

# Fishing License Email Reminders

## MO Department of Conservation

# \$42,757 in Revenue!

## OVERVIEW

- Email reminders went to over 50,000 lapsed anglers since 2016.
- Emails sent with different messaging:
  1. April 17, 2019 – Reminder message
  2. May 8, 2019 – Healthy message
  3. May 22, 2019 – Economic message
- Consumer did not receive additional emails after purchasing a license.
- Only cost of the campaign was staff time.

## RESULTS

- 2,800 licenses sold
- 1,289 purchases on mobile
- Per email results:
  1. April 17-1,243 licenses sold; \$19,916 in revenue
  2. May 8- 542 licenses sold; \$8,218 in revenue
  3. May 22- 1,015 licenses sold; \$14,623 in revenue



**IT'S TIME TO GET HOOKED AGAIN.**

**READY TO GO FISHING?**

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of Missouri's finest lakes, rivers and streams are out there just waiting to be experienced again.

Chock-full of open space and peaceful sounds, Missouri's many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Buy your permits at:

- [mdc.mo.gov/buypermits](http://mdc.mo.gov/buypermits)
- 1-800-392-4115
- vendors where permits are sold

**BUY YOUR PERMIT**

Reminder Message

**ENJOY MORE TIME FISHING!**

**Fishing Keeps You Fit!**

Nothing brings on a sense of being alive and helps to rebuild your personal reserves like a day spent discovering nature. Going fishing lets you unplug, it calms your mind and improves your ability to concentrate. Fishing keeps you fit. It can help you burn calories, increase the quality of your lifestyle, and add years to your life. Plus, fishing is simply fun!

Sunshine helps boost your mood, so what are you waiting for? Missouri's finest lakes, rivers and streams are out there just waiting to be experienced again.

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**BUY YOUR PERMIT**

Healthy Message

**INVEST IN A FAVORITE PASTIME**

**Purchase Your Permit Today!**

Thank you for your past support of Missouri's conservation resources. Missouri's anglers generate millions in state revenue that directly supports Missouri's economy. Your permit purchase does more than granting the freedom to fish Missouri's abundant lakes, rivers, and streams. The revenue generated from your fishing permit goes toward conserving your local fisheries today and for generations to come.

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**BUY YOUR PERMIT**

Economic Message

Contact [Andrew.Branson@mdc.mo.gov](mailto:Andrew.Branson@mdc.mo.gov)