

Using Email to Drive Revenue & Reactivate Anglers



RBFF State Marketing Workshop
December 14, 2016



Reactivation Toolkit

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



Messages

 Outdoors Message

 Conservation Message

 100% of Fees 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.

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!



Contact jmartonik@rbff.org with questions.

