



RBFF RESOURCES

TO ENGAGE CONSUMERS

August 11, 2015



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RESEARCH

New Research:

- RBFF Retail Customer Experience Assessment: Fly Fishing
- 2015 Special Report on Fishing
- First-Time Fishing License Buyers Research Reports



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RESEARCH

TAKE ME FISHING™

FISHING BOATING STATE INFO COMMUNITY

About RBFF Resource Center State Agency Partnerships **Research & Evaluations** Corporate Partnerships News Room Donate

RESEARCH & EVALUATIONS

Share on your social media pages: [f](#) [t](#) [g+](#) [p](#) [+](#)

Research & Evaluations

RBFF Program Evaluations

Related Research

save UP TO 40%

RBFF Research

When making marketing, education and outreach decisions, RBFF recommends using primary and secondary research to inform your efforts.

- ▶ Primary, or original research, is compiled to meet data requirements.
- ▶ Secondary research is compiled from analyzing existing data available through other information sources.

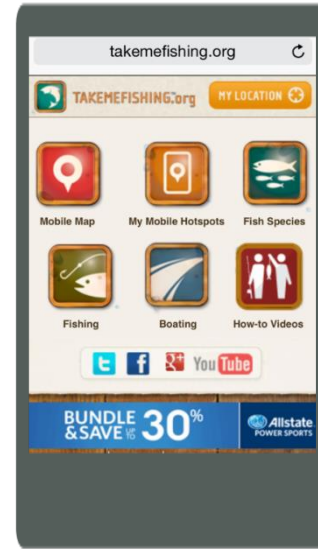
RBFF commissions primary research and compiles secondary research related to recreational boating and fishing and aquatic resource stewardship and works to identify other sources of information in an effort to inform our stakeholders' decision making processes.

Market Research Studies

In order to better understand recreational boating and fishing and aquatic resource stewardship, RBFF works with a variety of market research and consulting firms. Below are the final reports for a number of market research studies commissioned by RBFF.

July 2015 **RBFF Retail Customer Experience Assessment: Fly Fishing** [Final Report \(PDF, 615 KB\)](#)
Conducted by RBFF, AFTA and Market Viewpoint

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9.1m Total Visits

PHOTO LIBRARY



TAKEMEFISHING.org



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PHOTO LIBRARY

New Images:
Coming
Soon!

