

Recreational Boating & Fishing Foundation State Innovative R3 Program Grants 2016

Objective: To fund innovative and sustainable marketing initiatives that focus on increasing fishing license sales and boat registrations that can be replicated across the country and utilizes methods for recruiting, retaining and reactivating (R3) anglers and boaters.

Overview: RBFF is looking to partner with state agencies on marketing strategies to promote fishing license purchases and/or boat registrations in innovative ways. RBFF has budgeted up to \$130,000 for 2016 for a grants program to help fund state programs that have a focus on recruiting new anglers/boaters, retaining current anglers/boaters, and/or reactivating lapsed anglers/boaters, and promoting the long-term participation of anglers and boaters.

Outcome: The state programs funded will provide insights and learnings about a variety of marketing strategies. Grantees will create a case study with RBFF staff after the program evaluation and will share their experiences with other state agencies.

The program is expected to continue to be implemented without future funding from RBFF if both the state agency and RBFF mutually agree on the success of the program.

To be considered for funding, program should include:

- Marketing effort that promotes license/registration purchasing
- Encouragement of individuals to take action to purchase a license and/or register their boat
- Use of new and innovative techniques to promote license purchases and/or boat registrations
- Plan for evaluation of program to assess outcomes and showcase success
- Detailed objectives with specific measurements for evaluation
- Feasible timeline to accomplish program and objectives, recognizing program reports are due on 9/30/16
- Ability for other state agencies to replicate the program

Greater consideration will be given to programs that:

- Incorporate use of latest advancements in technology
- Use of multiple media channels for outreach
- Plan for continued communication with anglers and boaters
- Provide agency cost-sharing information



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

- Objective of the program
- Program description and goals
- Types of marketing and outreach methods planning to use
- Target audience and how they will be reached
- Expected outcomes and plan for continuing the program if deemed successful
- Evaluation plan with measurement to demonstrate the program value
- Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe
- Budget details, including any cost-sharing information
- Commitment to create a case study based on RBFF's template by 10/31/16. Work with RBFF to finalize and promote case study.

Process Timeline

- Request for proposals distributed on 1/21/16
- Proposals due to RBFF by 2/19/16
- 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 3/11/16
- Funding distributed the week of 4/4/16
- Reports due to RBFF within 4 weeks of program's end but no later than 9/30/16
- Case studies due to RBFF for review by 10/31/16

For questions, please contact:

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Marketing Program Manager

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**Recreational Boating & Fishing Foundation
State Innovative R3 Program Grants Application 2016**

Proposals due to Joanne Martonik at jmartonik@rbff.org by 5:00pm Eastern Time on Friday, February 19, 2016. Applicants will be notified by March 11, 2016.

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 of the program:

Program description and goals:

Types of marketing and outreach methods planning to use:

Target audience and how they will be reached:



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Expected outcomes and plan for continuing the program if deemed successful:

Evaluation plan with measurement to demonstrate the program value:

Timeline of programming, including steps to launch, launch date, end date, evaluation timeframe:

Budget details, including include any cost-sharing information:

Are you committed to creating a case study based on RBFF's template by October 31, 2016 and work with RBFF to finalize and promote case study?