



Recreational Boating & Fishing Foundation 2022 State R3 Program Grants

Objective: To fund sustainable and replicable angler and boater recruitment, retention and reactivation (R3) initiatives and plans that focus on increasing fishing license sales and boat registrations to help increase fishing and boating participation.

Overview: RBFF is looking to partner with state agencies on R3 strategies to increase fishing license purchases and/or boat registrations, and help to grow overall fishing and boating participation. RBFF has budgeted up to \$200,000 for 2022 for a grants program to help fund state programs that can be replicated across the country and have a focus on recruiting new anglers/boaters, retaining current anglers/boaters, and/or reactivating lapsed anglers/boaters, and promoting the long-term participation of anglers and boaters.

Proposed programs should support RBFF's consumer research results and insights, which can be found in the [Research](#) section on RBFF's corporate website. Additionally, proposed programs should implement and support the key findings and recommendations from the R3 research conducted by RBFF and Responsive Management, [Actionable Strategies for Angler R3](#), as well as the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#).

RBFF and Responsive Management recently released new research, [Angler R3 Program Funding Needs Assessment: Survey Results and Scorecard](#), to assist state agencies, organizations and industry partners in scoring grant proposals and prioritizing angler R3 programs to fund and support. The research informed the development of an [Angler R3 Proposal Evaluation Scorecard Template](#), which will be utilized in the grants selection process. In scoring grants, results indicate the importance of programs having an evaluation component, established goals and objectives, and defined metrics to measure. Program proposals will need to address these findings and scorecard criteria.

Focus Area: State agency grant proposals should fall into one of the following three focus areas. Multiple proposals may be submitted.

- 1) Communicate the relevance of fishing and/or boating to urban, multicultural audiences to increase participation, such as (but not limited to):
 - Promoting urban fishing programs that provide multiple fishing opportunities and/or on-water training for new boaters
 - Implementing outreach efforts to reach underrepresented demographic groups
 - Marketing local fishing and boating opportunities and places to fish and boat close to home
 - Implementing outreach efforts targeting outdoor recreationists, particularly campers and boaters, to encourage continued fishing and boating participation as part of outdoor activities
 - Fostering partnerships to promote access to fishing and boating opportunities in urban areas, such as with state tourism and/or recreation departments
- 2) Implement angler and/or boater customer engagement strategies to retain and/or reactivate anglers and boaters to increase participation, such as (but not limited to):



- Marketing local fishing opportunities and places to fish close to home to support new anglers and foster ongoing participation
 - Employing marketing strategies, like agency emails or text messages, to retain or reactivate anglers and/or boaters
 - Utilizing RBF's [Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers Toolkit](#) and/or the [First-Time Buyers Retention Email Campaign Toolkit](#), as well as the [10 Steps to Create a Digital Marketing Campaign](#)
- 3) Enhance the capability of agencies to develop and implement effective angler and/or boater recruitment, retention and reactivation efforts, such as (but not limited to):
- Developing and/or implementing marketing/outreach plans to increase fishing and boating participation
 - Reconfiguring license purchase databases and/or building customer relationship management systems
 - Enhancing participant tracking and/or building email databases
 - Simplifying license/registration purchase processes, including offering e-licensing and/or auto-renewal

Outcome: The state programs funded will provide insights and learnings about a variety of R3 efforts and customer engagement strategies. Grantees will create a case study, with RBF staff assistance, after the program evaluation and will share their experiences with other state agencies.

Successful programs are expected to continue to be implemented without future funding from RBF.

Proposal Requirements:

To be considered for funding, submit a **one to three-page proposal** including:

Goals and Objectives

- Defined goals and objectives of the R3 effort, which are SMART (specific, measurable, achievable, realistic, time specific).
- The rationale for selecting those goals and objectives.
- The goals and the objectives provided are measurable.
- A description of how the goals and objectives can be reached.
- Demonstration that the goals and objectives match the focus area(s).

Evaluation

- Defined metrics for measuring success of the effort.
- A description of how those metrics will be obtained.
- A description of the feasibility of the evaluation strategies used in the R3 effort.

Target Audience

- Defined target audience.
- The rationale for selecting the target audience.
- An indication of the target audience size.

Program Strategies

- An explanation of how the target audience will be reached.
- If applicable, a description of other similar efforts that have worked in the past.

Budget

- A clear budget that includes line items for the various components of the effort.
 - Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions).
 - Minimum of \$10,000 and maximum of \$25,000 may be requested of RBFF. Total project budget may be greater.
 - If applicable, a description of any cost-sharing funds being provided.
 - Greater consideration will be given to proposals demonstrating a cost-sharing component.
- A calculation of the Investment per Person (IPP). This should be a simple cost per person reached as per the formula described in the Application Form.

Timeline

- Defined timeline for the R3 effort, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines.

Replicability

- A discussion of whether the R3 effort can be replicated in the future, or in other communities or other states.
- An explanation of whether the R3 effort can be carried on without grant funding.
- Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study.

Process Timeline:

- Request for proposals distributed by 12/20/21
- Proposals due to RBFF by 1/19/22
- RBFF staff and a Proposal Review Working Group (made up of industry Board members, Federal Agency and NGO representatives) will review and evaluate proposals based on meeting the criteria
- Awardees notified by 2/11/22
- Funding to be distributed beginning 2/14/22
- Mid-progress reports due to RBFF by 6/30/22
- Final reports due to RBFF within 4 weeks of program's end, ideally by 9/30/22
 - Alternative later timeframes may be considered depending upon proposal justification details, and in any scenario, final reports will be due no later than 1/31/23
- Case studies due to RBFF within 4 weeks of final report date
 - Case studies provided to RBFF by 10/31/22 will have opportunity to be considered for featured content at RBFF's State Marketing Workshop

For questions, please contact:

Stephanie Hussey, State R3 Program Director, at 703-778-5152 or shussey@rbff.org



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Recreational Boating & Fishing Foundation 2022 State R3 Program Grants Application

Proposals due to Stephanie Hussey at shussey@rbff.org by Wednesday, January 19, 2022.

To apply for funding, submit a one to three-page proposal with the following format addressing the RFP's Proposal Requirements, including:

Program Name:

Contact Name:

State Agency Name:

Contact Email Address:

Contact Phone Number:

Contact Address:

Goals and Objectives:

Evaluation:

Target Audience:

Program Strategies:

Budget:

Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions), for example:

Budget Category	Total Project Budget	Grant Budget Requested (\$25,000 max)	Matching Funds Provided (Cash)	Additional In-Kind Project Support
Description	\$8,000.00	\$4,000.00	\$4,000.00	
Description	\$16,000.00	\$16,000.00		
Description	\$16,000.00		\$16,000.00	
Description	\$2,000.00			\$2,000.00
<i>Insert lines as needed</i>				
TOTAL	\$42,000.00	\$20,000.00	\$20,000.00	\$2,000.00

Investment per Person (IPP)* calculation, for example:

Investment per Person	\$25
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*Investment per person (IPP) shows the amount spent per person reached by the effort. The formula is shown below:

$$IPP = \text{grant amount} / \text{number of people reached}$$

For instance, a grant of \$20,000 that expects to reach 800 people has an IPP of \$25 per person.

$$IPP = \$20,000 / 800$$

$$IPP = \$25$$

Timeline:

Replicability: