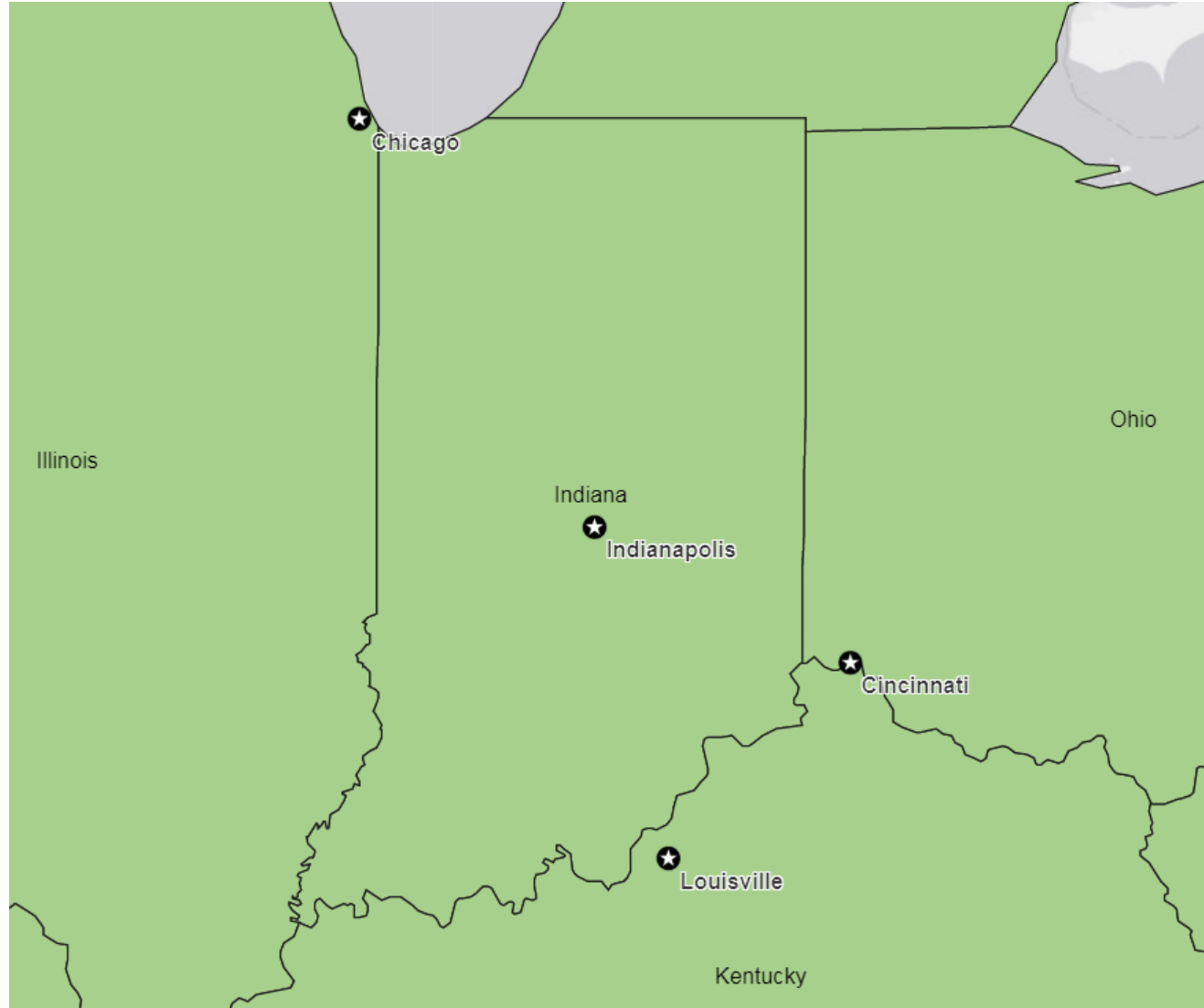


# Nonresident Angler Retention and Reactivation

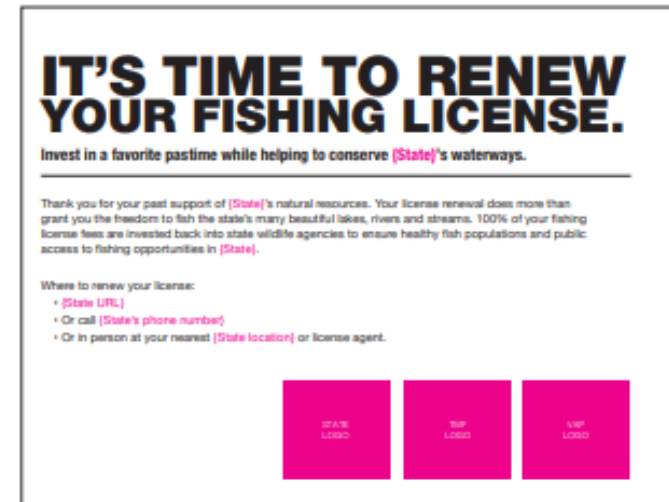
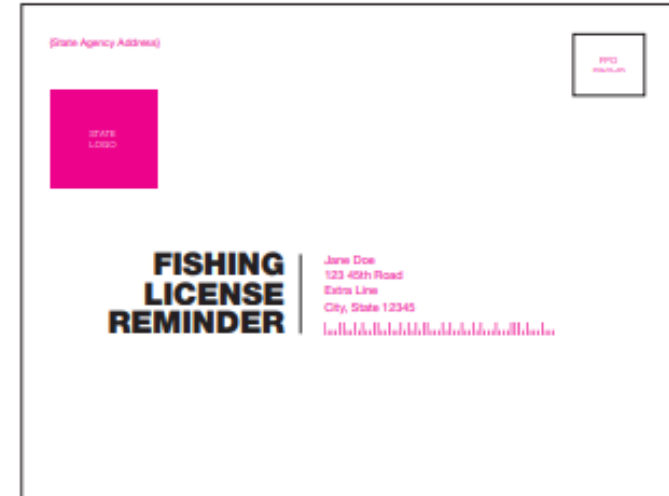
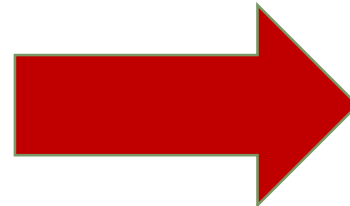
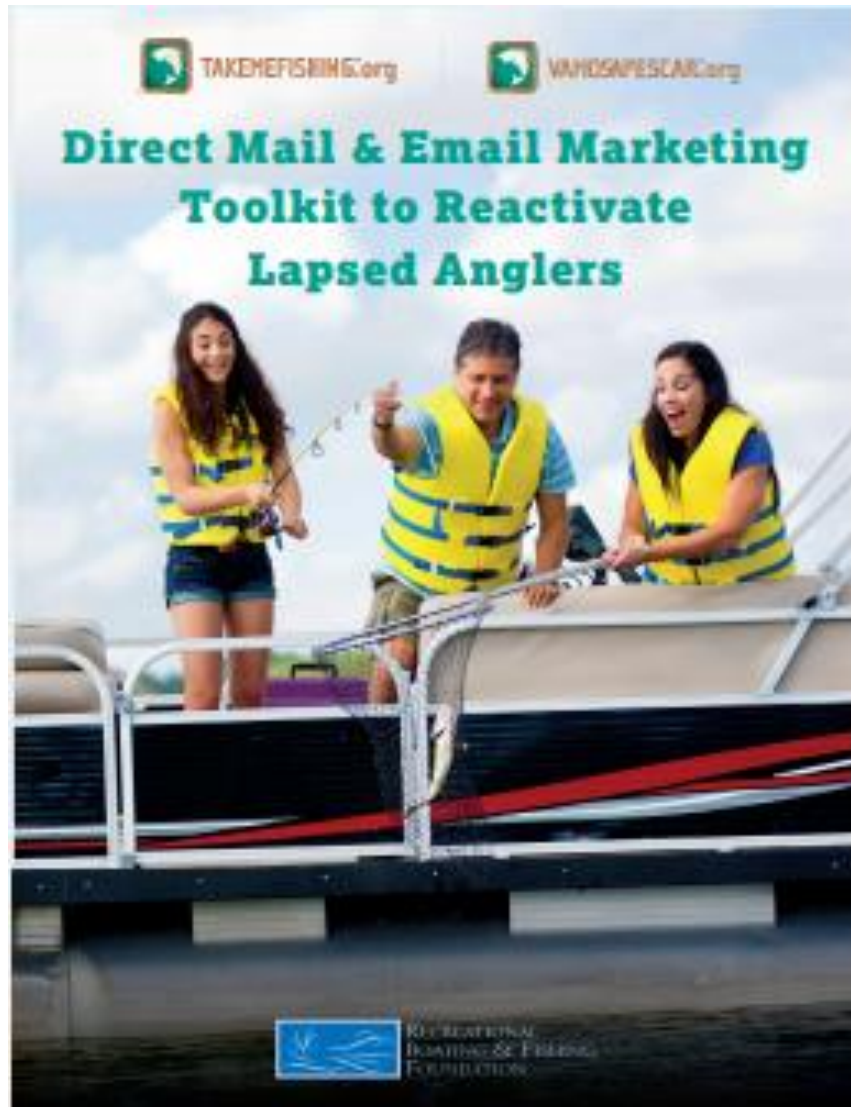
# Why nonresident anglers?



