PARTNERS

• Recreational Boating & Fishing Foundation
• Minnesota Department of Natural Resources
• Southwick Associates

OVERVIEW

The primary objective of this project, initiated by the Minnesota Department of Natural Resources (MN-DNR) was to evaluate the effectiveness of sales promotions of lifetime fishing licenses for angler retention. Results suggested a statistically significant lift in lifetime license sales among resident anglers, especially those aged 51 to 63. However, the increase in sales is modest given the low percentage of anglers in this age group who buy lifetime licenses.

Like many other states, Minnesota’s angling population is growing older, and younger anglers are not being recruited into the sport at a high enough rate to replace them. Thus, this promotional effort was aimed at both younger adult anglers and older anglers who might purchase lifetime licenses. These include purchases not only for themselves, but also as gifts for younger family members, to potentially pass on their passion for the sport.

METHODOLOGY

Two different campaigns were evaluated on their effectiveness for encouraging angler purchasing behavior of lifetime fishing licenses. The first method was sending a postcard to encourage anglers to purchase a lifetime fishing license for themselves and/or as gifts. Three promotional emails were also sent out to this same group, supporting the postcard, over six weeks in 2017.

The second promotional effort involved sending three emails to contacts, but without a corresponding postcard.

Audiences for this campaign included treatment and control groups of anglers aged 18-63. In addition, they had to have purchased a license 3 out of 5 years and also have email addresses in the electronic license system.

BENEFITS

Selling a lifetime license ensures the angler will be retained for future years. Each year the amount equal to an annual license fee is transferred into the annual budget to support conservation efforts in Minnesota. The revenue from these extra sales is vital to the agency.

Additionally, any and all learnings from this campaign will help guide and inform future decisions for similar campaigns.
For this campaign, the return on investment was $11,441. Campaign analysis suggests targeting resident anglers between the ages of 51-63 may be the most effective way to increase the sales of lifetime licenses. Data (shown below) suggests sending both a postcard and promotional emails will increase lifetime fishing license purchases. This is at a rate of 35 additional license purchases for every 10,000 anglers contacted. For an email only campaign a slightly smaller rate was achieved, with 20 additional license purchases for every 10,000 anglers contacted.

The MN-DNR was interested to see if there was any relationship between contact and purchase timing. Based on previous research and campaign findings, the MN-DNR thought additional contact might have a negative impact on purchasing behavior. Indeed, the data (shown below) supported this assumption that additional contacts have diminishing returns. The best results were with two emails sent shy of two weeks apart.

### RESULTS

<table>
<thead>
<tr>
<th>Group</th>
<th>Treatment</th>
<th>Total Contacted</th>
<th>Purchases</th>
<th>Buy per 10K</th>
<th>Lift per 10K</th>
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<tbody>
<tr>
<td>res 18-50</td>
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<td>18000</td>
<td>3</td>
<td>1.7</td>
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</tr>
<tr>
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<td>7.8</td>
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<td>2</td>
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<tr>
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</table>

### CONTACT INFO

Jenifer Wical  
Outreach Fish & Wildlife  
MN Dept of Natural Resources  
Jenifer.Wical@state.mn.us  
651-259-5217

This grant program was conducted in 2017. For more information on RBFF’s State R3 Program Grants, please contact Stephanie Hussey at shussey@rbff.org or 703-778-5152.