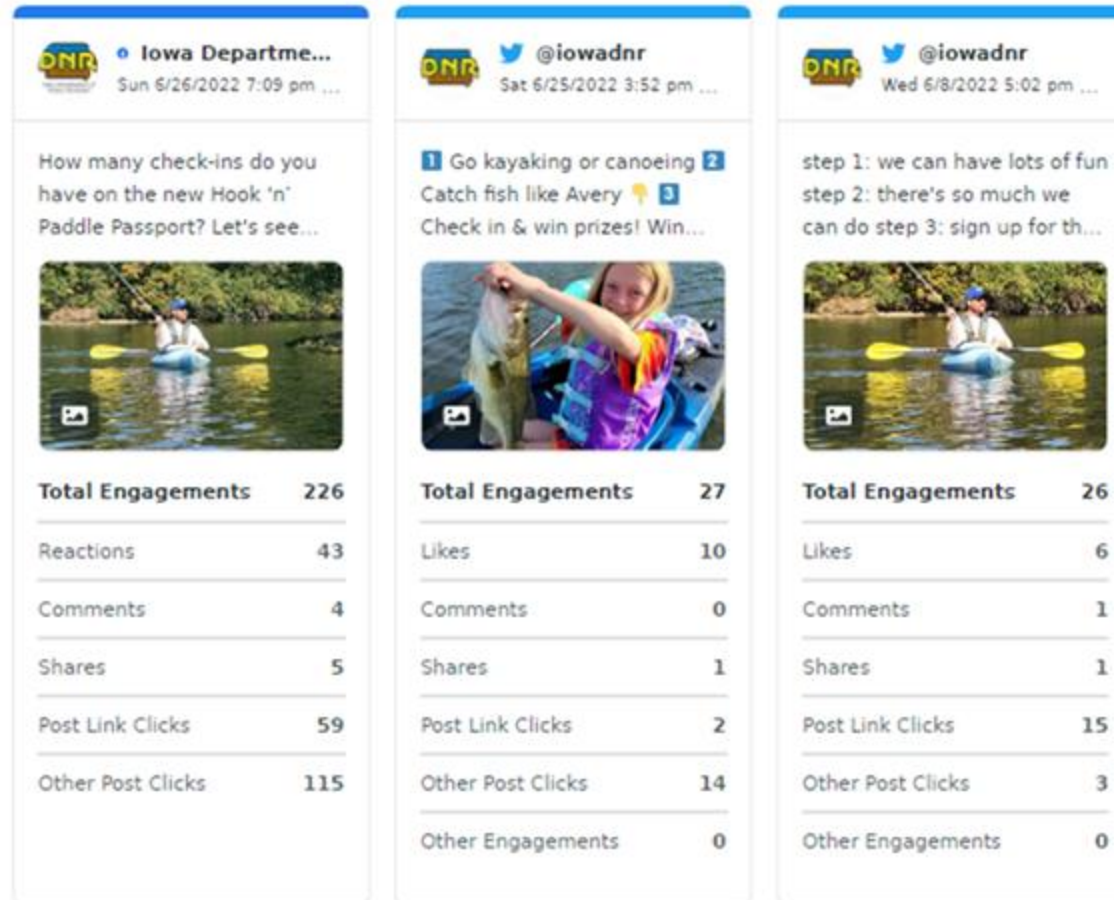
Post Link Clicks - 246



Social Media Posts on Iowa DNR

Engagements - 3,905

Engagement Rate - 4.3%





Budget

Budget Category	Total Project Budget	Grant Budget Requested	Matching Funds Provided (Cash)
Paddling Passport	\$8,500	\$8,500	
Passport Prizes	\$5,000		\$5,000
Digital Advertising	\$12,500	\$11,500	\$1,000
TOTAL	\$26,000	\$20,000	\$6,000



Digital Advertising Success

- Spent \$9,165 (+ \$3,335 fees)
- Ads were optimized towards landing page activity
- Reached 178,231 people, generated 1,769,671 impressions, and 4,075 link clicks



I got HOOKED!
HOOK[™] THE PADDLE PASSPORT

You could reel in a new kayak!
Paddle Iowa waters, catch fish and WIN prizes.

Get Your Passport!

Hurry, this promotion ends Aug. 31

The advertisement features a circular image of a woman in a maroon shirt and grey cap holding a blue kayak. The background is a light blue textured pattern.

