

# RBFF RETENTION EMAIL CAMPAIGN

EMAILS TO FIRST-TIME LICENSE BUYERS

## Easy Steps:

Download email  
templates



Customize  
templates



Email Reminders



Reap the Rewards

## Great Benefits:

Cost is \$0 - Limited  
Staff Time



Increased License  
Renewals



Create Lifetime  
Anglers



Additional  
Revenue

Contact [jmartonik@rbff.org](mailto:jmartonik@rbff.org) for more information.



TAKEMEFISHING.org



VAMOSAPESCAR.org

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EMAILS TO FIRST-TIME LICENSE BUYERS

Georgia's  
Process

First-Time  
Anglers  
Targeted

Email  
Templates  
Customized

Emails  
Sent

Evaluated  
Results

Georgia's  
Results:

30,921  
Anglers in  
Program

7,380  
Total  
Renewals

4.7%  
Lift in  
Response

\$92,193  
Total  
Revenue!

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GEORGIA  
DEPARTMENT OF NATURAL RESOURCES

WILDLIFE RESOURCES DIVISION