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Recreational Boating & Fishing Foundation 60 in 60 Digital Toolkit

— March 2017 —



RECREATIONAL
BOATING & FISHING
FOUNDATION

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Dear Friends of the Fishing and Boating Industries,

It's no secret that our industries are facing an incredible challenge. Current participation trends show younger, more diverse audiences are reluctant to take up fishing and boating, all while older white males are aging out of the sport. To address this challenge head-on, the Recreational Boating & Fishing Foundation (RBFF) has embarked on a grand effort to grow fishing participation from the current 46 million anglers to 60 million anglers in 60 months (by 2021).

As you know, reaching this goal through the recruitment, retention and reactivation (R3) of anglers and boaters could have a great positive impact on our industry and the economy overall:

1. Based on U.S. Fish & Wildlife Service certified data, reaching 60 million anglers could increase fishing license revenue by more than \$500 million over the next five years.
2. Based on figures from the American Sportfishing Association's "Sportfishing in America" report, 14 million new anglers could contribute to a \$35 billion annual increase in economic contributions from anglers.
3. Based on figures from the National Marine Manufacturers Association's 2014 "U.S. Recreational Boating Statistical Abstract" and "2012 Recreational Boating Economic Study," reaching 60 million anglers could mean 7.5 million new boaters contributing to a \$10 billion annual increase in economic contributions from boaters.

As part of this effort, we wanted to share the attached 60 in 60 toolkit with you, which contains key information about our initiative, individual state goals and a recap of our resources that you can use to help reach our 60 in 60 goal. You are a key partner in helping us affect change in the fishing and boating industries, and we know you have just as much passion around growing participation as we do.

Thank you for your continued support and help in growing the sports we love. We hope you find the enclosed information helpful as we work together to make this 60 in 60 initiative a success.

Sincerely,



Frank Peterson
President and CEO of the Recreational Boating & Fishing Foundation



THE RECREATIONAL BOATING & FISHING FOUNDATION'S 60 IN 60 INITIATIVE

To address the challenge of flat fishing and boating participation, the Recreational Boating & Fishing Foundation (RBFF) has embarked on a grand effort: increase participation in the sport from the current 46 million anglers to 60 million anglers in 60 months. This initiative, coined “60 in 60” by RBFF, provides an aspirational goal to inspire others in the industry to do their part to help realize it. To provide support to the industry and the states in achieving 60 in 60, RBFF has also launched a recruitment, retention and reactivation (R3) initiative. State agencies are being motivated to create their own R3 solutions, and RBFF is supporting the industry in recruiting and retaining new consumer groups, both to achieve 60 in 60 and to sustain a robust customer base.

Why the effort? Increases in participation mean more customers for industry businesses, more fishing license and boat registration purchases, and more funds for states to protect our aquatic natural resources and the wildlife they sustain through fish stocking, habitat management, fish surveys and research, boat ramp management and more.

RBFF is committed to this goal but needs full support from state and industry stakeholders to reach the 60 million angler mark by the finish line of December 31, 2021.

ABOUT THE RECREATIONAL BOATING & FISHING FOUNDATION

RBFF is a nonprofit organization whose mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating, and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

Since 1998, RBFF has developed a wide variety of programs and products that make it easy for people to get involved in recreational fishing and boating. Under the Take Me Fishing™ and Vamos a Pescar™ national campaigns, RBFF provides the tools to help people get started. RBFF's digital assets — TakeMeFishing.org and VamosAPescar.org — are the most comprehensive fishing and boating websites nationwide and are the key destinations for families to learn, plan and equip for a day on the water.

ABOUT TAKE ME FISHING™ AND VAMOS A PESCAR™

RBFF's Take Me Fishing™ and Vamos a Pescar™ campaigns are the most critical and visible aspects of RBFF's work to encourage its target audiences to participate in fishing and boating. The national, year-long integrated marketing campaigns and their associated websites (TakeMeFishing.org and VamosAPescar.org) help anglers and boaters of all ages and experience levels learn, plan and equip for a successful day on the water. Supported by advertising, public service announcements, public relations and social media, both websites feature how-to videos, state fishing license and boat registration information and links, and an interactive map that allows visitors to find local fishing and boating spots.

60 IN 60 KEY MESSAGES

The following pages outline specific steps you can take to help us reach our goal of 60 million anglers in 60 months. But perhaps the best way to help is by spreading the word! By sharing information about 60 in 60 within your ongoing communication efforts, recruitment initiatives and social media channels, you can inspire anglers and boaters to enter, re-enter or remain in the sport. To help you in this effort, we've put together some key messages to reference when talking about 60 in 60:

1. **RBFF is embarking on a grand effort: increase participation in the sport from the current 46 million anglers to 60 million anglers in 60 months.**

- ♦ Current participation trends show that younger, more diverse audiences are reluctant to take up fishing and boating, all while older white males are aging out of the sport. Due to this shift, we risk declining participation rates in the next decade and a decline in funds for conservation, which is why we have activated 60 in 60.

2. **60 in 60 is about recruitment, retention and reactivation (R3).**

- ♦ **Recruitment** focuses on reaching those individuals who have never been fishing or boating but have expressed an interest in doing so. Or people who do not know if they are interested but would be willing to go if an opportunity to do so was presented to them.
- ♦ **Retention** focuses on keeping anglers and boaters who participate in the sport coming back year after year.
- ♦ **Reactivation** focuses on bringing back into the sport anglers and boaters whose license or registration purchases (or participation) have been interrupted for more than a year.

3. **Boating and fishing are two of the most popular activities in America, and they have a significant economic impact throughout the country.**

- ♦ Reaching 60 million anglers could increase fishing license revenue by more than \$500 million over the next five years.*
- ♦ 14 million new anglers could contribute to a \$35 billion annual increase in economic contributions from anglers.**
- ♦ Reaching 60 million anglers could mean 7.5 million new boaters contributing to a \$10 billion annual increase in economic contributions from boaters.***

4. **We can all benefit from 60 in 60.**

- ♦ An increase in participation means more customers for your business, more fishing licenses and boat registration purchases, increased tackle and equipment sales, and more funds for states to protect our aquatic natural resources and the wildlife they sustain through fish stocking, habitat management, fish surveys and research, boat ramp management and more.

*Based on U.S. Fish & Wildlife Service certified data.

**Based on figures from the American Sportsfishing Association "Sportfishing in America" Report.

***Based on figures from the National Marine Manufacturers Association's 2014 "U.S. Recreation Boating Statistical Abstract" and 2012 Recreational Boating Economic Study.

GETTING TO 60 IN 60

We value your partnership in this effort. With just some incremental improvements to the current recruitment, retention and reactivation rates, we can work together to achieve 60 in 60.

		2016	2017	2018	2019	2020	2021
Current Rates	Recruit (4%*) Retain Reactivate (3%*) Lost**	45,750,000	46,011,000	46,490,330	47,195,580	48,134,609	50,569,218
Slight Increase	Recruit (5%*) Retain Reactivate (5%*) Lost (-5%)	45,750,000	46,417,500	47,702,625	49,607,044	52,133,969	58,567,938
Larger Increase	Recruit (7%*) Retain Reactivate (7%*) Lost (-7%)	45,750,000	46,664,500	48,443,745	51,092,216	54,618,631	63,537,263

*4% and 3% current recruitment and reactivation growth, respectively.

**Average lost fishing participants in 2015, 2016 per Special Report on Fishing.

1. Implement RBFF and the Aquatic Resources Education Association’s Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation (R3) Efforts.

In August 2015, RBFF and the Aquatic Resources Education Association (AREA) partnered on a project to develop recommendations and strategic tools to increase the effectiveness of angler R3 efforts nationally. Using expertise and strategic tools developed by the Wildlife Management Institute and Bob Byrne Consulting for hunting and shooting sports R3 efforts, and building upon the foundation provided by RBFF’s “Best Practices Workbook for Boating, Fishing and Aquatic Resources Stewardship Education,” RBFF and AREA began a process to develop recommendations for angler R3 efforts with the primary goal of enabling state and federal agencies, nongovernmental organizations and the fishing and boating industry to improve the effectiveness and efficiency of their individual and collective work.

The products, ideas, tools and recommendations were produced with a working group comprised of state fish and wildlife agency education and marketing staff with knowledge and experience in developing and implementing R3 efforts. We hope the resources and materials provided will assist partners who are deeply vested in the tradition of fishing and support 60 in 60. Recommendations include:

- ♦ Assess and map angler R3 efforts within agencies and organizations using the Outdoor Recreation Adoption Model.
- ♦ Improve the capacity of agencies and organizations to design, implement and evaluate angler R3 efforts.
- ♦ Develop strategic angler R3 program priorities within agencies and organizations.
- ♦ Improve partnerships among agencies and organizations to collaboratively implement angler R3 efforts.
- ♦ Improve angler R3 efforts by ensuring that they are outcome-driven in their design, implementation and evaluation.
- ♦ Coordinate angler R3 efforts with hunting and shooting sports R3 efforts.
- ♦ Structure future angler research to address threats, needs and strategies, and other angler R3 best practices.

