



## Recreational Boating & Fishing Foundation 2021 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 achieve 60 million anglers in 60 months.

**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 participation to 60 million anglers in 60 months (by end of 2021). RBFF has budgeted up to \$200,000 for 2021 for a grants program to help fund state programs that can be replicated across the country and have a **focus on retaining** this year's new, returning and current anglers and boaters with customer engagement strategies and foster the long-term participation of anglers and boaters.

Nationally, state agencies have experienced a 14% increase in fishing license sales from January through August 2020 versus 2019, with resident fishing licenses sales up 18%. This growth indicates a net gain of over 3 million fishing licenses. With this surge in participation, RBFF undertook new research this fall to provide insights on the 2020 anglers and boaters to inform retention efforts to keep them engaged.

Proposed programs should support RBFF's newly released consumer research results and insights, which can be found in the [Research](#) section on RBFF's corporate website. It's important to leverage this research and keep fishing and boating top of mind with these new and reactivated anglers and boaters.

Additionally, proposed programs should implement and support the key findings and recommendations from the recent 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](#).

### Focus Area:

State agency grant proposals should implement angler and/or boater customer engagement strategies to help retain current, new and returning anglers and boaters from 2020 to increase participation, such as (but not limited to):

- Employing marketing strategies, like agency emails, digital marketing or text messages, to retain anglers and/or boaters, such as utilizing RBFF's [First-Time Buyers Retention Email Campaign Toolkit](#)
- Promoting urban fishing programs that provide multiple fishing opportunities and/or on-water training for first-time boaters
- Marketing local fishing opportunities and places to fish close to home to support new anglers and foster ongoing participation
- Implementing outreach efforts to retain underrepresented demographic groups
- Implementing outreach efforts targeting outdoor recreationists, particularly campers, to encourage continued fishing and boating participation as part of outdoor activities



**Outcome:** The state programs funded will provide insights and learnings about a variety of retention efforts and customer engagement strategies. Grantees will create a case study, with RBFF 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 RBFF. Multiple proposals may be submitted. **To be considered for funding, submit a one to three-page proposal including:**

- Objective(s) of the program, which are SMART (specific, measurable, achievable, realistic, time specific)
- Program description and goals, including how program addresses focus area
- Target audience and how they will be reached
- Expected outcomes
- Evaluation plan to assess outcomes and demonstrate the program value
- Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines
- 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.
  - Greater consideration will be given to proposals demonstrating a cost-sharing component.
- Plan for continuing and funding the program, if successful
  - Successful programs are expected to continue to be implemented without future funding from RBFF.
- Explanation of how the program is replicable by other state agencies
- 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 12/15/20
- Proposals due to RBFF by 1/15/21
- 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 2/5/21
- Funding to be distributed beginning 2/8/21
- Mid-progress reports due to RBFF by 6/30/21
- Final reports due to RBFF within 4 weeks of program's end, ideally by 9/30/21
  - Alternative later timeframes may be considered depending upon proposal justification details, and in any scenario, final reports will be due no later than 1/31/22
- Case studies due to RBFF within 4 weeks of final report date
  - Case studies provided to RBFF by 10/29/21 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](mailto:shussey@rbff.org)



## Recreational Boating & Fishing Foundation 2021 State R3 Program Grants Application

Proposals due to Stephanie Hussey at [shussey@rbff.org](mailto:shussey@rbff.org) by Friday, January 15, 2021. Applicants will be notified by February 5, 2021.

Program Name:

Contact Name:

State Agency Name:

Contact Email Address:

Contact Phone Number:

Contact Address:

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

Objective(s) of the program, which are SMART (specific, measurable, achievable, realistic, time specific):

Program description and goals, including how program addresses focus area:

Target audience and how they will be reached:

Expected outcomes:

Evaluation plan to assess outcomes and demonstrate the program value:

Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines:

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	\$6,000.00	\$6,000.00		
Description	\$6,000.00		\$6,000.00	
Description	\$2,000.00			\$2,000.00
<i>Insert lines as needed</i>				
<b>TOTAL</b>	<b>\$22,000.00</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>\$2,000.00</b>

Plan for continuing and funding the program outside of RBFF funding, if successful:

Explanation of how the program is replicable by other state agencies:

Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study: