

# We're Here To Help: RBFF Resources Available



## State Marketing Workshop

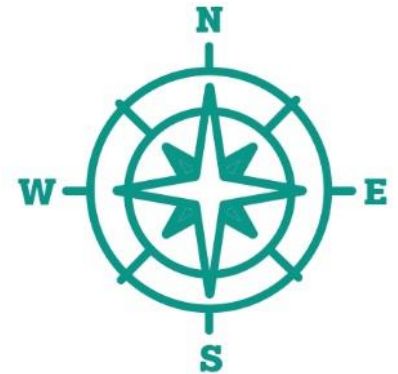
*December 15, 2016*



# RBFF Resources Available

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- 📍 TakeMeFishing.org + State Referrals
- 📍 Boat Registration Marketing Program
- 📍 Successful Toolkits
- 📍 Visual Content, Grants, Webinars



# TakeMeFishing.org

- Refresh February 2016
- State referrals – 700,000 YTD
- State pages offer opportunities for local content/resources
- Events calendar
- Featured blogs; state specific

## Fishing and Boating in Wisconsin

Since there are over 15,000 lakes within the state's borders, the freshwater boating and fishing opportunities in Wisconsin are practically endless. Get your fishing license or register your new boat, use these resources and start exploring the waterways of Wisconsin today.



### WISCONSIN FISHING

Get started fishing in Wisconsin today. Licenses can be purchased online, by phone, or at an ALIS license agent. Get your fishing license today.

[TOP FISHING SPOTS IN WI](#)

[LOCAL WI FISHING REPORTS](#)

[WI FISHING APPS](#)

[WI FREE FISHING DAYS](#)

### WISCONSIN BOATING

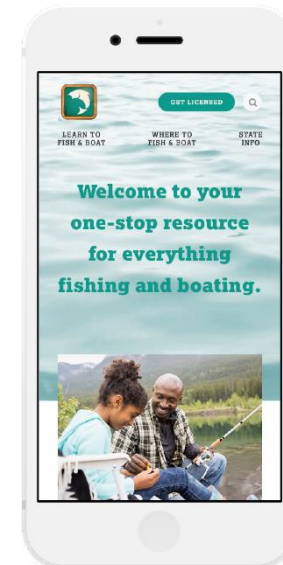
You can go boating in Wisconsin on one of the state's many rivers, lakes, and reservoirs. Find boating resources here.

[WI BOATING SAFETY](#)

[WI BOATING APPS](#)

[WI BOATING LAWS & REGULATIONS](#)

[WI BOAT REGISTRATION AND INFO](#)



# Boat Registration Program

- National direct mail program
- Audience: lapsed boaters
- 2016:
  - 18 states participated
  - 49,987 boat owners registered

**\$1.88 M**  
gross  
program  
revenue



**Your boat registration expired for the boat shown below.**

**Fee Due: \$27.00**

Boat No.	Make	Year	Length
9610 BN	CARIB	2000	9-0

**Renew now to receive your new registration.**

RBFF  
500 Montgomery St Ste 300  
Alexandria, VA 22314-1657

Department of Game and Inland Fisheries  
Boat Section Renewal  
PO Box 11528  
Richmond, VA 23230

PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT      Change of address? Sold your boat? Please see reverse side of this form.

**THE FISH ARE IN THE WATER.  
SHOULDN'T YOU BE IN YOUR BOAT?**

**3 Easy Ways to renew your boat registration...**

1. **Renew online:** Go to <http://www.dgif.virginia.gov/boating/> and follow the instructions. While you're there, you can also update your address.
2. **Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
3. **Renew in person:** Visit the nearest Division of Motor Vehicles [DMV] or the VDGIIF Richmond office at 4010 W. Broad St., Richmond, VA 23230.

Questions? Call the VDGIIF at 1-877-898-BOAT or email [boat-reg@dgif.virginia.gov](mailto:boat-reg@dgif.virginia.gov).

**Boat Registration Renewal Information for Your Records**

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
9610 BN	CARIB	2000	9-0	\$27.00

S01R-22821-7-11-p0



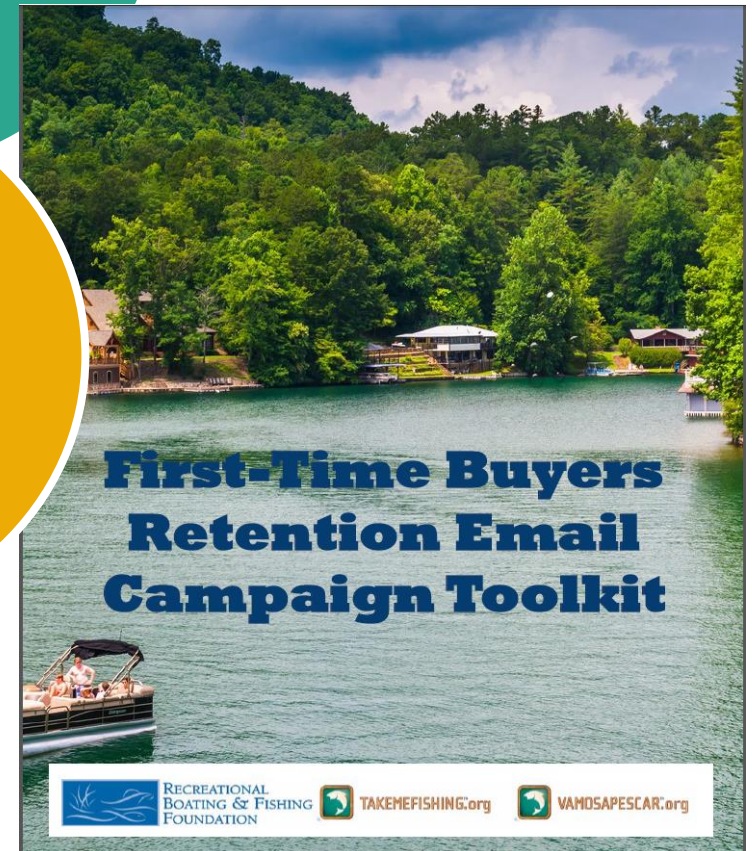
# Toolkits

# Retention Toolkit

- Created based on pilot program w/Georgia Wildlife Resources Div.
- Audience: first-time buyers
- Includes step-by-step video to implement in your state
- 2.5 million first-time anglers in 2015

**\$92,000+  
revenue**

**7,380  
total  
renewals**



# Reactivation Toolkit

- Georgia used toolkit to send to angler groups <5yrs; >5yrs
- Audience: lapsed anglers
- Toolkit contains direct mail and email templates; steps to implementation; areas for customization

**\$171,000**  
**total**  
**revenue**

**9,797**  
**licenses**  
**sold**



Thank you for your past support of Georgia's natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. 100% of your fishing license fees are invested back into state wildlife agencies to ensure healthy fish populations and public access to fishing opportunities in Georgia.

Where to renew your license:

[GoOutdoorsGeorgia.com](http://GoOutdoorsGeorgia.com)

Or call 1-800-366-2661

Or in person at Wal-Mart, sporting goods stores, or other agent.

#### Stay in touch

Our e-newsletter will keep you up-to-date about important Georgia fishing news. We promise we won't overwhelm you with emails; but if you wish, you can [unsubscribe here](#).

#### Connect with us

Questions? Give us a call at 1-800-366-2661

Visit us at [georgiawildlife.com](http://georgiawildlife.com)

2070 U.S. Highway 278, SE  
Social Circle, GA 30025



# Hispanic Toolkit

- Compiled into one location!
- Hispanic Market Research
- Spanish Language PSAs
- Past Webinars
- Bilingual How-To Videos
- Translation Guide
- Photo Library



VAMOSAPESCAR™.org





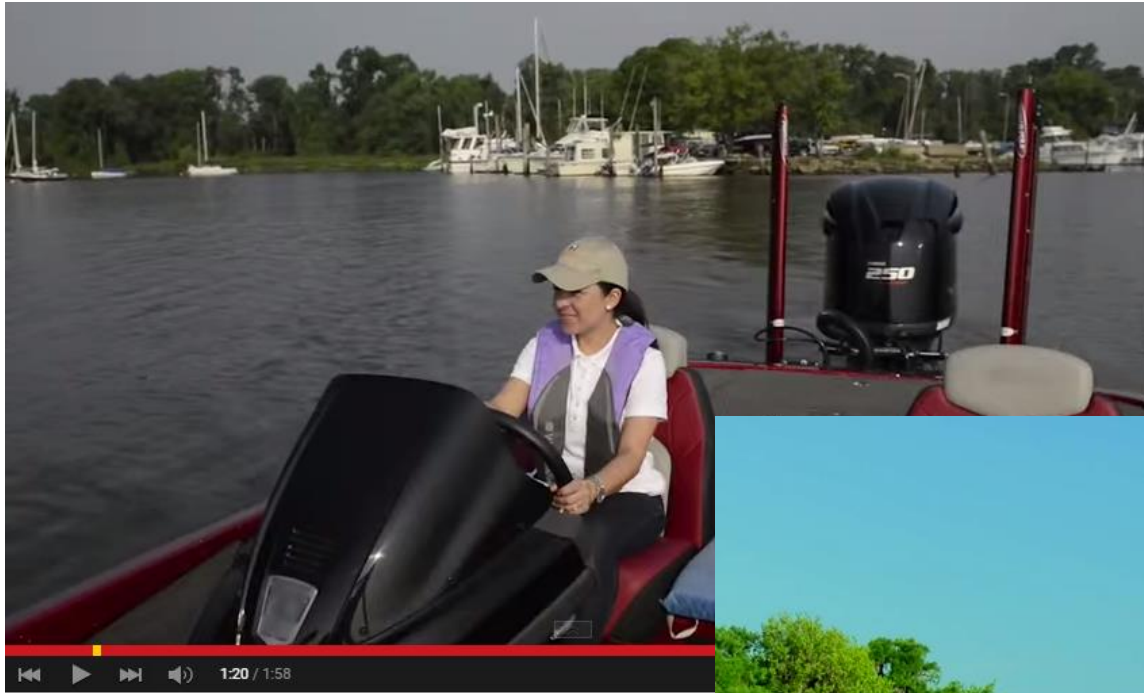


# Visual Content

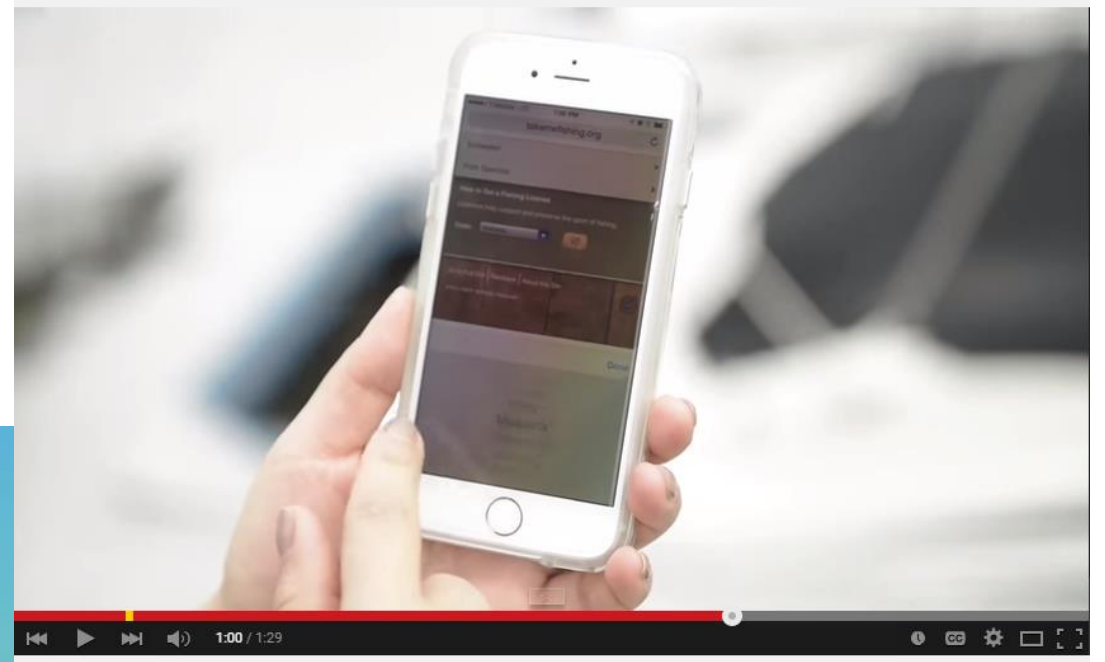
# Photo Library



# How-To Videos



Cómo Registrar su Bote



Cómo Obtener una Licencia de Pesca




Fishing Basics: How to Get a Fishing License




# Be a Guest Blogger



## NEW OPPORTUNITY!

 **TakeMeFishing.org**  
Published by Hootsuite [?] - July 1 at 6:05pm - 🌐

Pee Dee Redbreast, South Carolina's favorite fish.  
<http://ow.ly/DbPc301QAIn>



7,913 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share    📧 Hootlet

👍 😱 Gordon McAlpin, Chris Green and 80 others    [Top Comments](#) ▾

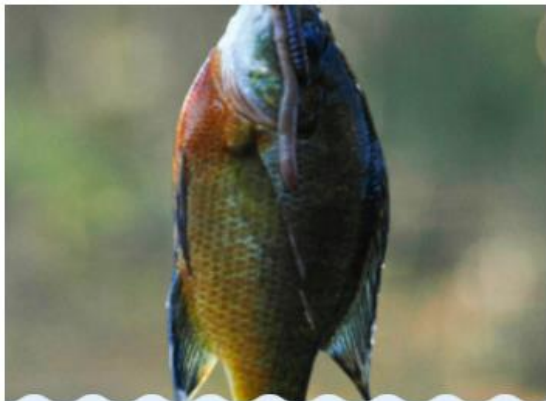


**10 BEST CALIFORNIA FISHING SPOTS**

NATE AND CHELSEA DAY    06/07/2016

My expeditions at California fishing spots initially had similar results, but that didn't stop me from gettin...

[READ MORE](#)



**PEE DEE REDBREAST, SOUTH CAROLINA'S FAVORITE SUN (FISH)**

DAVID LUCAS    06/07/2016

For sure, there are larger freshwater gamefish (largemouth bass and crappie spring to mind), including...

[READ MORE](#)

-  **TAKEMEFISHING.org**
-  **VAMOSAPESCAR.org**

# Annual State Grant Opportunities

- GHWB *Vamos A Pescar*™ Education Fund
- State Innovative R3 Program Grants



# Quarterly Webinars

- Webinar series for state partners
- Past topics:
  - Improving Digital Engagement
  - Leveraging Social Media Tools/Trends
- Upcoming topics (early 2017):
  - Hispanic Webinar 4.0
  - R3 Report Recommendations

A collage of four images: top-left shows the US Capitol building at night; top-right shows hands holding a smartphone; bottom-left shows a person using a laptop; bottom-right shows two people holding a large fish outdoors.

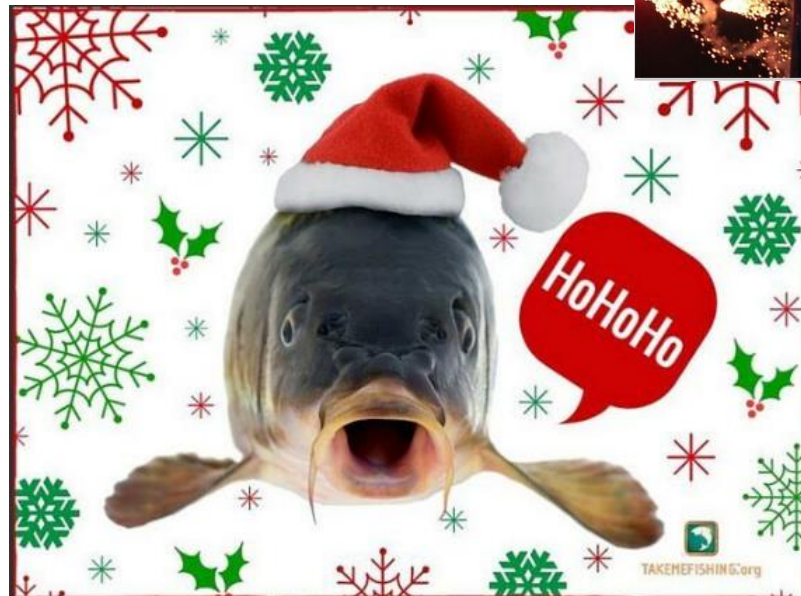
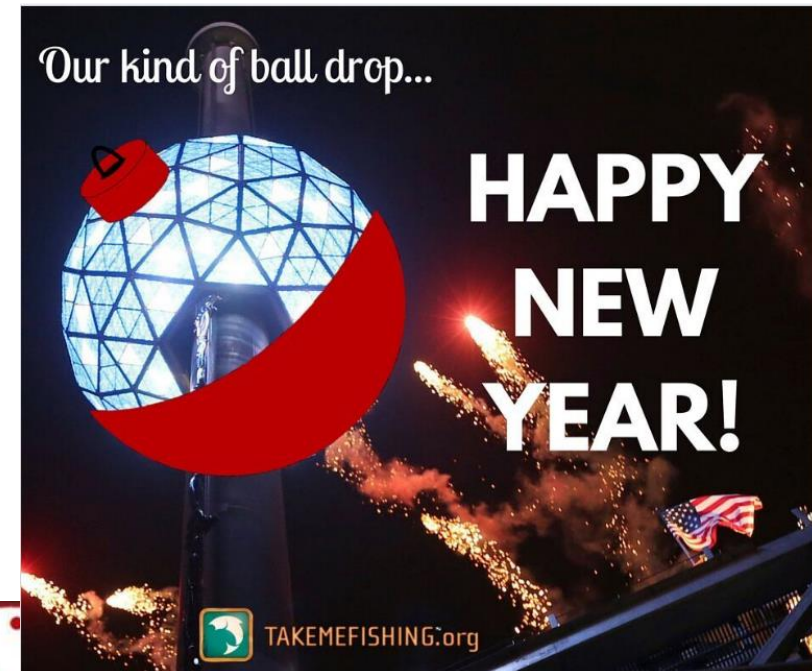
 RECREATIONAL  
BOATING & FISHING  
FOUNDATION

**govDELIVERY** 

**8 Tips to Recruiting, Retaining & Reactivating Anglers**

# Social Sharables & Infographics

- Visual sharables for use on social media
- Coming Soon!
  - 60 in 60 toolkit
  - New PSA – tv, radio, print (customization)



# Resource Center

## RESEARCH & REPORTS



Research on industry trends, audiences and programs to better guide your outreach efforts.

[GET INFO](#)

## CONTENT YOU CAN USE



Add dynamic content to your site with our Map and educational videos.

[GET INFO](#)

## MARKETING MATERIALS



Plan and execute your marketing campaign with the help of our logos, photos, and more.

[FIND OUT MORE](#)

## WEBINARS & WORKSHOPS



Access materials from RBF's frequent webinars and its annual State Marketing Workshop.

[GET INFO](#)

## EVENT PLANNING & EDUCATION



RBF has the resources you need to plan, promote and execute your event.

[GET INFO](#)

## SWEEPSTAKES & PROMOTIONS



RBF runs various promotions and sweepstakes throughout the year. Get involved here.

[GET INFO](#)

## HISPANIC TOOLKIT



Find all the marketing materials you need to reach out to your Hispanic audience.

## SUCCESS STORIES



RBF produces case studies to showcase efforts to engage fishing and boating participants.



[www.takemefishing.org/corporate](http://www.takemefishing.org/corporate)



# Thank You

