THE CURRENT SITUATION

46m ANGLERS
15% of the U.S. Population

87m BOATERS
27% of the U.S. Population

29m fishing license sales

12m registered boats

Sources: RBFF/Outdoor Foundation, NMMA, USFWS, USCG
THE CHALLENGE

5.9 million new/returning participants in 2014

5.8 million lost participants in 2014
RBFF Strategic Plan

Consumer Engagement

State Engagement

Industry Engagement
RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.
60M ANGLERS IN 60 MONTHS

Double the number of first-time anglers: 2.4 M to 5 M

Engage younger, more diverse audiences

Starts April 1, 2016
Consumer Engagement
CONSUMER OUTREACH & EDUCATION
State Engagement
R3: RECRUIT, RETAIN, REACTIVATE

Recruit → Retain → Reactivate
Industry Engagement
OVERALL PARTICIPATION

46 MILLION AMERICANS

participated in fishing in 2014

15.8

of the U.S. population ages 6 and older

TAKEMEFISHING.org

VAMOSAPESCAR.org
Collaborate, Relate and Innovate to Redefine the Customer Experience

49 state agencies

TAKEMEFISHING.org
VAMOSAPESCAR.org
View this video here: https://www.youtube.com/watch?v=JzY5tJxp0Y0
Thank You