To view the document with the full list of recommendations, findings and recommended actions, please [click here](#).

2. Utilize Research

Utilize our research on industry trends, audiences and programs to better guide your outreach efforts. The below key research findings, which are just a sampling of RBFF research available to stakeholders, have led many of RBFF's ongoing initiatives:

- ♦ Adults with children in their households participated in fishing at higher levels than those without. Learn more about who's fishing and who you should be targeting in our "Special Report on Fishing."
- ♦ The most significant obstacle to boat ownership among Hispanics is the perception of affordability. Learn more about the barriers you should address in your outreach in our Hispanic boating path to purchase research.
- ♦ To improve the customer experience in your retail store, you should invest in employee sales and customer service training. Learn why in our Retail Customer Experience Assessment.

To view all available research, please [click here](#).

3. Take Advantage of Marketing Materials

Below are various pieces of content, including resources from our Take Me Fishing™ and Vamos a Pescar™ brands, that can be used in marketing materials, websites and other digital properties to help build awareness with new audiences and reach and engage your current audience.

RBFF's Take Me Fishing™ and Vamos a Pescar™ brands were created to serve as an umbrella brand for all boating and fishing stakeholders. Use the brands in your own outreach to amplify the already-established and successful national campaigns that currently reach millions of boaters and anglers each year with boating and fishing "how to" and "where to" information and resources.

To access all marketing materials, please visit [click here](#).

LOGOS

Support 60 in 60 by adding logos to your website or promotional materials.



TAKEMEFISHING.org



VAMOSAPESCAR.org



For all RBFF, Take Me Fishing™ and Vamos a Pescar™ logos and logo guides, please [click here](#).

For the 60 in 60 logo, please [click here](#).

PLACES TO BOAT AND FISH MAP

A free, embeddable interactive tool makes it easy for boaters, anglers and outdoor enthusiasts to find bodies of water and specific types of fish. To learn more about how you can add this free resource to your site, please email Rachel Auslander at rauslander@rbff.org.

TAKE ME FISHING BLOGS

Read and share the Take Me Fishing blogs, written by experts in the boating and fishing industries.

[Click here](#) to find all blog posts.

INFOGRAPHICS

[Click here](#) to access infographics and sharables to make statistics and content easier to understand for your audience.

BILINGUAL HOW-TO VIDEOS

Embeddable English- and Spanish-language videos covering a wide array of common boating and fishing information can be found [here](#).

TAKE ME FISHING™ AND VAMOS A PESCAR™ PSAs

Spread the word about the joys of boating and fishing, and the benefits of conservation through our PSAs. To view all PSAs, [click here](#).

PHOTO LIBRARY

Professional, multicultural boating and fishing images to help with your outreach efforts can be found in the image library. To view the photo library, [click here](#).

WEB BANNERS

RBFF provides a wide variety of resources for your marketing efforts. Please email us at marketing@takemefishing.org to request downloadable web banners for your consumer website.

SPANISH TRANSLATION GUIDE

To market to Spanish-speaking anglers and boaters, we've gathered commonly used fishing and boating terms translated into Spanish for your marketing and communication needs. [Click here](#) to access the Spanish translation guide.

BOAT REGISTRATION MARKETING PROGRAM

The Boat Registration Marketing Program, initiated nationwide in 2012, includes outreach to lapsed boaters who haven't renewed their boat registration for at least one season. The program is a partnership with state agencies and is funded entirely by RBFF, with the state agency receiving all of the revenue that the programs generate.

If you'd like to implement the program, please contact Joanne Martonik at jmartonik@rbff.org. We will drive the program to help you target lapsed boat registrants. [Click here](#) for results from programs we've activated.

4. Use our Direct Mail and Email Marketing Toolkit to Reactivate Lapsed Anglers

Reactivating lapsed anglers is vital to growing participation in fishing. This audience has already shown interest in fishing; they might just need a quick reminder to get back into it. Through the Fishing License Marketing Program, RBFF tested, refined and implemented direct mail and email resources to successfully reactivate anglers in up to 40 states.

These resources have been organized into a step-by-step guide that provides straightforward instructions to plan, execute and manage your agency's lapsed angler license renewal program.

To view the full toolkit, [click here](#). To download native files, [click here](#).

5. Activate a First-Time License Buyers Retention Email Campaign

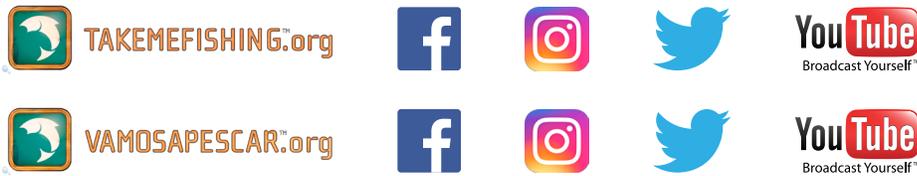
Retaining anglers, especially first-time license buyers, is vital to increasing participation in fishing.

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. The below information should help provide you with the tools you need to implement the program to retain first-time license buyers in your state. Encouraging anglers to renew their license will help steer them down the road to becoming lifetime anglers.

To view the full toolkit, [click here](#).

6. Spread the Word Through Social Media

We would love for you to help us spread the joy of fishing and boating on your social media channels to share with your followers. This will help support us in our goal of reaching 60 million anglers in 60 months.



To access images that can be downloaded and used for your social media efforts, [click here](#).

Below is suggested social media copy for you to use on your social media channels. By sharing the joy of fishing and boating on your channels, you are helping us build awareness about these fun recreational activities and reminding your followers to get out on the water this season.

- ♦ Fishing and boating season are here! Get out on the water to experience the joy of reeling in your #FirstCatch.
- ♦ Fishing adventures is memories you'll cherish your entire life and are experiences you can share with your whole family.
- ♦ Reasons to go fishing: You'll contribute to conservation, you'll bond with your loved ones and you'll enjoy beautiful nature views.

Note: You may have noticed that “60 in 60” was not mentioned, and that was on purpose. Sharing the joy of fishing and boating helps accomplish our primary goal of inspiring people to go fishing and boating, ultimately increasing participation in these recreational activities.

7. Participate in Webinars and Workshops

RBFF holds frequent webinars and an annual State Marketing Workshop that covers a wide range of topics including research, upcoming campaigns and information on the latest trends and engagement strategies.

Sign up for [NewsWaves](#) to get notified about upcoming webinars.

STATE MARKETING WORKSHOP

RBFF hosts an annual State Marketing Workshop for all 50 state agencies to focus on the importance of R3 strategies to reach 60 million anglers in 60 months. Participants collaborate and share innovative R3 ideas to engage with consumers to help increase participation.

[Click here](#) for information about the 2016 State Marketing Workshop and past workshops.

RBFF WEBINARS

RBFF hosts webinars for both state agency and stakeholder audiences. [Click here](#) to access all webinar information. For more information, please contact Joanne Martonik at jmartonik@rbff.org.

8. Use Our Resources for Event Planning and Education

RBFF has the resources you need to plan, promote and execute your event. To access all event planning and education resources, [click here](#).

BEST PRACTICES EDUCATION WORKBOOK

RBFF's "Best Practices Workbook for Boating, Fishing, and Aquatic Resource Stewardship Education" is available to help with your fishing and boating educational efforts.

The "Best Practices Workbook" is designed to provide clear and actionable tools for aquatic educators that are research-based and tested.

[Click here](#) to download the workbook.

EVENT PLANNING KIT

RBFF's event planning resources make it easy to plan and promote a successful event, from information on logistical how-to's and event ideas to tips for identifying and mobilizing local partners and sponsors.

The Take Me Fishing™ Event Planning Kit is a step-by-step guide to planning, promoting and hosting successful fishing, boating and aquatic stewardship events.

You'll find the event planning materials easy to adapt to your needs, whether you're a retailer, government agency, manufacturer, industry association or other friend of boating and fishing.

[Click here](#) to get info about planning an event.

9. Reach Out to Hispanic Communities With the Help of Our Toolkit

RBFF uses marketing, outreach and education strategies to grow Hispanic participation in boating and fishing. A variety of tools are offered to stakeholders to help them focus more strategically and effectively on Hispanic boater and angler R3 efforts.

[Click here](#) to access the Hispanic toolkit.

10. Learn From Success Stories

RBFF works with its stakeholders to recruit, retain and reactivate anglers and boaters, and it produces program case studies to share the learnings.

[Click here](#) to access all case studies.

11. Leverage Grant Opportunities

GEORGE H.W. BUSH VAMOS A PESCAR™ EDUCATION FUND

Initiated in early 2014 with a donation from Bass Pro Shops founder and CEO Johnny Morris, the George H.W. Bush *Vamos a Pescar*™ Education Fund is a grant program to fund state and local initiatives that focus on educating and engaging Hispanic communities through multiple touchpoint programs, classes and fishing activities. To further the reach and facilitate partnerships at the local level, the Education Fund provides funds for state agencies to match and subgrants to local 501(c)(3) organizations. To learn more about the grants, visit the [grant guidelines](#) or contact Stephanie Hussey at shussey@rbff.org.

The Education Fund continues to grow with numerous donations — Johnny Morris and Bass Pro Shops, The Walt Disney Company, Cabela's Outdoor Fund and more. To learn more about how you can contribute, view the [brochure](#) or contact Rachel Auslander at rauslander@rbff.org.

To learn more about the George H.W. Bush *Vamos a Pescar*™ Education Fund, [click here](#).

STATE R3 PROGRAM GRANTS

Introduced in 2015, RBFF's State R3 Program Grants support sustainable and replicable state angler and boater recruitment, retention and reactivation (R3) initiatives that focus on increasing fishing license sales and boat registrations to help achieve 60 million anglers in 60 months. To learn more about the grants, visit the [grant guidelines](#) or contact Stephanie Hussey at shussey@rbff.org.

To learn more about the State R3 Grants, [click here](#).

WHAT IS RBFF DOING TO REACH 60 IN 60?

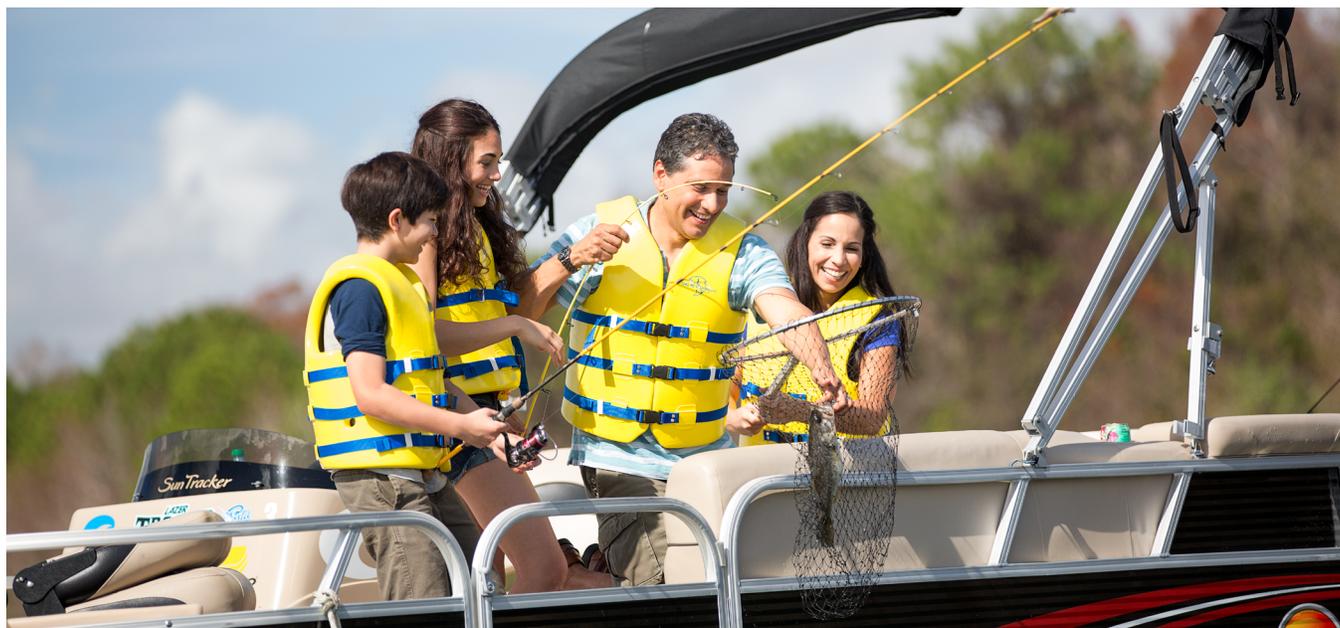
RECRUITMENT

To reach 60 in 60, RBFF is focusing its efforts on recruitment by introducing even more individuals and families to the joys of fishing and boating. While RBFF's efforts will be broad and nationwide, the messages will work to engage the Family Outdoors audience, which is made up of families and individuals who already enjoy outdoor activities but may not currently be fishing and boating participants.

