

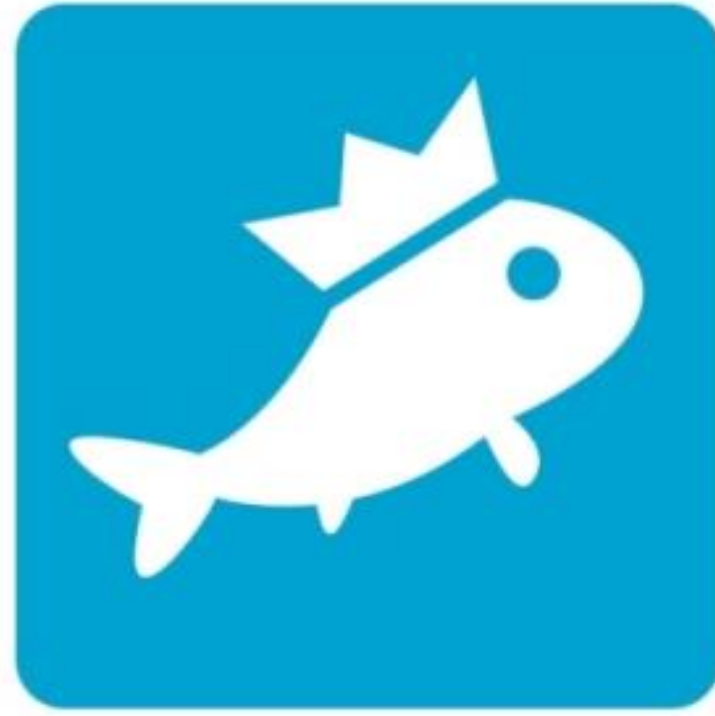
Welcome!



RBFF STATE MARKETING WORKSHOP

PRESENTED BY  FISHBRAIN

[#RBFFWorkshop](#)



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Social



Diamond



ASPIRA
CONNECTED EXPERIENCES

Gold

BRUNSWICK



Silver



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Bronze



Donations



We've Come a Long Way

Where We Started

Pilot Phase

National Programs on Deck

2007

RBFF had been conducting fishing license pilot programs with individual states. Working with the RBFF team, we decided to take the program national.

- Fishing License Marketing Program
- 1st Workshop in 2008

2012

Hitting our Stride

- State Innovative Grants (now R3 Grants) well underway
 - Dave Chanda brought on board full-time as VP of State Agency Engagement

Expansion

- Launched first-ever Boat Registration Marketing Program
- State Marketing Workshop attendance grew to 47 states!

2017

300+



participants

A close-up photograph of a human hand, palm facing forward, against a light beige background. The hand is positioned centrally. Overlaid on the hand and background are several white dashed lines of varying lengths and orientations. These lines are placed around the fingers and the palm, likely serving as tracking markers for a virtual reality application. The lines are arranged in a roughly circular pattern around the hand, with some pointing towards the fingers and others pointing away from the palm.

VIRTUAL

High Five

PLACE HAND HERE

Successes in 2020

390% increase

4.3B

total campaign impressions



TAKEMEFISHING.org



discoverBOATING.