Digital Advertising Success



As an additional bonus to the campaign, users that saw the ads generated 3,214 license system transactions, which generated \$114,180 in license system revenue, for \$2.85 cost per purchase and a 15.67 Return On Ad Spend (ROAS).



Hook n' Paddle Passport Performance

Sign-Ups

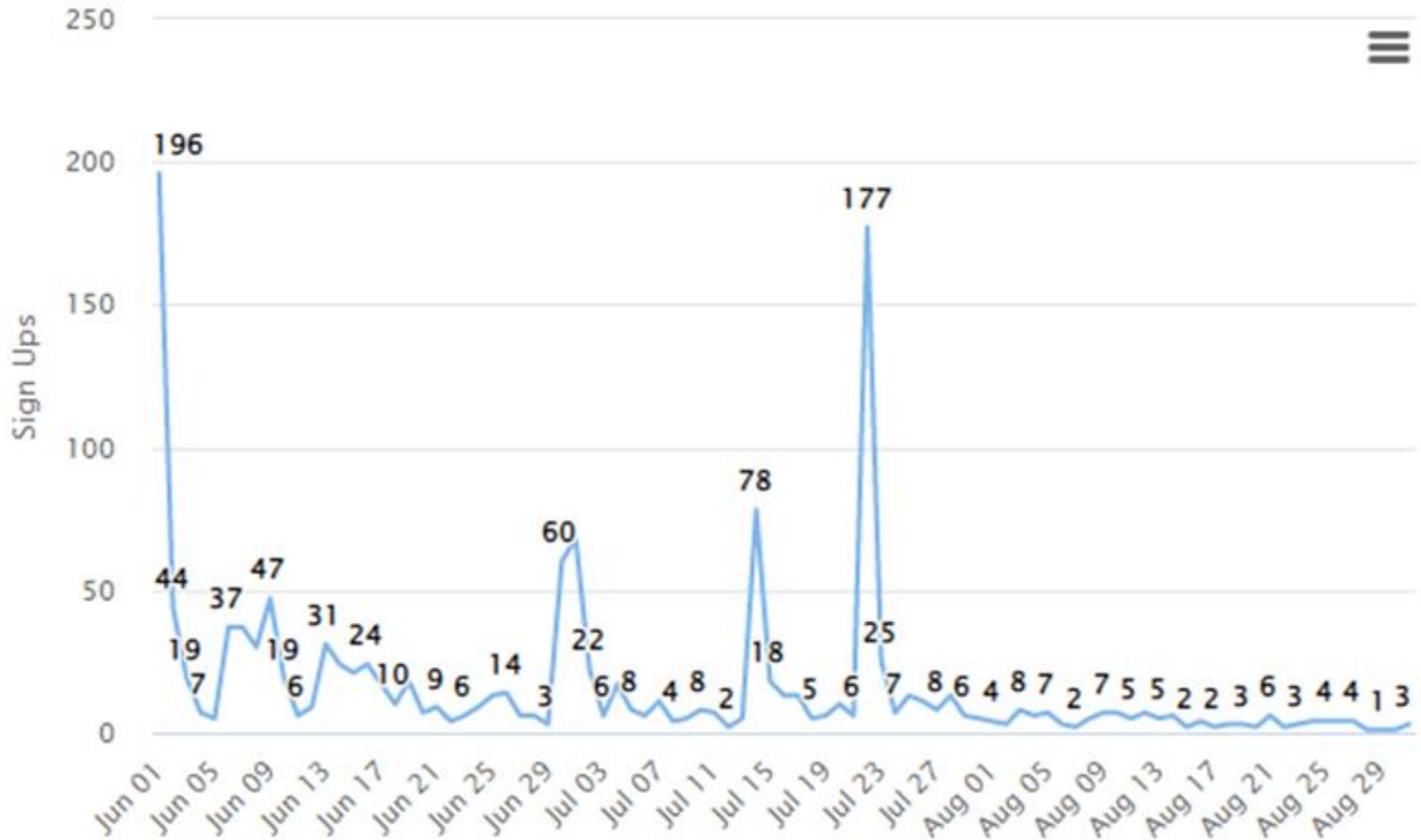
1514 (June 1 - Aug. 31)