As the Family Outdoors audience, and the nation as a whole, continues to become more diverse by the day, RBFF will work to engage new, multicultural audiences through strategic marketing and communications. All outreach and messaging will be inclusive, and both the Take Me Fishing™ and *Vamos a Pescar*™ websites will soon be merged. This move will provide a consistent brand image for all audiences and will help ensure important fishing and boating content is provided in both English and Spanish.

As the Millennial and Gen X audiences rapidly become the largest generations (Millennials now outnumber Baby Boomers), RBFF's successful Take Me Fishing™ and *Vamos a Pescar*™ campaigns are drawing more of these individuals into the sport. With 83% of adult fishing participants having fished as children ([2016 Special Report on Fishing](#)), it's critical to engage these audiences early on. Initiatives like RBFF's [Strategic Alliance with The Walt Disney Company](#), the Boy Scouts of America's [Certified Angling Instructor](#) program and the Take Me Fishing™ First Catch Centers on the horizon, RBFF is sure to foster the love of fishing and boating in future generations. On the other side of the generational spectrum, grandparents spend upwards of \$50 billion on their grandchildren, and we are working to ensure some of that money is spent on fishing trips with them.

With RBFF's efforts to recruit more participants each year, state agencies and industry stakeholders have a huge opportunity to retain and reactivate the current base of anglers, ensuring a bright future for our industry. As always, RBFF is happy to be a strong partner in your organization's pursuits to grow fishing and boating participation, and will continue to develop and provide its resources to all stakeholders at no cost.



STATE GOALS

Using historical license sales data from the U.S. Fish & Wildlife Service (USFWS) compiled by Southwick Associates, we've calculated the share of license sales that each state is responsible for by the end of 2021 (see Appendix for 60 in 60 state goals methodology). These goals were shared with state directors in December 2016 in conjunction with the RBFF State Marketing Workshop. In addition, by using USFWS certified data, we calculated the potential revenue each state could realize if license sales goals are met.

To measure success, state goals will be tracked each quarter. RBFF is currently working toward establishing goals for industry, federal agencies and NGOs.

To view a state-by-state breakdown of license goals and potential revenue, [click here](#).

STATE ANNUAL SALES GOALS	2017	2018	2019	2020	2021
ALABAMA	675,062	688,818	702,573	716,328	730,083
ALASKA	453,716	480,601	507,486	534,371	561,256
ARIZONA	384,396	411,510	438,623	465,736	492,849
ARKANSAS	579,633	631,136	682,638	734,140	785,642
CALIFORNIA	1,770,799	1,888,756	2,006,712	2,124,668	2,242,625
COLORADO	701,462	735,597	769,732	803,868	838,003
CONNECTICUT	166,094	173,549	181,003	188,458	195,913
DELAWARE	96,402	99,280	102,158	105,035	107,913
FLORIDA	1,498,811	1,562,506	1,626,202	1,689,897	1,753,593
GEORGIA	720,858	745,944	771,031	796,117	821,203
HAWAII	4,833	5,239	5,646	6,052	6,458
IDAHO	480,096	495,217	510,339	525,460	540,582
ILLINOIS	739,908	783,160	826,412	869,664	912,916
INDIANA	502,050	526,420	550,790	575,160	599,531
IOWA	378,897	409,877	440,857	471,837	502,817
KANSAS	290,107	300,184	310,262	320,339	330,417
KENTUCKY	609,433	637,997	666,561	695,125	723,689
LOUISIANA	779,274	798,464	817,653	836,843	856,033
MAINE	279,142	295,582	312,022	328,462	344,902
MARYLAND	309,872	323,411	336,949	350,488	364,026
MASSACHUSETTS	177,720	187,865	198,010	208,156	218,301

STATE ANNUAL SALES GOALS	2017	2018	2019	2020	2021
MICHIGAN	1,208,523	1,268,177	1,327,831	1,387,485	1,447,139
MINNESOTA	1,509,574	1,595,646	1,681,718	1,767,790	1,853,863
MISSISSIPPI	365,958	388,118	410,278	432,438	454,598
MISSOURI	843,590	890,487	937,385	984,282	1,031,180
MONTANA	438,444	452,000	465,557	479,113	492,669
NEBRASKA	226,049	232,796	239,542	246,289	253,035
NEVADA	124,825	131,413	138,000	144,587	151,175
NEW HAMPSHIRE	162,358	168,038	173,718	179,398	185,078
NEW JERSEY	183,250	191,162	199,075	206,987	214,899
NEW MEXICO	213,901	223,886	233,870	243,854	253,839
NEW YORK	972,296	1,038,046	1,103,797	1,169,548	1,235,299
NORTH CAROLINA	1,299,212	1,302,383	1,305,554	1,308,725	1,311,896
NORTH DAKOTA	213,573	215,195	216,818	218,441	220,063
OHIO	863,169	906,458	949,747	993,036	1,036,325
OKLAHOMA	721,505	749,304	777,103	804,901	832,700
OREGON	664,912	699,123	733,335	767,546	801,757
PENNSYLVANIA	1,082,484	1,122,317	1,162,151	1,201,984	1,241,817
RHODE ISLAND	63,558	66,529	69,501	72,472	75,444
SOUTH CAROLINA	593,908	613,034	632,159	651,285	670,410
SOUTH DAKOTA	228,574	233,314	238,054	242,794	247,534
TENNESSEE	983,965	1,024,968	1,065,972	1,106,975	1,147,978
TEXAS	1,773,570	1,836,084	1,898,597	1,961,111	2,023,624
UTAH	489,380	504,913	520,445	535,978	551,510
VERMONT	126,981	134,211	141,440	148,669	155,899
VIRGINIA	590,067	630,817	671,568	712,318	753,068
WASHINGTON	726,280	758,775	791,269	823,763	856,258
WEST VIRGINIA	275,195	288,768	302,342	315,915	329,488
WISCONSIN	1,469,353	1,539,383	1,609,412	1,679,442	1,749,472
WYOMING	247,610	260,538	273,466	286,394	299,322

FAQs

WHAT IS 60 IN 60?

RBFF is working to increase participation in the sport from the current 46 million anglers to 60 million anglers in 60 months. This initiative, coined “60 in 60” by RBFF, provides an aspirational goal that should work to inspire others in the industry to do their part to help realize this goal.

To provide support to the industry and the states in achieving 60 in 60, RBFF has also launched a recruitment, retention and reactivation (R3) initiative. State agencies are being motivated to create their own R3 solutions, and we are supporting the industry in recruiting and retaining new consumer groups, both to achieve 60 in 60 and to sustain a robust customer base.

WHY 60 IN 60?

Increases in participation mean more customers for industry businesses, more fishing license and boat registration purchases, and more funds for states to protect our aquatic natural resources and the wildlife they sustain through fish stocking, habitat management, fish surveys and research, boat ramp management and more.

We need full support from industry stakeholders to encourage new anglers to get out on the water and make memories.

WHO BENEFITS FROM 60 IN 60?

We all benefit from 60 in 60! Increased participation means:

- ♦ More customers for your business
- ♦ More fishing license and boat registration purchases
- ♦ Increased tackle and equipment sales
- ♦ More funds for states to protect our aquatic natural resources and the wildlife they sustain through fish stocking, habitat management, fish surveys and research, boat ramp management and more.

HOW DOES 60 IN 60 AFFECT STATES' NATURAL RESOURCES?

60 in 60 isn't just about getting 60 million anglers on the water; it's also about getting 60 million people invested in the resource. An increase in participation could have an impact on natural resources, but it could also generate significant additional funds to manage those resources.

States have many tools at their disposal to manage resources, and if 60 in 60 is realized, they would likely need to make some adjustments to their resource management programs. Some things that could be adjusted to accommodate 60 million anglers include:

- ♦ Length of seasons (days afield) or number of seasons
- ♦ Number of fish harvested/captured (daily or seasonal limits)
- ♦ Type of fish that can be taken
- ♦ Fishing tools that change effectiveness/success/mortality (fly fishing only, barbless hooks, etc.)

CONTACTS



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Frank Peterson manages all aspects of RBFF operations and assumes responsibility for meeting the strategic goals set by RBFF leadership. In 2008, he led the re-branding of RBFF's Take Me Fishing™ consumer outreach campaign and website, TakeMeFishing.org, transforming it into a popular, interactive, content-rich site. Frank also led the development of RBFF's highly successful State Marketing Programs, moving them from pilot efforts to nationwide outreach campaigns.



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Stephanie Vatalaro leads consumer and stakeholder communication strategy and also oversees national public relations outreach and social media sites. Additionally, she directs B2B and B2C content for newsletters, press releases, the website, blogs, infographics, white papers, annual reports, research reports, event materials, webinars and executive presentations.



Stephanie Hussey
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Stephanie Hussey serves as primary liaison with state fish and wildlife agencies in R3 efforts. Stephanie leads RBFF's state R3 program development to help agencies increase participation in fishing and boating. Stephanie manages RBFF's state grants programs and pilot programs — she works with RBFF's state partners as an incubator for innovative and strategic ideas.

CONTACTS



Rachel Auslander oversees the corporate sponsorship program to secure nongovernmental funding for RBFF. Rachel also identifies and cultivates sales and partnerships with both endemic and non-endemic partners, coordinates sponsorship activation and manages the placement, distribution and reporting for RBFF's public service announcement campaign. Additionally, Rachel manages RBFF's participation in industry events throughout the year.

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Joanne Martonik manages state marketing programs, communication and outreach efforts with state agencies in leveraging RBFF's products and resources. Joanne is responsible for tailoring RBFF programs to meet state agency needs and working with states on implementing these programs. Joanne develops webinars and other resources to assist state agencies.

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APPENDIX

STATE GOALS & POTENTIAL REVENUE

PARTICIPANTS PER LICENSE SOLD — METHODOLOGY

1. Determine the number of participants who go fishing per license sold.

- ♦ Sum up the total license sales data for all states from 2006–2014
- ♦ Sum up the total participants' data from the "Special Report on Fishing" from 2006 to 2014
- ♦ Divide the total number of participants by the total number of licenses sold to determine the participants per license sold: 1.68

2. Determine the number of licenses that should be sold in order to hit 60 million participants.

- ♦ Divide the 60 million goal by participants per license sold (1.68) to get the total license sales goal for the nation: 35,806,091
- ♦ This total corresponds to the 60 million participants goal.

STATE GOALS EXAMPLE

STEPS FOR GOAL CREATION:

1. 60,000,000 participants

- ♦ Participation was compared to licenses purchased over the past 11 years. Historically, on average, one license purchase is equivalent to 1.68 participants.

2. 35,086,091 total licenses

- ♦ Reaching 60 million participants is equivalent to selling 35,806,091 total licenses.

3. 579,870 Alabama average sales

- ♦ Over the past 10 years, Alabama has sold about 2.04% of total licenses sold in the U.S.

4. 730,083 net Alabama sales

- ♦ Keeping a 2.04% ratio of the total means Alabama would need to sell 730,083 net licenses by 2021.

5. 13,755 increase in licenses per year

- ♦ Net sales break down to an increase of 13,755 licenses per year.

THIS EQUATES TO YEARLY GOALS OF:

- ♦ **Last year of data for license sales** – 661,307 licenses
- ♦ **2017** – 675,062 licenses
- ♦ **2018** – 688,818 licenses
- ♦ **2019** – 702,573 licenses
- ♦ **2020** – 716,328 licenses
- ♦ **2021** – 730,083 licenses

APPENDIX

POTENTIAL REVENUE METHODOLOGY

RBFF worked with Southwick Associates to determine the average amount spent annually per license holder using 2014 USFWS certified data.

1. Calculate the average amount spent annually per license holder using 2014 USFWS certified data.

- ♦ Divide the total revenue reported for your state by the number of licenses sold.

2. Calculate the potential revenue each state could realize.

- ♦ Multiply the average amount spent annually per license holder by each year's license sales goal.

STATE REVENUE EXAMPLE:

1. Calculate the average amount spent annually per license holder using 2014 USFWS certified data.

- ♦ Alabama's total revenue in 2014 was \$9,748,887 from 661,307 license holders, which equates to \$14.74 average annual amount spent per license holder.

2. Calculate the potential revenue each state could realize.

- ♦ A \$14.74 cost per license holder gives potential revenue of \$9,951,665 for year 1, \$10,154,443 for year 2, etc.