186% increase

┌
48M

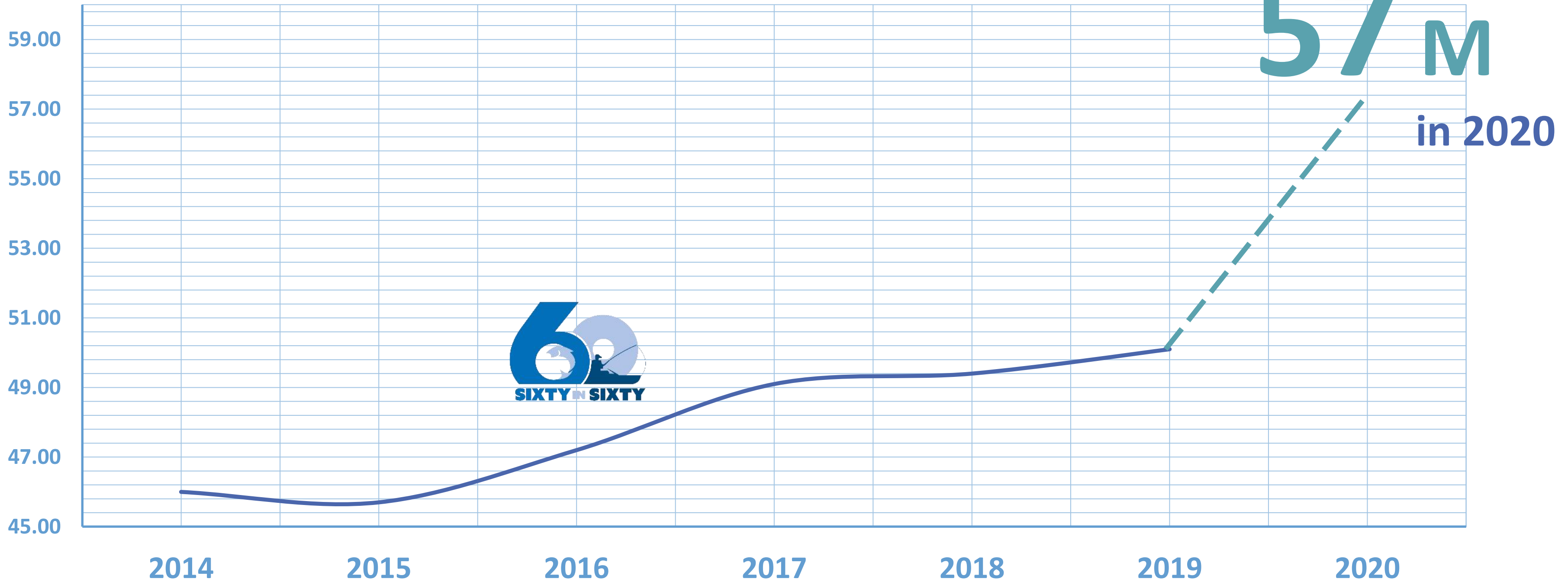
total visits to digital assets



TAKEMEFISHING.org

Fishing Participation Increasing

Projected



2020's New Anglers & Boaters



Young



Diverse



Urban



Navigating 2021



Consumer Sentiment in 2021



Socializing Still
Limited



Mental Illness Up
Among Youth



Focus on Health &
Wellness



Optimism for
Summer Recovery

State Agency Opportunities

Continue R3 Momentum

Continue to develop R3 plans, hire R3 coordinators and implement CRM systems to better communicate with customers.



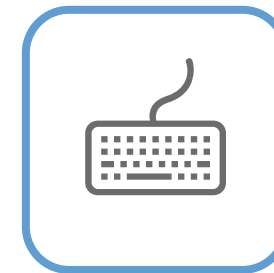
Consumer Engagement

Continue engaging consumers with information and resources about local fishing and boating opportunities, your agency programs and activities.



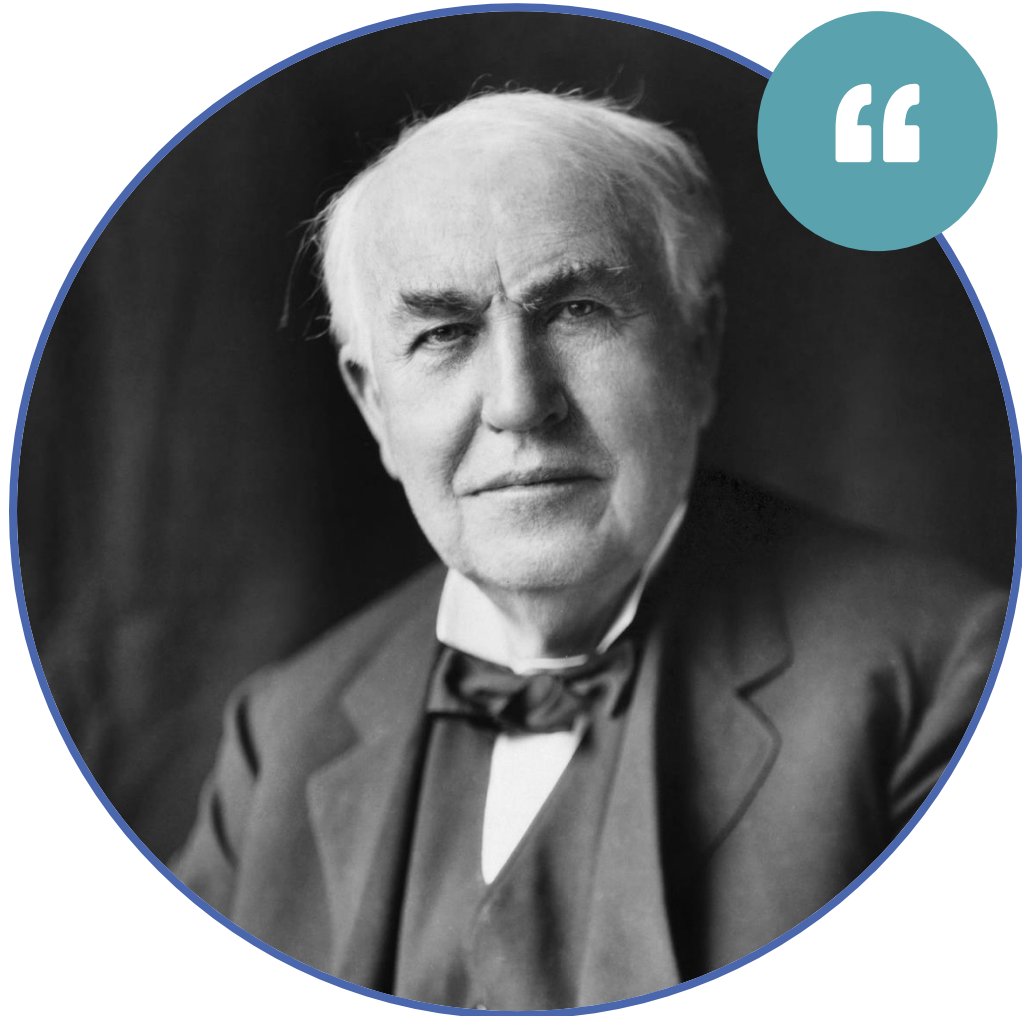
License Simplification

Simplify license systems wherever possible, paring down the process and number of options for consumers.



Retention & Reactivation

Keep a regular conversation going with your customers, sharing tips, how-to's and important information to foster long-term participation.



Our greatest weakness lies in giving up. The most certain way to succeed is always just to try one more time.

Thomas Edison – American Inventor

Thank You



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Fishing Foundation



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#RBFFWorkshop