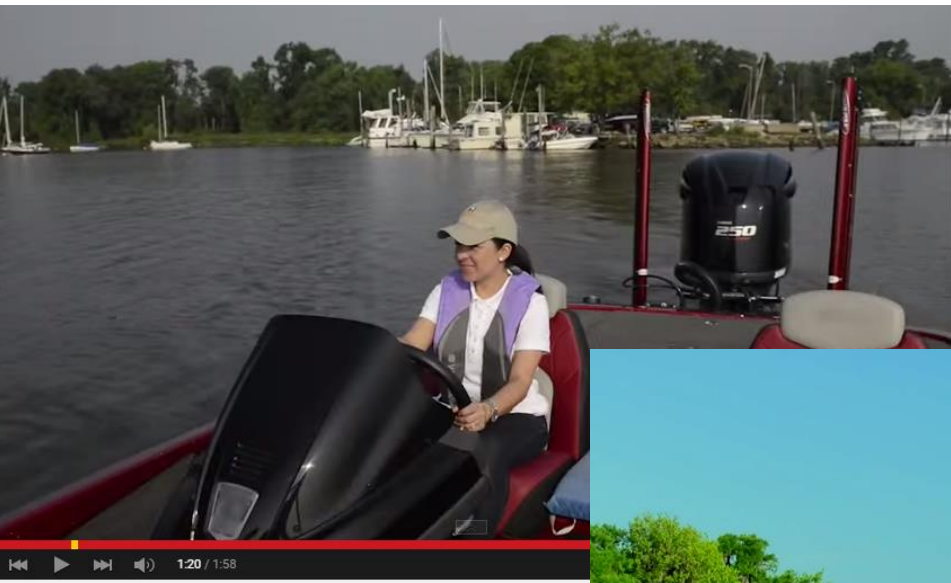


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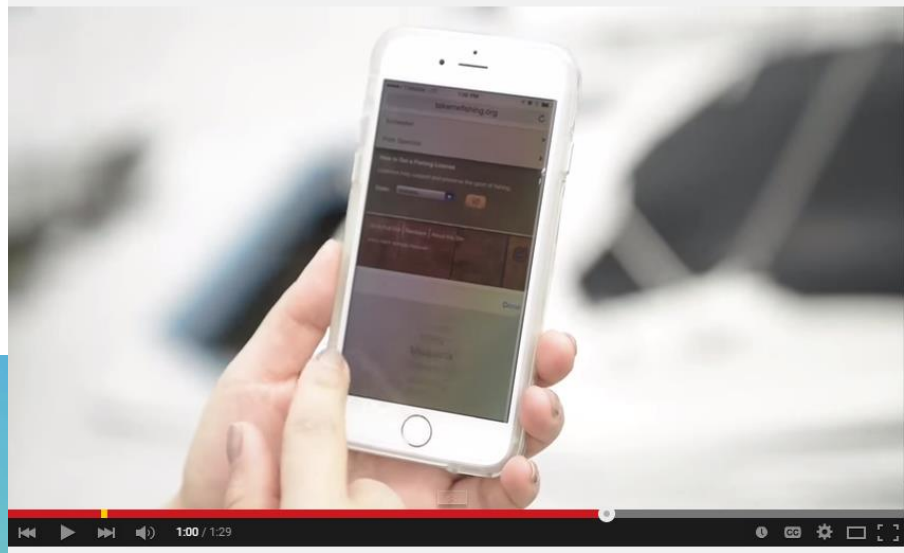


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HOW-TO VIDEOS



Cómo Registrar su Bote



Cómo Obtener una Licencia de Pesca



Helping to conserve your state's aquatic resource


Fishing Basics: How to Get a Fishing License



PSAs

Public Service
Announcement


TEST




Do you need a fishing license and boat registration?

Please take a few moments to consider each of the questions below. Take your time. Let it come naturally.


USE NO. 2 PENCIL ONLY



1 This is your idea of fishing with friends.



2 Your boat flies south for the winter.



3 You want this in your favorite lake.

True False

True False


True False

PSA Validation Area:
Local Affiliate
1.5" x 1"
300 dpi

ANSWERS:

CONGRATULATIONS! You definitely need to be licensed and registered. Because funds generated from your fishing license and boat registration go toward conserving our watersheds and providing better fishing and boating for generations to come.

Find out how to do your part at:



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THE SIMPLE ACT OF FISHING, PRESERVES FISHING.

Every time you purchase a fishing license or register your boat, a portion of the proceeds go toward preserving our nation's coastlines, lakes, rivers and streams. Protecting our memories on the water for generations to come.

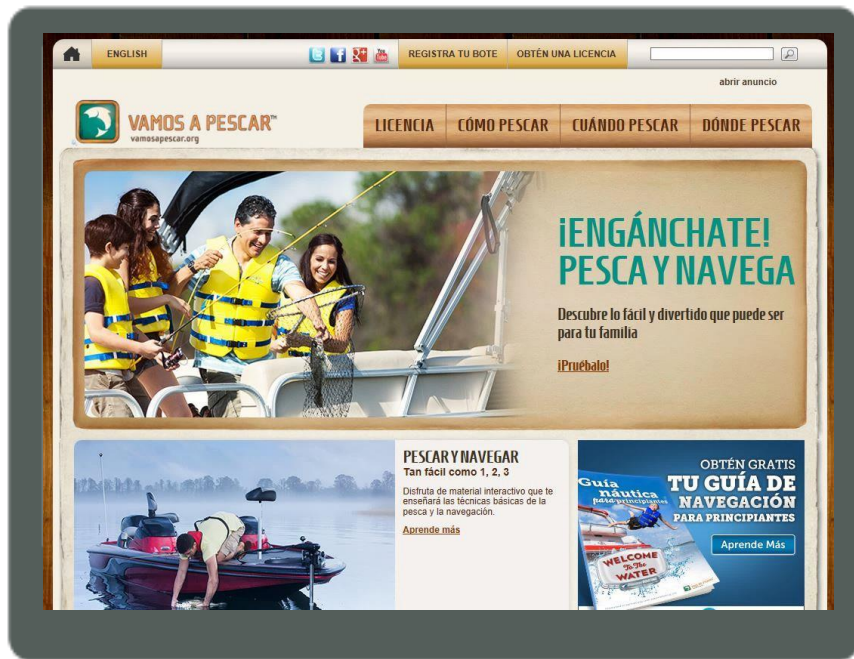
Learn more at TakeMeFishing.org/Conservation  TAKEMEFISHING.org

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 VAMOSAPESCAR.org

Contact RAuslander@rbff.org for more information.

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400k Total Visits

HISPANIC RESOURCES

- Research
- Webinars
- How-To Videos
- PSAs
- Photo Library
- Translation Guide



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**MAKE IT
SOCIAL**

SOCIAL MEDIA

 **TakeMeFishing.org** with Kevin Feige and 3 others
November 2, 2014 · 🌐

Sometimes fishing is about peace and quiet, being in nature and recharging. www.takemefishing.org


Sometimes fishing isn't about fishing at all.





 TAKEMEFISHING.org

995,840 people reached [Boost Post](#)


Like · Comment · Share · 👍 6,288 💬 173 ↻ 11,437

 Take Me Fishing retweeted


 **Jeff Palmrose** @JPalmrose · Aug 2
@Take_Me_Fishing. Perseverance pays off! #FirstCatch #RyerIsland #CaliforniaDelta #summertoremember




👍 3 ⭐ 2 ⋮

 **Take Me Fishing** @Take_Me_Fishing · Aug 3
Make the most of August! Learn how to determine the best fishing days for this month: ow.ly/QoO6y fb.me/7sJeAXmBa

👍 8 ⭐ 4 ⋮

 **Take Me Fishing** @Take_Me_Fishing · Aug 2
Share your #firstcatch of the weekend and check for other great ones! ow.ly/QIMTA

👍 1 ⭐ ⋮

 **Take Me Fishing** @Take_Me_Fishing · Aug 2
To check for places to fish and boat near you, check our interactive map! ow.ly/QIMNS



SOCIAL MEDIA



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BLOGS

- Posted three times a week
- Easily shareable
- Popular posts are highlighted
- Easy search function

How to Determine The Best Fishing Days in August

Posted by: Debbie Hanson August 2, 2015 

Related Categories: [Beginner](#), [Fishing](#), [Fishing Reports](#), [Fishing Tips](#), [General](#), [Intermediate](#) on August 2, 2015



If your family is like most, you aren't usually able to get the whole crew together to go fishing as often as you'd like. So, when you do plan a family trip, you want to try to pinpoint the best fishing days and then plan accordingly. Below are some suggestions on how to determine the best fishing days for this month (or for any month of the year). Research fishing seasons and migration patterns. Do...


 Like { 0 }  Tweet { 10 }  Pin it  Share { 1 }

[» Read Full Blog Post](#)





Nine Year Old Boy Catches Giant Sturgeon!