Sign-Ups by Month

June 2022	807
July 2022	583
August 2022	124

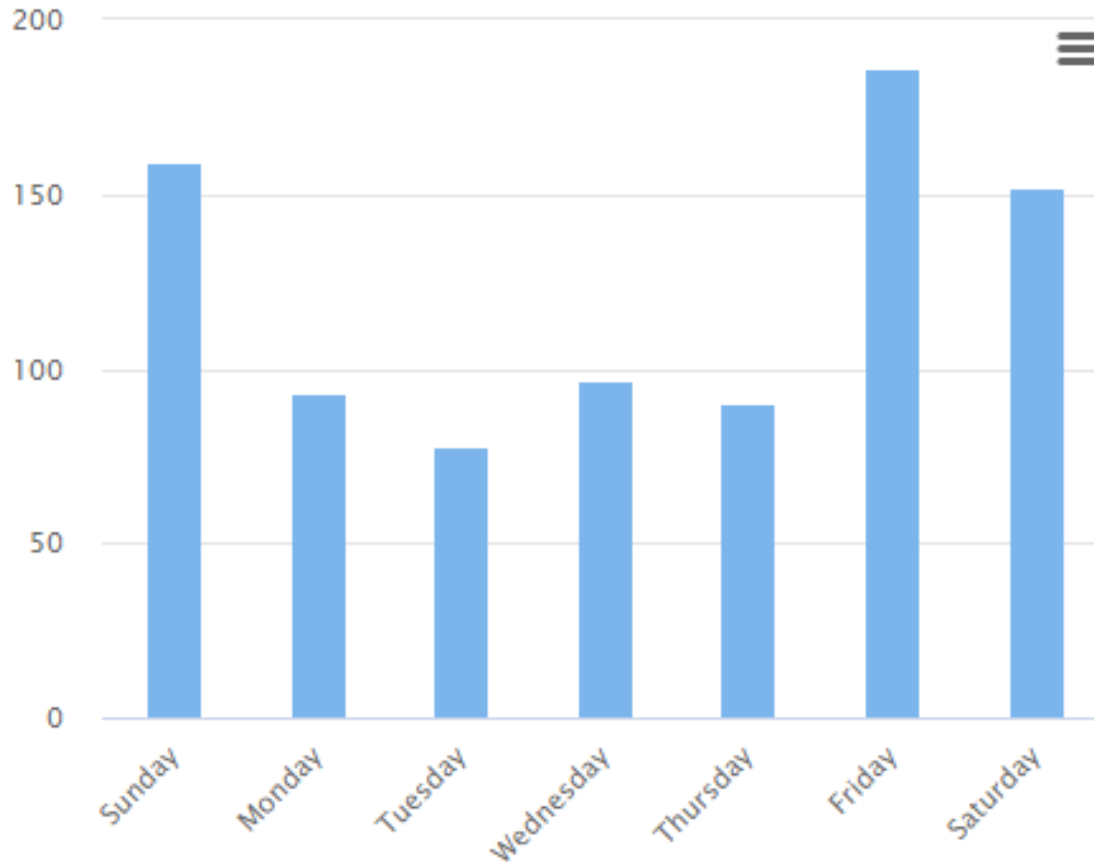
Hook n' Paddle Passport Performance

Sign Ups by Day



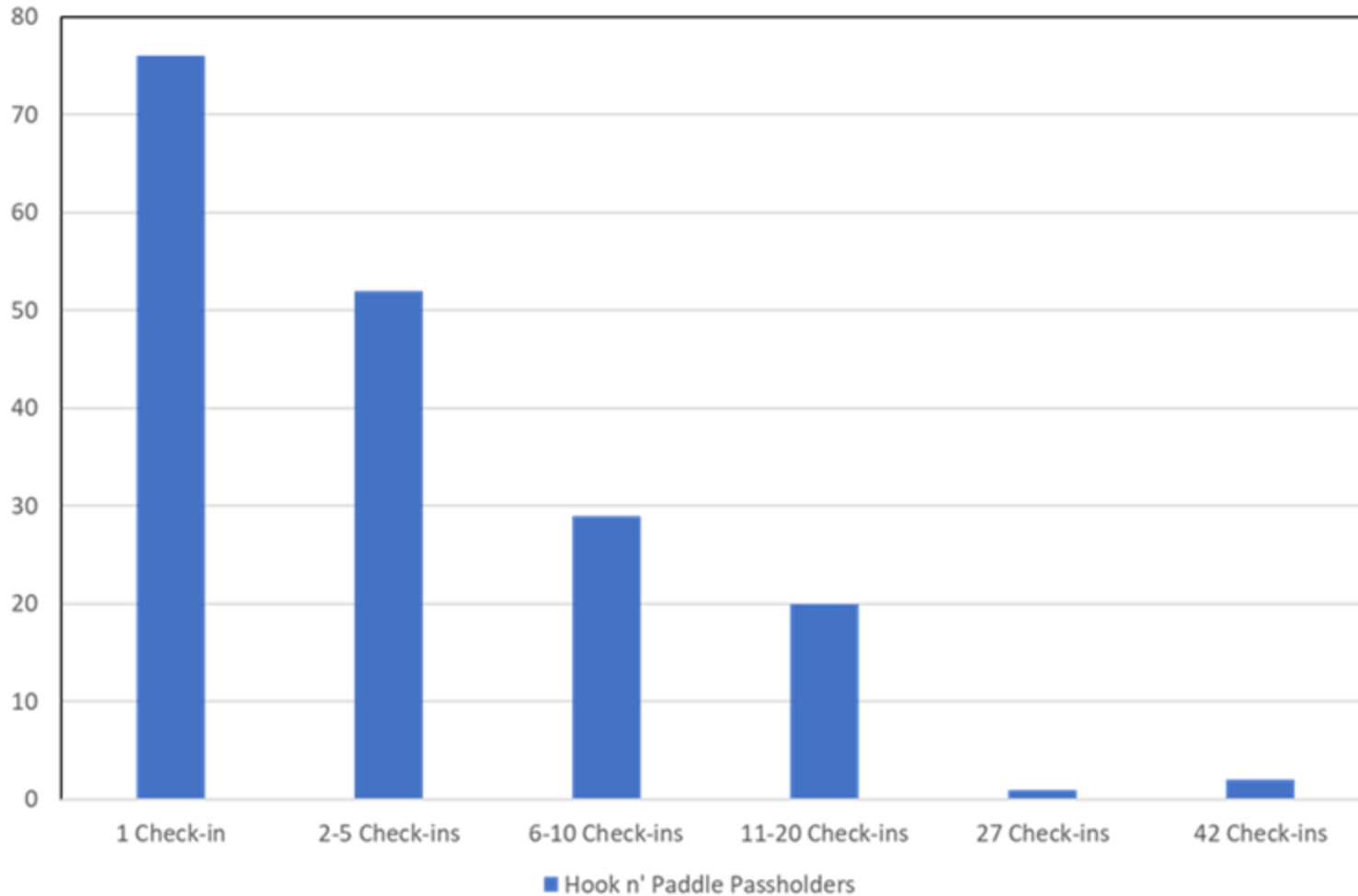
Hook n' Paddle Passport Performance

Check-ins by Day



Hook n' Paddle Passport Performance

Number of Check-ins by Passholders



I Got Hooked!

This was a great incentive to paddle some different lakes than I had been in and do some more exploring. I hope you do this again and include additional places.

It was a lot of fun fishing areas we may not have otherwise traveled that little extra distance to get to. Our family does a lot of camping, and we found some great places we didn't even know existed.



Lessons Learned

RBFF funding helped Iowa DNR:

- Build a database of recreational paddlers
 - Of the 1514 who signed up for the passport, 785 opted in to receive occasional emails from the Iowa DNR.





Future Plans

- Survey 2022 passport holders to learn more about why they signed up, if they actively participated, any barriers, and suggestions for improving their passport experience.
- Refresh the Hook n' Paddle Passport to build a sense of community among female recreational paddlers.



Refresh the Hook n' Paddle Passport

- Add additional sites with women-friendly amenities like restrooms and easy access
- Refresh the imagery and content of the landing webpage and digital ads to be female-focused
- Increase frequency of in-feed messages, emails and texts

Refresh the Hook n' Paddle Passport

- New prize system with a variety of ways to earn points and redeem for women-focused incentives
- Launch in early May to encourage participation during women and family-focused holidays
- Expand women-focused programming opportunities to build social support communities





Thank you!

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