

# RBFF FY24-26 Strategic Framework

## Mission

Increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

## Vision

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. **We believe the water is open to everyone.**

## Goals

### 1. Consumer Engagement (B2C)

Increase participation in recreational boating and fishing by engaging in R3 efforts to grow the activities (emphasis on **recruitment**).

### 2. Stakeholder Engagement (B2B)

Sustain participation in recreational boating and fishing by collaborating with industry, state and federal agencies to develop, implement and evaluate programs & resources to support R3 (emphasis on **retention** and **reactivation**).

INDUSTRY

STATE

FEDERAL

## Strategies

Build awareness, trial and interest through national marketing campaign: advertising, PR, social media, digital content, web.

Engage industry, state and federal agencies in partnerships, research, grants, training, toolkits, events and more to be activated at the local level.

## Measurement

Increase first-time participants to fishing & boating among consumer target audiences

Maintain awareness of connection between licensing & conservation among consumer target audiences

Increase awareness and effectiveness of Consumer Engagement campaigns among consumer target audiences

Increase retention and reactivation of anglers and boaters

Increase adoption of state, industry and federal programs to support angler and boater R3

Maintain or grow stakeholder satisfaction rate with RBFF