Reactivation Toolkit

- Direct Mail Templates
- Email Templates
- Three messages to utilize
- Customizable
- Use of TMF and/or VAP
IT'S TIME TO RENEW YOUR FISHING LICENSE.

Consider this year's invitation out of the daily grind and into the fresh air.

Riles and relays of [State]'s finest lakes, rivers and streams are out there just waiting to be experienced again. Check-out of open space and peaceful sounds, [State]'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Where to renew your license:
- [State URL]
- Or call [State's phone number]
- Or in person at your nearest [State location] or license agent.

Subject: [State] Fishing License Reminder

Invest in a favorite pastime while helping to conserve [State]'s waterways.

Thank you for your past support of [State]'s natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers, and streams. The revenue generated from your fishing license goes toward conserving your local fisheries today and for generations to come.

Where to renew your license:
- [State URL]
- Or call [State's phone number]
- Or in person at your nearest [State location] or license agent.

[State Agency] invites you to join our community of anglers to learn more about where and when to fish [State waters].

To unsubscribe the please click here.
Working With GovDelivery
RBFF and GovDelivery Will Help You Utilize the Toolkit

- Assist in segmenting data
- Help putting data into GovDelivery
- Walk through steps to set up API
- Help with inputting templates
- Close access to email experts
Thank You!

Contact jmartonik@rbff.org with questions.