

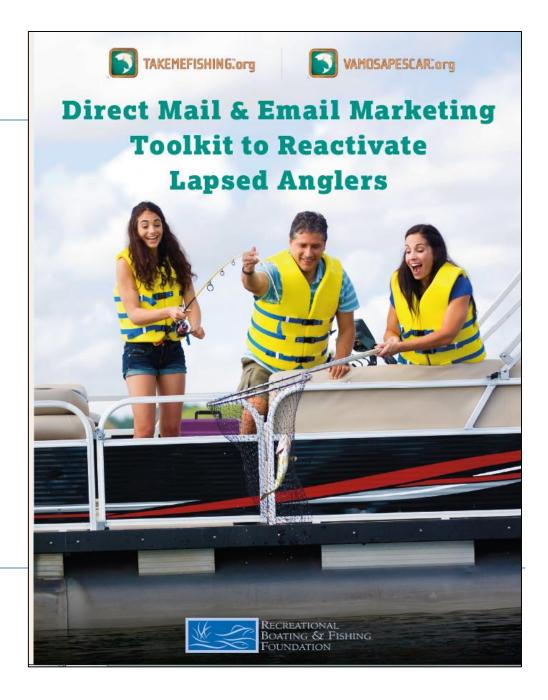


RBFF State Marketing Workshop

December 14, 2016

Reactivation Toolkit

- O Direct Mail Templates
- Email Templates
- Three messages to utilize
- Customizable
- Use of TMF and/or VAP



Messages

Outdoors Message

IT'S TIME TO RENEW YOUR FISHING LICENSE.

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of (State)'s finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, (State)'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Where to renew your license:

- {State URL}
- · Or call {State's phone number}
- · Or in person at your nearest (State location) or license agent.









2100% of Fees Message

Subject: [State] Fishing License Reminder

Spring fishing is here! | Email not displaying correctly? View it in your browser.

IT'S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime while helping to conserve (State)'s waterways.

Thank you for your past support of (State)'s natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers, and streams. The revenue generated from your fishing license goes toward conserving your local fisheries today and for generations to come.

Where to renew your license:

- · {State URL}
- · Or call (State's phone number)
- · Or in person at your nearest (State location) or license agent.







(State Agency) invites you to join our community of anglers to learn more about how and where to fish. Sign up here

To unsubscribe please click here

(State Agency) (State Address)



Working With GovDelivery

RBFF and GovDelivery Will Help You Utilize the Toolkit

- Assist in segmenting data
- Help putting data into GovDelivery
- Walk through steps to set up API
- Help with inputting templates
- Close access to email experts





Thank You!







