

RBFF REACTIVATION EMAIL CAMPAIGN



GEORGIA WILDLIFE RESOURCES
DIVISION

Anglers > 5
years
lapsed



95,203
emails sent



5,015
licenses sold



\$93,481
revenue



5.27%
response rate

Anglers < 5
years
lapsed



112,069
emails sent



4,782
licenses sold



\$77,991
revenue



4.27%
response rate

TOTAL REVENUE:



\$171,472



PROGRAM COST:

minimal staff time

For more information:

Email us - rbff@rbff.org

-or-

Visit rbff.org/60in60



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org



VAMOSAPESCAR.org



GEORGIA
DEPARTMENT OF NATURAL RESOURCES
WILDLIFE RESOURCES DIVISION