# How do you reach them?



# Never fear...help is here!



# Postcard (front)

Indiana Division of Fish & Wildlife  
402 W. Washington Street, W273  
Indianapolis, IN 46204

Presorted  
First Class  
U S Postage  
**PAID**  
Indianapolis, IN  
Permit No. 803

«Break Mark» «Tray Number» - «Bundle Number» - «Pallet Number» - «Sort Position»

**FISHING  
LICENSE  
RENEWAL  
REMINDER**

«Endorsement Line»  
«Salutation» «First Name» «Middle  
Name» «Last Name» «Name Suffix»  
«Business»  
«Address Line 1»  
«Address Line 2»



## IT'S TIME TO RENEW YOUR FISHING LICENSE

---

Miles and miles of Indiana's finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, Indiana'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:**

- <https://on.in.gov/fishinglicense>
- Or in person at one of Indiana's license retailers throughout the state  
<https://www.in.gov/dnr/fishwild/5334.htm>



**It's Time To Renew Your Fishing License**  
**Consider this your invitation out of the daily grind and into the fresh air.**

Miles and miles of Indiana's finest lakes, rivers, and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, Indiana'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:**

- Get your Indiana fishing license [online](#).
- In person at your nearest Indiana [license vendor](#).

[Events](#) | [Where to Fish](#) | [Fishing Rules & Regulations](#) | [Fish Stocking Locations](#)

