



FOCUS on **FAMILIES**

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Younger generations (think Millennials and Gen Z) are extremely family-focused, with children being a major motivator for what activities the family participates in. To bring new customers into your business, and keep them coming back, consider hosting some family-focused workshops and demonstrations.

R3 TIP

Be it at a retail shop, a park, or a community center, host family-oriented events that teach skills and development following R3 best practices. For example:

- Craft Your Own Adventure - Teach kids how to make their own rod and demonstrate basic skills
- Daughters on the Water - Create entry-level fishing instruction and experiences for moms and daughters in your local community
- Whole Summer in a Day - Provide a full immersive tutorial on fishing regardless of age or skill set... A learn-it-all style boot camp! Give attendees some gear and a certificate for completing the program.
- Collect email addresses from your attendees, and follow up after the event with a newsletter or coupon.



IDEAS BEST SUITED FOR:

- Government Agencies
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60