Posted by: Bruna Carincotte July 31, 2015

Related Categories: [Uncategorized](#) on July 31, 2015



Keegan Rothman, a nine year-old New Jersey boy was fishing with his dad in Canada and landed an amazing catch! A 10 foot-long white sturgeon that weighted an estimated 600 pounds. His dad, Dan Rothman, contacted us at Take Me Fishing and shared a beautiful and cool story behind this great catch! Read below: "Keegan Rothman and his epic catch begins early in the school year. Keegan's older sister Samantha, has been studious and diligent..."

 Like { 1 }  Tweet { 1 }  Pin it  Share { 1 }

[» Read Full Blog Post](#)

TOP PLACES PROMOTION

Top 10 States*

- 1) Florida – 1,989
- 2) Nebraska – 1,851
- 3) Pennsylvania – 1,806
- 4) California – 1,155
- 5) Texas – 1,069
- 6) Georgia – 1,008
- 7) New York – 1,002
- 8) Illinois - 836
- 9) Ohio - 794
- 10) New Jersey – 751

* Based on total number of registrants per

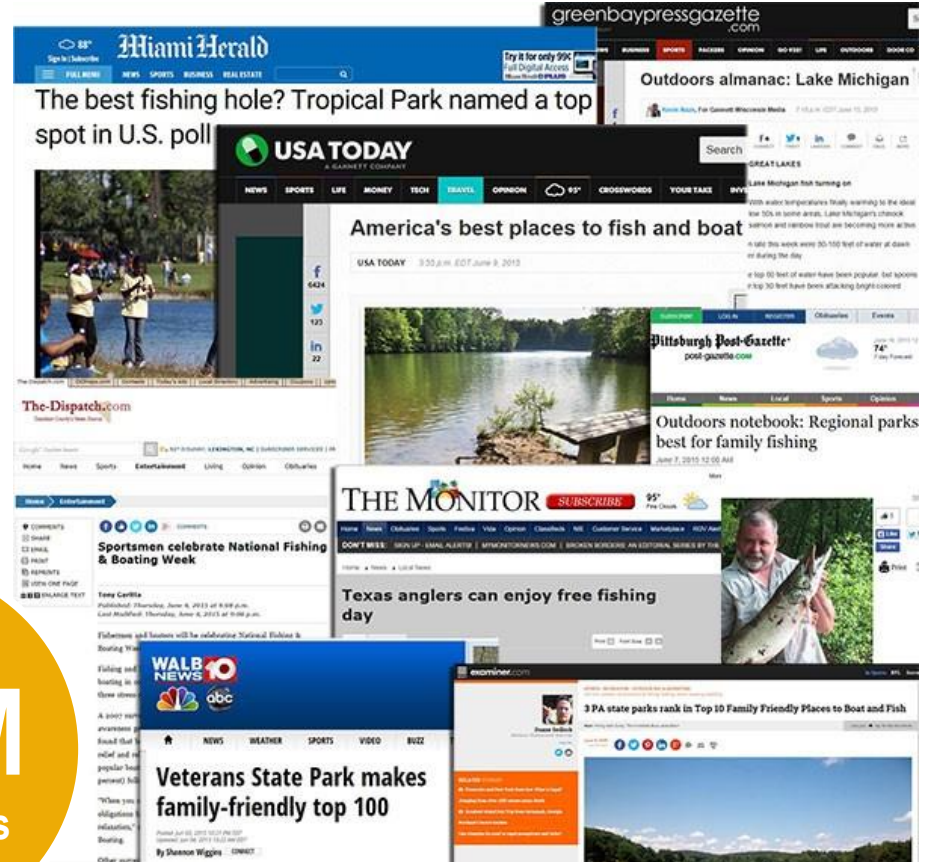
138M
impressions



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**EVEN MORE
RESOURCES**

INFOGRAPHICS

2015 TOP 100 FAMILY FISHING & BOATING SPOTS IN AMERICA

Getting out on the water to boat and fish is one of the best ways to enjoy the outdoors and spend time with your family and friends!

#FamilyFishingSpots

78% FISHING IS A GATEWAY TO THE OUTDOORS TO THE OUTDOORS enthusiasts participate in fishing

3.5 MILLION miles of rivers in the United States (Enough to go around the globe 140X)

7,804 state parks in the U.S.

\$46 is the average annual cost of fishing licenses for a family of 4

TOP LEARNINGS

OVERALL PARTICIPATION
15.8 MILLION AMERICANS participated in fishing in 2014
1 of 6 of the U.S. population ages 6 and older

OUTDOOR ACTIVITY
Among adult outdoor participants, fishing is the second most popular outdoor activity

WOMEN ANGLERS
Over 47% of first-time fishing participants are female

YOUTH
Fishing participation as a child has a powerful effect on future participation - more than 85% of adult anglers fished as a child, before the age of 12

NEWCOMERS
More than 2.4 MILLION PEOPLE had their very first fishing experience in 2014

FUTURE PARTICIPANTS
Almost 4.3 MILLION YOUTH or 11% would like to try fishing, a growth opportunity for the industry

SPONTANEOUS
81% of fishing trips are spontaneous or planned within a week of the trip

MOTIVATION
Spending time with family and friends continue to be the largest reason to participate in fishing, specifically.

HISPANIC PARTICIPANTS
Hispanic fishing participants average 25.8 days on the water per year; over six days more than the average for all fishing participants (19.4 days)

72.2% for ages 6-12
66.8% for ages 13-17

2015 LOS 100 MEJORES Lugares PARA Pescar y Navegar EN FAMILIA

El bote es una de las mejores maneras de disfrutar del aire libre y pasar tiempo con tu familia y amigos!

#FamilyFishingSpots

LA PESCA ES UNA BUENA OPORTUNIDAD PARA PASAR TIEMPO EN EL AIRE LIBRE. Los amantes del aire libre participan en la pesca

3.5 MILLONES Millas de ríos en los Estados Unidos (Lo suficiente para dar la vuelta el mundo 140 veces)

\$46 es el costo promedio anual de licencias de pesca para una familia de 4 personas

INFOGRAPHICS

Sport Fish Restoration CYCLE OF SUCCESS



- Fish Surveys and Research
- Education
- Habitat Management
- Fish Stocking
- Boating and Fishing Access

Sport Fish Restoration CICLO DE ÉXITO



- Investigación y Encuestas
- Proyectos Educativos
- Mantenimiento de Hábitats
- Abastecimiento de Peces
- Acceso para Pescar y Navegar

NEWSLETTERS



TAKEME FISHING™.org

July Newsletter

[Purchase a License >](#)

[Register a Boat >](#)

[7 Tricks to Try On a Fishing Trip When The Fish Won't Bite](#)


You've gone through your checklist of tackle, fueled up your boat, and made your way to your favorite fishing spot. You have high hopes for a successful fishing trip, but an hour goes by without a single bite. Try any of these simple tricks, sometimes just a simple adjustment or change of tackle can make a big difference.



[Are You Planning to Buy a New Boat? Check Out This Helpful Checklist](#)

If you're planning to buy a boat, there are plenty of exciting options to choose from. These are the basic questions you need to ask yourself. How do I intend to use my boat? Buy new or pre-owned? Watch the following video to see the handy checklist to help you navigate all the options.

PLACES TO BOAT & FISH >>



Silver Spring, MD

70°

Hi: 82°F Lo: 67°F
Humidity: 82%
Cloud Cover: 100%
Winds: N 8mph

CHANGE: MD ▾ Go

[GET A FISHING LICENSE >>](#)
[REGISTER YOUR BOAT >>](#)

Get the latest news and updates.
Sign up for our monthly Newsletter.

[Subscribe to our Newsletter](#)

MORE NEWS



[Plan Your Next Family Fishing Trip](#)

Family fishing trips are fun. Search our interactive map to find fishing hotspots all throughout the United States. Who knows, there might be one right near you.

[READ MORE](#)



[5 Family Fishing Selfies We Love](#)

What do you do when you're out on the water, having a great time with your family and you want to "capture" the moment? You take a family fishing selfie of course!

[READ MORE](#)

NEWSLETTERS

NewsWaves



JULY EDITION



FEATURES



RBFF Creative Agencies Contribute to George H.W. Bush *Vamos A Pescar*™ Education Fund

Support for the George H.W. Bush *Vamos a Pescar*™ Education Fund continues to grow with contributions pledged by RBFF creative agencies, Colle+McVoy and Lopez Negrete Communications.

[READ MORE](#)



Vamos A Pescar™ Supports Local New York and Texas Fishing Events

Supported by State and Federal Agencies and *Vamos A Pescar*, recent events in New York and Texas made a big splash in local Hispanic communities. Learn how these events bring new audiences out to the water.

[READ MORE](#)



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WEBINARS

The screenshot shows the 'TAKE ME FISHING' website. The main navigation bar includes 'FISHING', 'BOATING', 'STATE INFO', and 'COMMUNITY'. A secondary navigation bar contains 'About RBBF', 'Resource Center', 'State Agency Partnerships', 'Research & Evaluations', 'Corporate Partnerships', 'News Room', and 'Donate'. The 'State Agency Partnerships' link is circled in red. Below this is a 'STATE WEBINAR SERIES' section with a social media sharing bar. A left sidebar lists various workshop resources from 2008 to 2015, with 'State Webinar Series' circled in red. The main content area features several webinar announcements, including 'RBFF Webinar Series', 'RBFF Vamos A Pescar™ Campaign State Market Expansion Webinar (5/7/15)', and 'RBFF's 2015 National Media Plan and First Catch Campaign (3/19/15)'.

TAKE ME FISHING™

FISHING BOATING STATE INFO COMMUNITY

About RBBF Resource Center **State Agency Partnerships** Research & Evaluations Corporate Partnerships News Room Donate

STATE WEBINAR SERIES

Share on your social media pages: [f](#) [t](#) [g+](#) [p](#) [+](#)

State Agency Partnerships

State Webinar Series

2015 Workshop Resources

2014 Workshop Resources

2013 Workshop Resources

2012 Workshop Resources

2011 Workshop Resources

2010 Workshop Resources

2009 Workshop Resources

2008 Workshop Resources

RBFF Webinar Series

In an initiative designed to help state agencies optimize their marketing strategies and tactics, RBBF has taken the content most requested by our state agency partners and developed webinars to address these topics. Please join us as we discuss new ways to connect with your constituents and please refer back to this page to review past webinars.

RBFF Vamos A Pescar™ Campaign State Market Expansion Webinar (5/7/15)

This webinar, presented to representatives from California, Florida, Illinois, New York and Texas, was hosted by RBBF's Hispanic market advertising firm, Lopez Negrete Communications. Listen in as they provide an update on the Hispanic market and share RBBF's Vamos A Pescar™ campaign plans for radio, digital and social media advertising in these states.

[RBFF's 2015 Vamos A Pescar™ State Expansion Webinar Presentation Video with audio](#) (Right click to save)

[RBFF's 2015 Vamos A Pescar™ State Expansion Webinar Presentation PDF](#)

RBFF's 2015 National Media Plan and First Catch Campaign (3/19/15)

Take a first look at RBBF's 2015 National Media Plan in this 1-hour presentation for state agencies. RBBF and representatives from its general market advertising agency, Colle+McVoy, cover details of the media plan, including overall campaign timing and media channels. Learn about RBBF's exciting new hashtag promotion #FirstCatch and how you can utilize the hashtag and other resources to promote boating and fishing in your state.

[RBFF's 2015 National Media Plan Webinar Presentation Video with audio](#) (Right click to save)

[RBFF's 2015 National Media Plan Webinar Presentation PDF](#)

WRAP UP

QUESTIONS?

Thank You

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