

RBFF STATE INNOVATIVE R3 PROGRAM GRANTS MINNESOTA DEPARTMENT OF NATURAL RESOURCES RETAINING ANGLERS WITH LIFETIME LICENSE SALES

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.

Email



It's Time to Consider a Lifetime Fishing License

Invest in a favorite pastime while helping to conserve Minnesota's waterways.

Pricing & Application

*Allow 3 weeks for processing.

Thank you for your past support of Minnesota's natural resources. The purchase of a Lifetime Fishing License would do more than grant you the freedom to fish many of Minnesota's beautiful lakes, rivers and streams. The revenue generated from your purchase goes towards supporting conservation and fisheries management for generations to come.

Consider a Lifetime Fishing License for you or as a legacy gift. Purchase one today from the MN Department of Natural Resources.

Pricing & Application

*Allow 3 weeks for processing.



Minnesota Department of Natural Resources | mndnr.gov
Email us: info.dnr@state.mn.us | Call 651-296-6157 or 888-646-6367
If you wish to stop receiving email updates, you may unsubscribe here.

You're receiving this on behalf of the Minnesota DNR electronic license vendor ACTIVE Network/ReserveAmerica

Postcard



FISHING
LICENSE
REMINDER

IT'S TIME TO CONSIDER A LIFETIME FISHING LICENSE

Invest in a favorite pastime while helping to conserve Minnesota's waterways.

Thank you for your past support of Minnesota's natural resources. The purchase of a Lifetime License would do more than grant you the freedom to fish many of Minnesota's beautiful lakes, rivers and streams every year. The revenue generated from your purchase goes toward supporting conservation and fisheries management for generations to come.

Consider a Lifetime Fishing License for you or as a legacy gift go to www.mndnr.gov/licenses/lifetime



SUPPORT

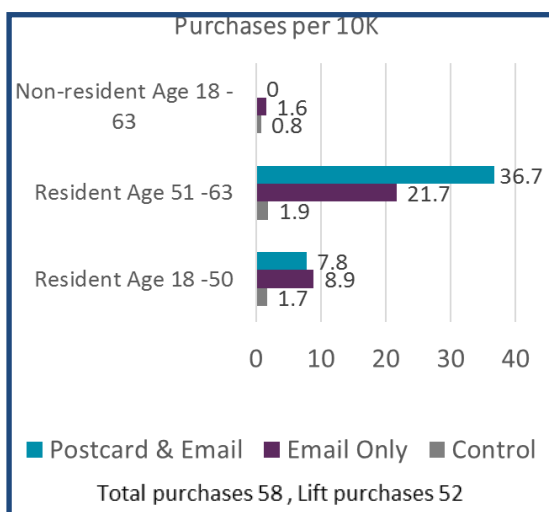
“RBFF is a valuable partner in R3 efforts, and through this grant opportunity RBFF has again proven to be valuable in helping Minnesota make informed decisions regarding its promotional campaigns.”

James Leach, Director Fish & Wildlife

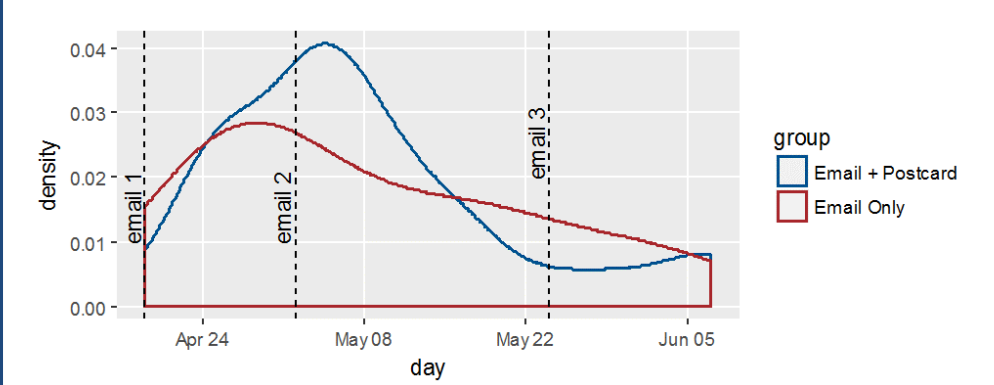
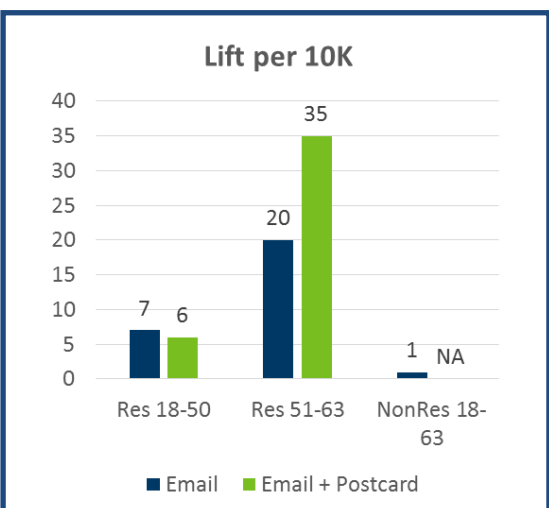
RESULTS

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.



Group	Treatment	Total Contacted	Purchases	Buy_per_10K	Lift per 10K
res 18-50	control	18000	3	1.7	
res 18-50	email	9000	8	8.9	7.2
res 18-50	email+pcard	9000	7	7.8	6.1
res 51-63	control	10421	2	1.9	
res 51-63	email	6000	13	21.7	19.7
res 51-63	email+pcard	6000	22	36.7	34.7
nonres 18-63	control	12623	1	0.8	
nonres 18-63	email	12622	2	1.6	0.8



CONTACT INFO

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LESSONS LEARNED/FUTURE PLANS

- Postcards have easily identifiable costs in terms of printing and mailing, but be mindful that email campaigns also involve a certain amount of labor.
- Reach out to residents aged 51-63 years every year.
- Before the season opener (May for the MN-DNR), send out two emails to support the season.
- Keep supporting purchases of fishing licenses as legacy gifts.
- If additional budget is available, send postcards to support your campaign.