



ID FISH & GAME RETENTION POSTCARDS

Results:

Postcards sent: 782 on 6/14/18 to individuals who purchased an adult three-year fishing license in 2015 and had not repurchased as of 5/30/18.

Licenses Purchased: 160 repurchased a license between 6/14/18-8/8/18.
Total customer spend: **\$9,680.25** including fees paid or **\$8,372.25** without fees.

Total cost of campaign: \$591.44.

ROI including fees: 1537%; ROI without fees : 1316%

ROI with staff time and including fees: 1099%

ROI with staff time without fees: 937%

Postcard Front and Back:

FETCH YOUR FISHING GEAR!

Make time to fish.
Being outside is good for you:

- Having fun with friends and family
- Sharing life's lessons with your kids
- Finding solitude in nature
- Slowing down and relaxing
- Frying up the fish you just caught



For more information please visit
idfg.idaho.gov or call 208-334-3700

You are "locked in" to Price Lock - renew now to stay locked in.
It's time to renew your fishing license!

Price Lock and the 3-year license is a benefit to you.

By staying "locked in", you would:

- Avoid the 20% increase in prices for 2018
- Do your part in conserving Idaho's fisheries
- Invest in Idaho's fish and wildlife
- Enjoy what makes Idaho special - the beautiful outdoors

By having another 3-year license, you would:

- Be locked in to lower prices until 2021
- Save \$5.00 on Access/Depredation fees
- Save \$3.50 on vendor fees

Double the fun! Did you know that you can buy a 2-pole permit for only \$13.75?

Options to purchase your license and permits:

- Online at idfg.huntfishidaho.net
- By phone 1-800-554-8685
- Go to a license vendor
- Go to an Idaho Fish & Game office



IDAHO DEPARTMENT OF FISH
AND GAME
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