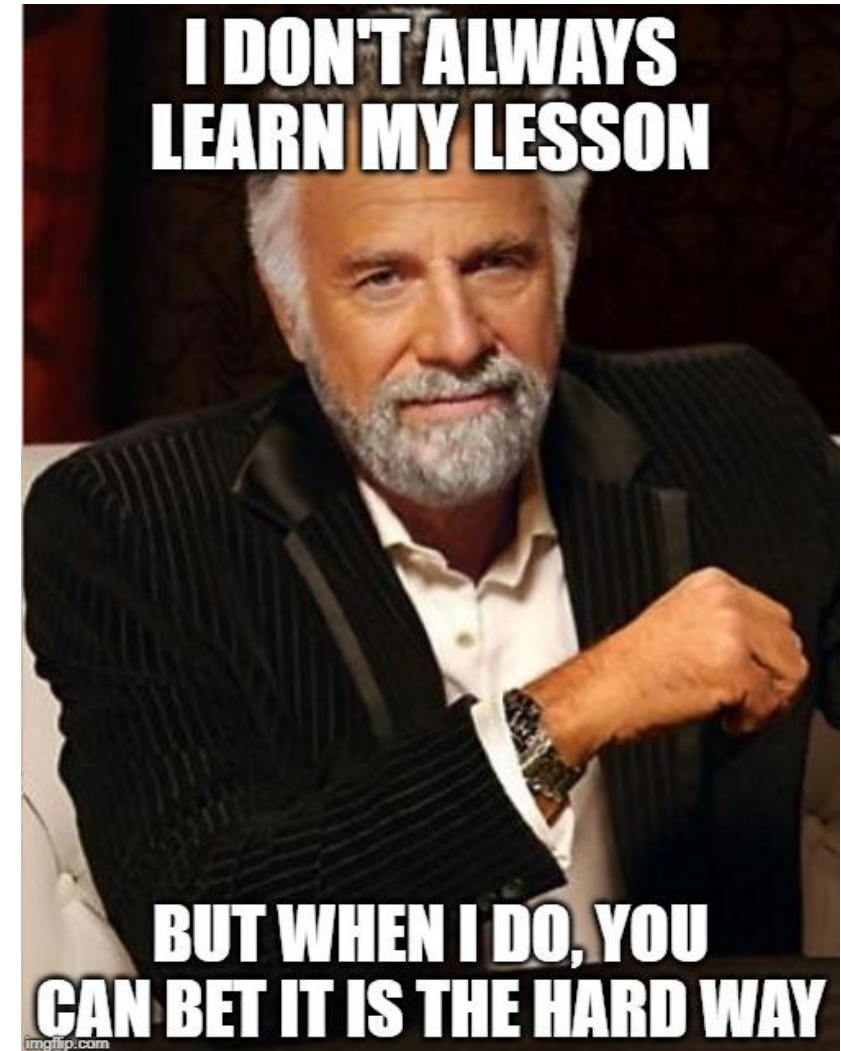
# Results

| Evaluation Period                   | Group             | No.<br>Lapsed<br>Anglers | No.<br>Reactivated<br>Anglers | Reactivation<br>Rate | Lift over<br>Control |
|-------------------------------------|-------------------|--------------------------|-------------------------------|----------------------|----------------------|
| May 22 - June 13                    | Email only        | 6398                     | 372                           | 5.80%                | 1.40%                |
|                                     | Postcard only*    | 5389                     | 256                           | 4.80%                | 0.30%                |
|                                     | Email & Postcard* | 5557                     | 298                           | 5.40%                | 0.90%                |
|                                     | Control           | 5496                     | 249                           | 4.50%                | NA                   |
| June 14 - June 20                   | Email only        | 6024                     | 67                            | 1.10%                | 0.10%                |
|                                     | Postcard only     | 5133                     | 49                            | 0.95%                | -0.05%               |
|                                     | Email & Postcard  | 5259                     | 50                            | 0.95%                | -0.05%               |
|                                     | Control           | 5247                     | 54                            | 1.00%                | NA                   |
| June 21 - September 10              | Email only        | 5957                     | 128                           | 2.15%                | 0.40%                |
|                                     | Postcard only     | 5084                     | 81                            | 1.59%                | -0.16%               |
|                                     | Email & Postcard  | 5209                     | 83                            | 1.59%                | -0.16%               |
|                                     | Control           | 5193                     | 91                            | 1.75%                | NA                   |
| Cumulative<br>May 22 - September 10 | Email only        | 6398                     | 567                           | 8.86%                | 1.69%                |
|                                     | Postcard only     | 5389                     | 386                           | 7.16%                | -0.01%               |
|                                     | Email & Postcard  | 5557                     | 431                           | 7.76%                | 0.59%                |
|                                     | Control           | 5496                     | 394                           | 7.17%                | NA                   |



# Lessons Learned

- Never underestimate time in state government
- Invalid addresses are a challenge
- Some anglers may have moved and purchased a resident license
- Email marketing is the way to go
- RBFF is here to help- it doesn't need to be complicated
- Anyone can do marketing



# Next Steps?

- Start looking at email marketing efforts
- Welcome to fishing email
- Free Fishing Days reminder
- License renewal



Looking to get outside and do some fishing?

Saturday, April 20 is the first of four [Free Fishing Days](#) in Indiana in 2019.

On these special days, Indiana residents can fish public waters without needing a fishing license or a trout stamp.

Already have a license? See if a friend will go fishing with you. Introduce them to an activity you love and you may end up with a new fishing buddy.



[Events](#) | [Where to Fish](#) | [Fishing Rules & Regulations](#) | [Fish Stocking Locations](#)



## Thank you for your license purchase

Congratulations on your purchase of a 2019 Indiana Fishing License. The money you spent goes entirely toward the management of fish and fishing in Indiana. With it, you're helping fund the construction of boat ramps and fishing piers. It pays for scientific research of fish populations, habitat protection, and various fish stocking programs. Our goal is to spend it wisely to make fishing as much fun as possible for you, your family, and friends. Thank you.



## Meet your District Fisheries Biologist

Hi, my name is Tom Bacula. I'm the district 1 fisheries biologist for your area. I want to thank you personally for your interest in Indiana Fishing and offer suggestions on some local hotspots you may want to try, whether you want to catch bluegills, crappies, bass, catfish, walleyes, muskies, or trout. When you do go fishing, take some photos and send a few my way. If you have any questions or want more information, let me know.

You can contact me at [tbacula@dnr.IN.gov](mailto:tbacula@dnr.IN.gov).

[Fishing spots near you](#)

# Questions?

Angie Haywood

[ahaywood1@dnr.in.gov](mailto:ahaywood1@dnr.in.gov)

317-232-8213

