

# BIG Barriers = BIG Opportunities

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It's time to think BIG when it comes to  
fishing recruitment

**Bobby Jones – NDOW Outdoor Connection Coordinator**

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# Today's To-Do List

Outdoor Connection Coordinator

The Nevada Situation

Nevada Youth License **Fund**

Why bigger barriers are better

How to eat an elephant

Icebergs of awesomeness

Taking scissors to a gunfight

Winning BIG





# Bobby Jones – NDOW Outdoor Connection Coordinator



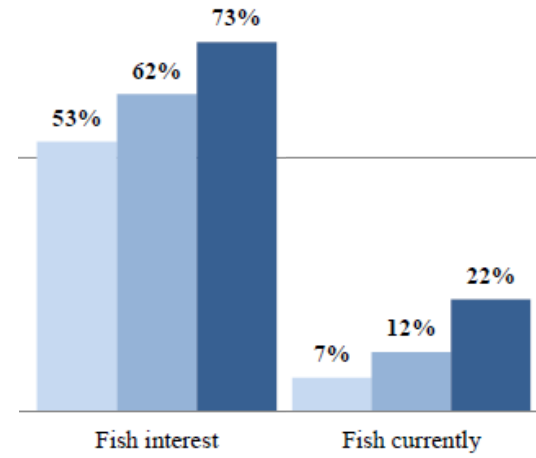
# The Nevada Sitchiation



- 2<sup>nd</sup> Most Urbanized
- 3<sup>rd</sup> Most Diverse
- 5<sup>th</sup> Fastest Growing

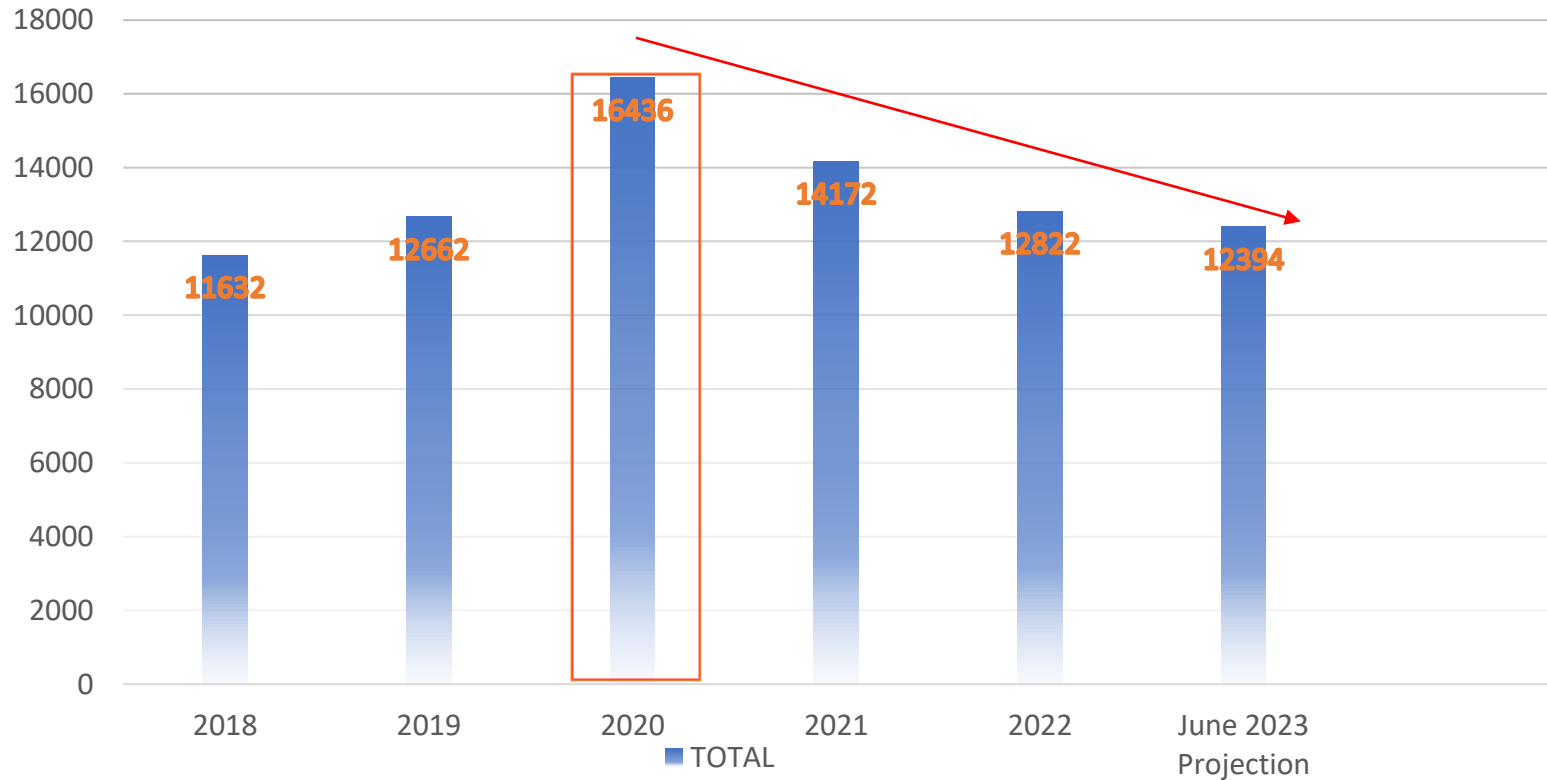
## Fishing Interest

- Las Vegas metro area
- Reno/Carson City metro area
- Remainder of state



**WHY?!**

## NEVADA YOUTH LICENSES 2018 - 2023



# Are there any things that keep you from getting outdoors, from enjoying the outdoors, or that reduce your interest in the outdoors?



**Time**

**28%**



**Weather**

**17%**



**Not Enough  
Places Nearby**

**12%**



**Health**

**12%**



**Cost**

**10%**



2023

# FREE KIDS FISHING LICENSE

Thanks to generous donations made by members of the public to the Nevada Youth License Fund the Nevada Department of Wildlife (NDOW) is offering youth combination (fishing/hunting) licenses to anyone 12-17 years old at no cost to them, while supplies last!

A youth combination license allows the holder to legally fish in Nevada for one year from the issuance date, and after completing a hunter education course would also allow the holder to legally hunt. NDOW regularly sells youth combination licenses to anyone 12-17 years old for \$15. Kids younger than 12 years old don't need a license to legally fish in Nevada!

Scan the QR code below, sign-up for an account and download an electronic copy of your license today!



**GET YOUR  
LICENSE TODAY**

For more information visit [ndow.org](http://ndow.org)

# Nevada Youth License Fund

Make it easier for kids and their families to enjoy the outdoors

Offering kids, a free fishing license

100% Donation-driven program

Zero qualifications besides age

Nevada has one license (fishing/hunting) for 12–17-year-olds

**Nevada Department of Wildlife**

Order Number: 15475832 HE: NE 123456  
Client ID: 6978700

HIF #  
7878036

Fred Flinstone  
1234 Bedrock Way  
Reno, NV 89502

01/01/2008  
Male  
Height: 6 ft 0 in  
Weight: 200.0 lbs  
Eyes: Black  
Hair: Black



194100 - NDOW Headquarters 02/16/2023 8:

License Res Junior Hunt/Fish Combo  
Valid 02/16/2023 through 02/15/2024 Issued 02/16/2

I, the holder of this license or permit, hereby state that I am entitled to this license or permit under the laws of the State of Nevada and that no false statement has been made by me to obtain this license or permit.





# Launch Sequence



## CHECKOUT

**Would you like to donate and support the Resource Enhancement Fund?**

Donate any desired amount between \$10.00 and \$1,000.00

\$ Amount

Donate

Not Today



**Would you like to donate and support the Nevada Youth License Fund?**

Donate any desired amount between \$15.00 and \$1,500.00

\$ Amount

Donate

Not Today



Idea inception: – Feb 2022

Idea formation/grease: Mar 2022 – Dec 2022

Applied for RBFF Grant: Jan 2023

Started collecting donations – Mar 2023

Started issuing licenses – June 2023

Ran out of money – July 2023

Re-launched the program – Oct 2023



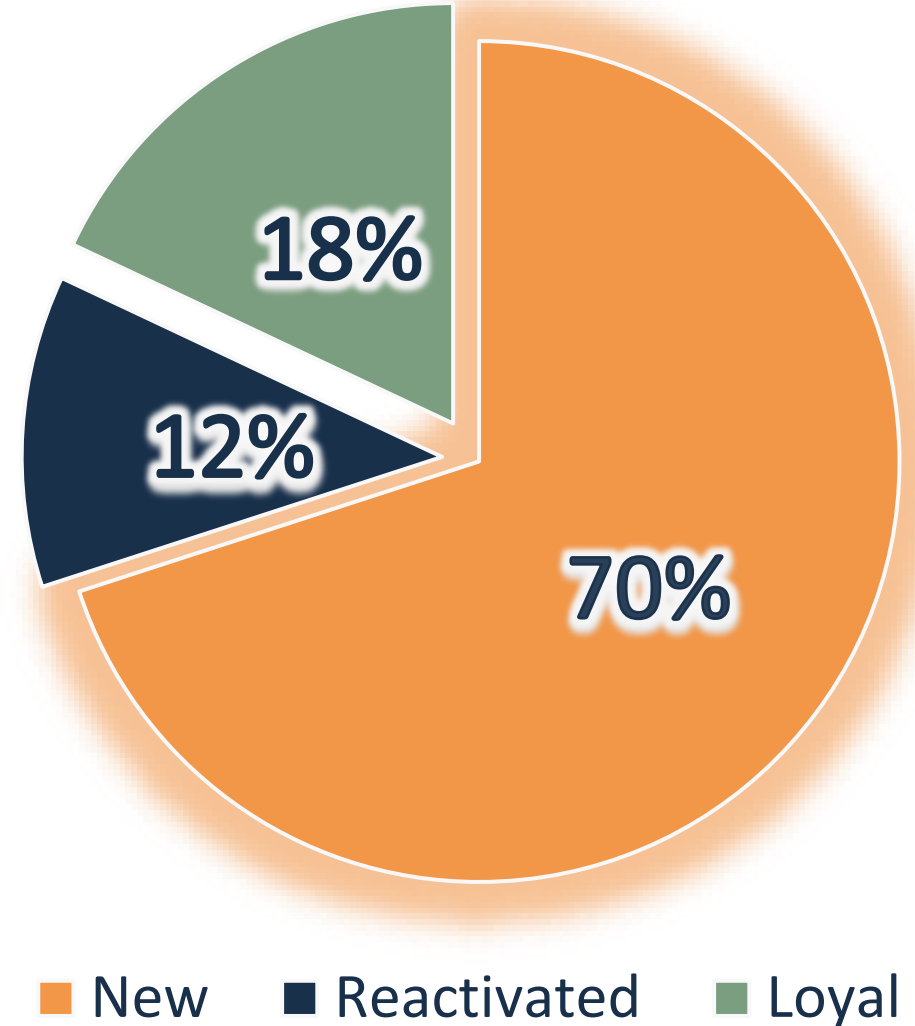
# Results

- Issued **3,712** youth licenses for free in 2023
  - Over **2,500** \*new\* kids
- **>70%** of kids had never had a NV license before
- Over **90%** of kids from NV homes
- From another down year to up **~14%** YOY for youth
  - \*Age\*

**3,712**

**70%**

**18%**



# Hits and Misses

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- More kids fishing
  - More new kids fishing
- No limitations (on participants)
- Mobile First Catch Center
- We ran out of money
- Olive branch
- Donors
- Put together a strong TEAM



# Olive Branch - Partners and Relationships





Bigger Barriers are Better

Big barriers come in all shapes and sizes!

When \*people\* tell you what's a barrier believe them!

Find the traffic and clear a path!

# How to eat an elephant

## Intimately understand the problem

What does an elephant weigh?  
How much can one person eat?

What tools do we need?

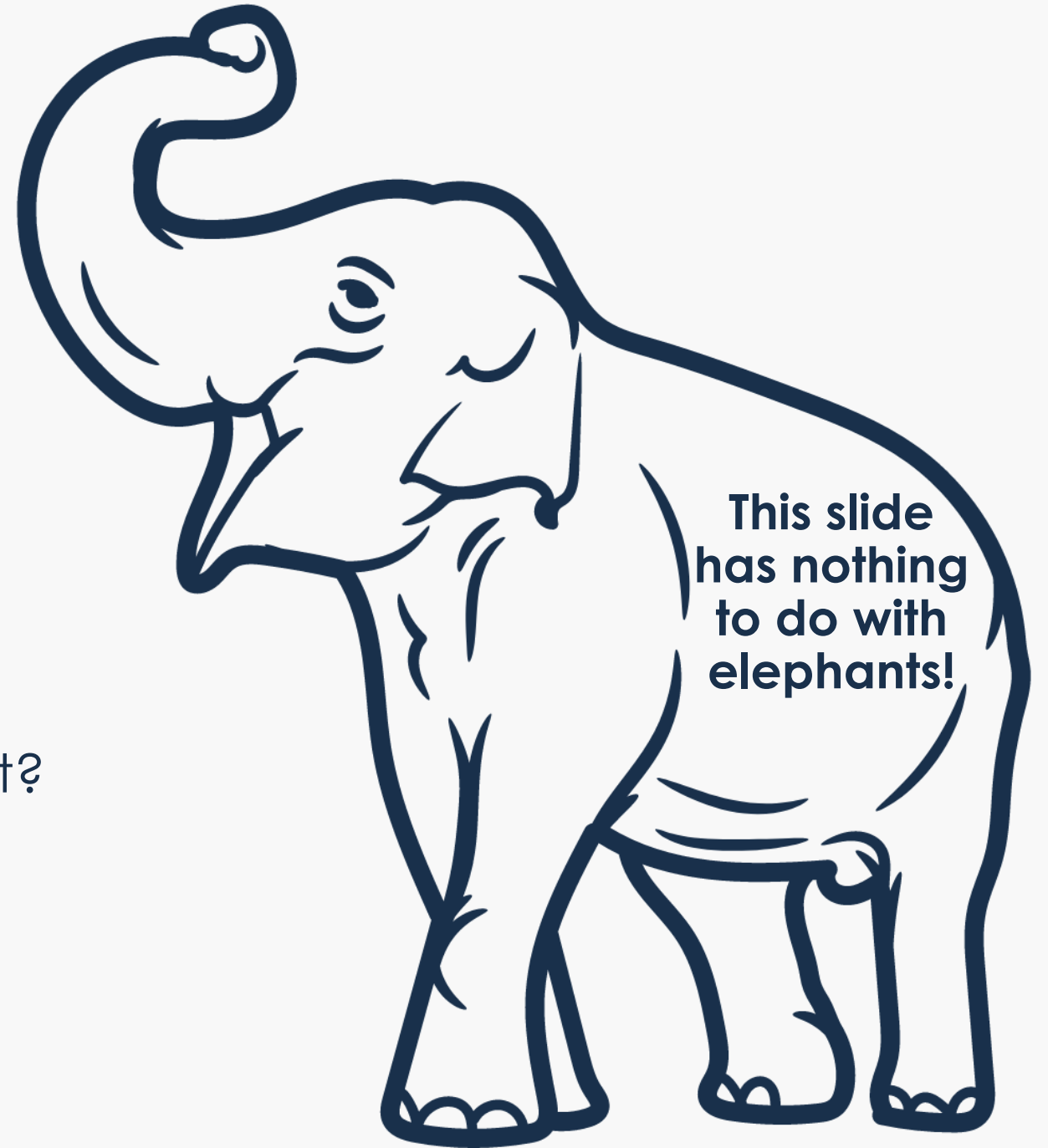
Where do we start?

How long will it take?

Who are the experts?

Why would someone want to do that?

**Solve one problem with a  
variety of solutions**



# How to eat an elephant



Negative potential or the  
Reason(s) to say NO

# Icebergs of Awesomeness

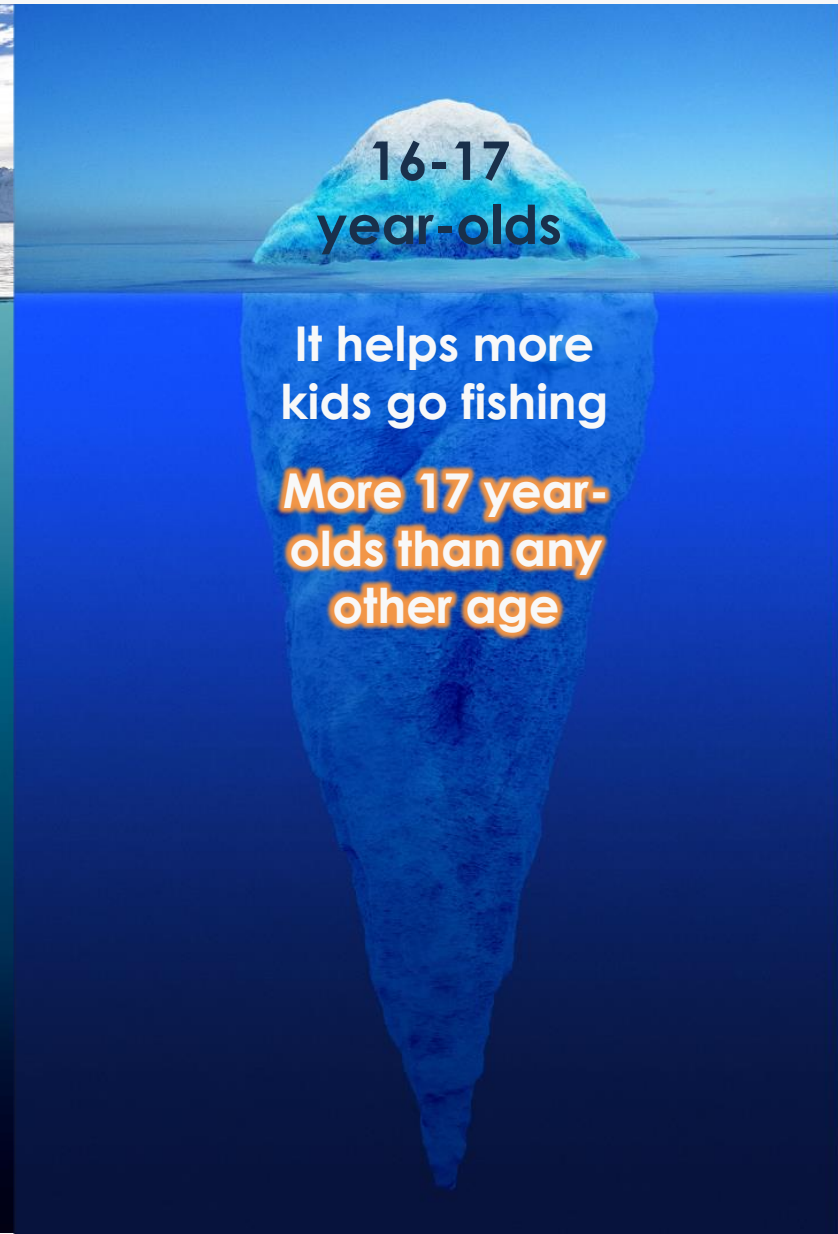
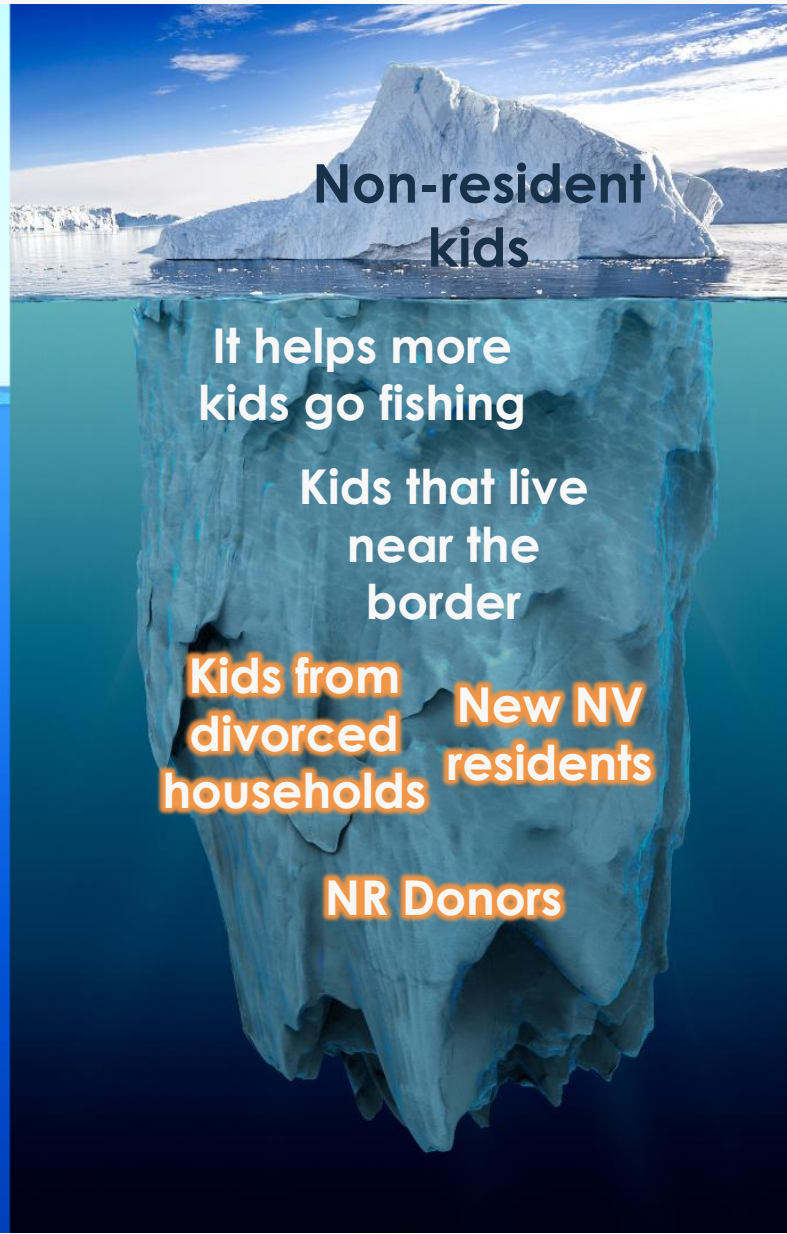
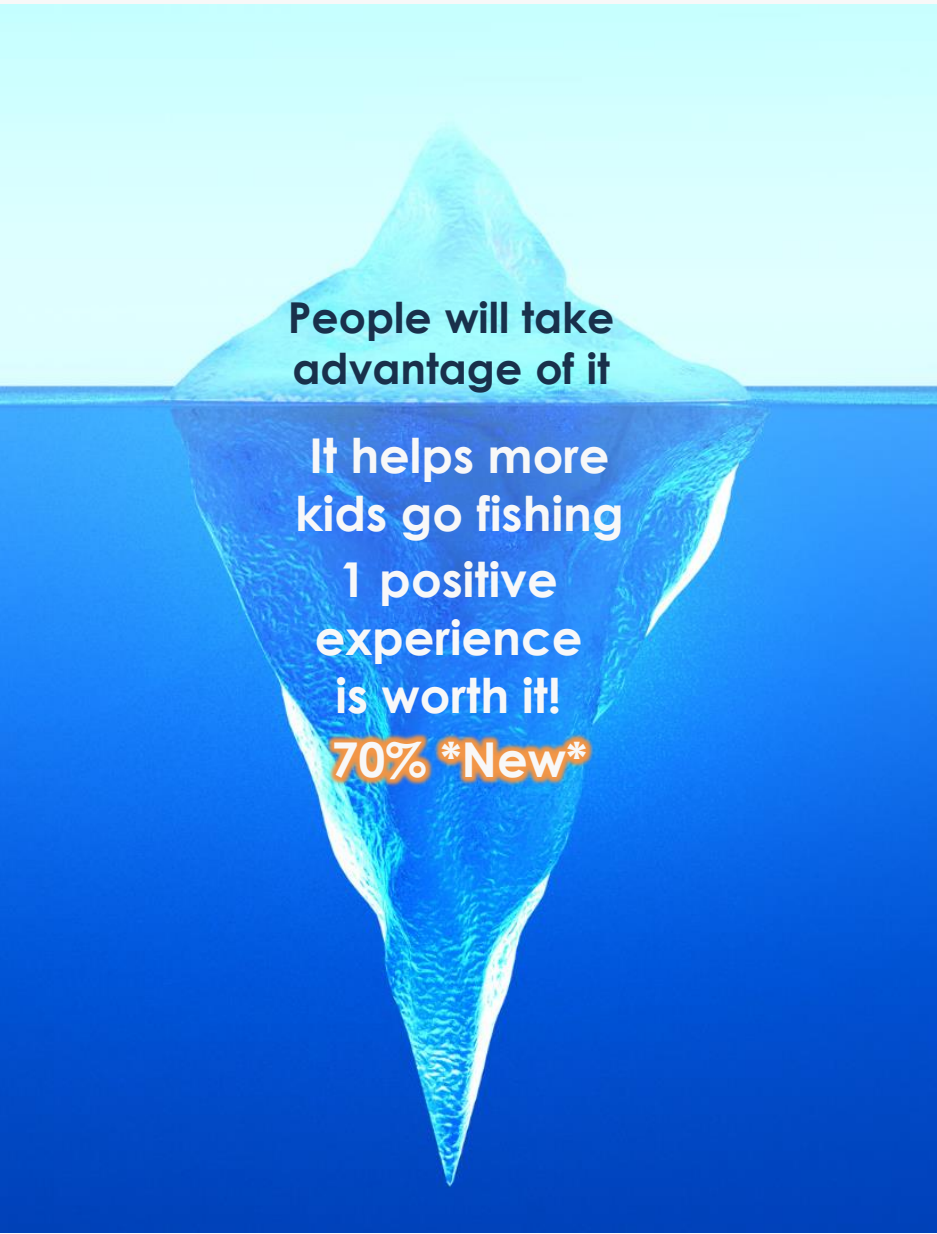
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Positive potential or the  
Reason(s) to say YES



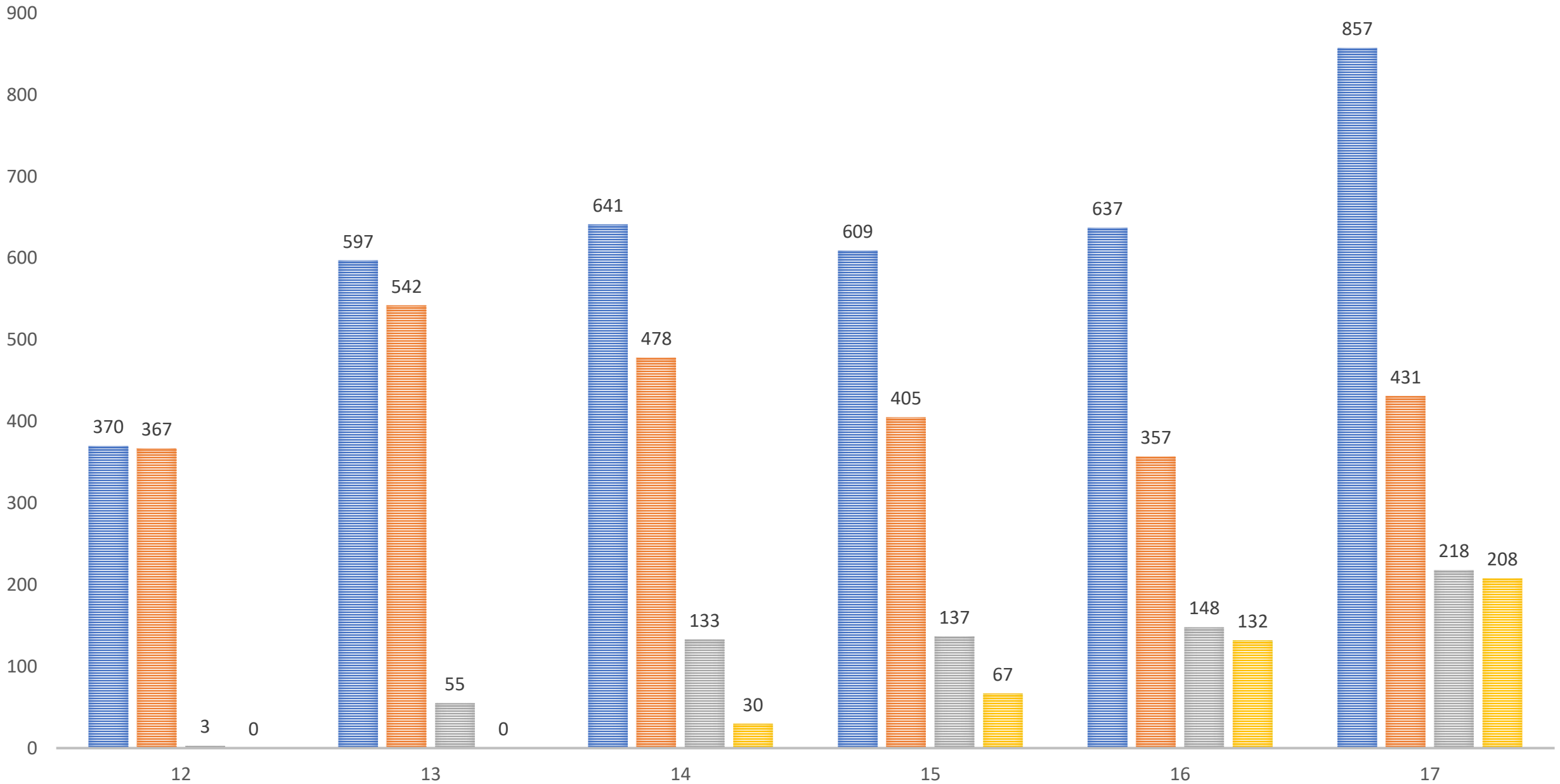


Negative potential is what we see first, but that's only the tip of the iceberg



# FREE YOUTH LICENSE RECIPIENTS BY AGE AND CUSTOMER TYPE

■ Total ■ New ■ Loyal ■ Reactivated

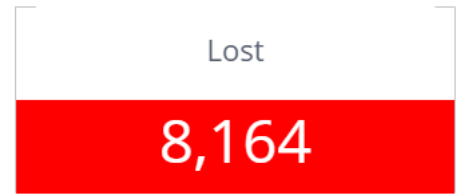
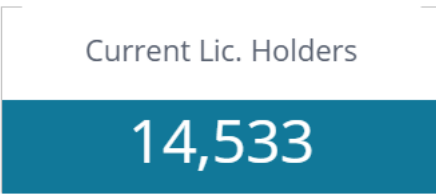




**Taking scissors to a gunfight**



- AMS Nevada
  - Customer Analysis
  - Draws
  - Licenses
  - Return Card Data
  - Sales
  - Surveys
  - Vessels
- Licenses
- Tags
- Test Folder
- UNR-NDOW
- Annual Sales
- Big Game Customers - '22
- Free Youth Licenses



Customer Type

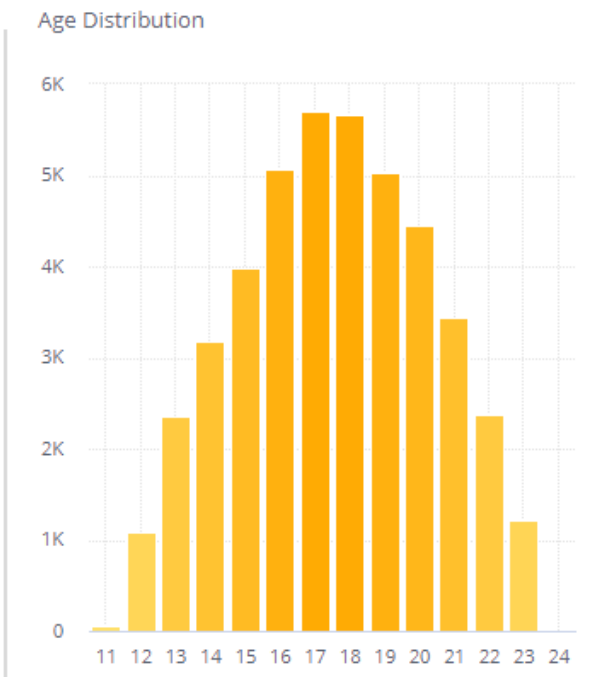
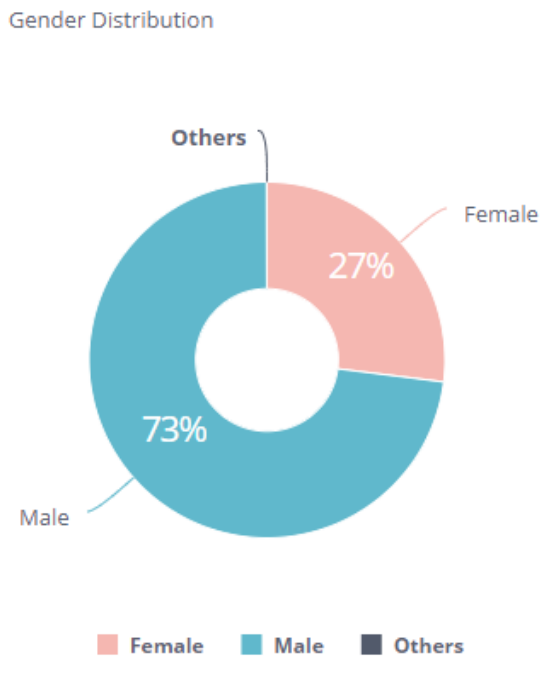
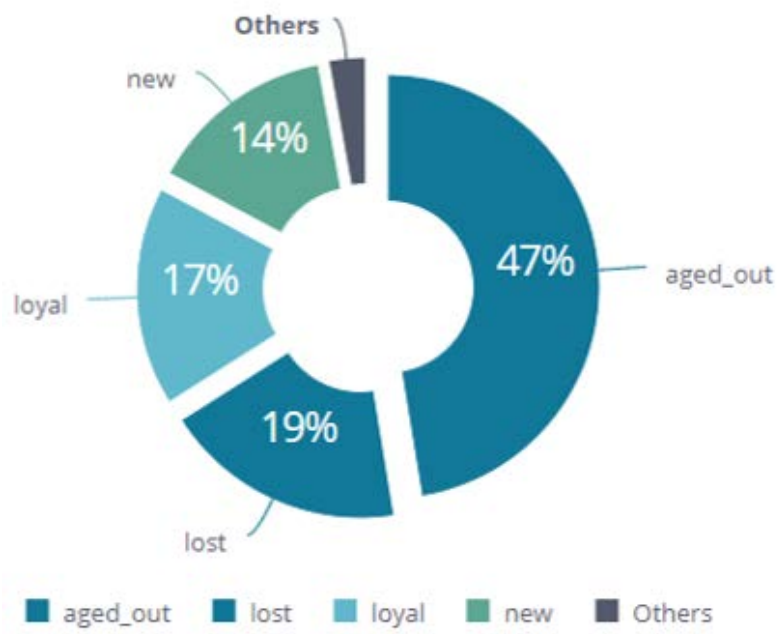
aged\_out lost loyal  
new reactivated

2024 Purchase

No Yes

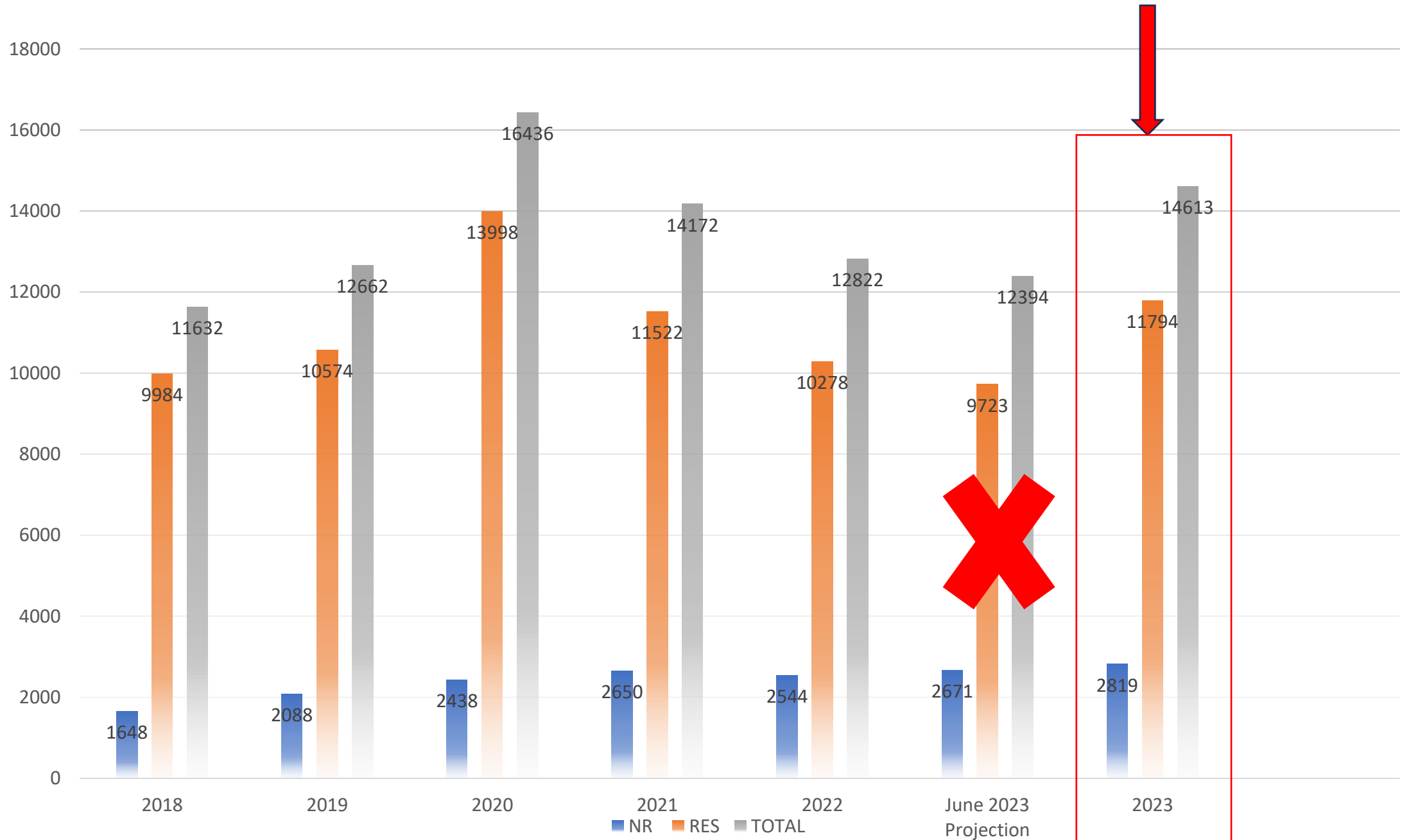
2024 Valid

No Yes



- Name
- DOB
- Order Date
- Free License (Y/N)
- License Type
- Email
- Address
- City
- Zipcode
- Sales Channel
- Customer Type

# NEVADA YOUTH LICENSES 2018 - 2023



# What's Next?

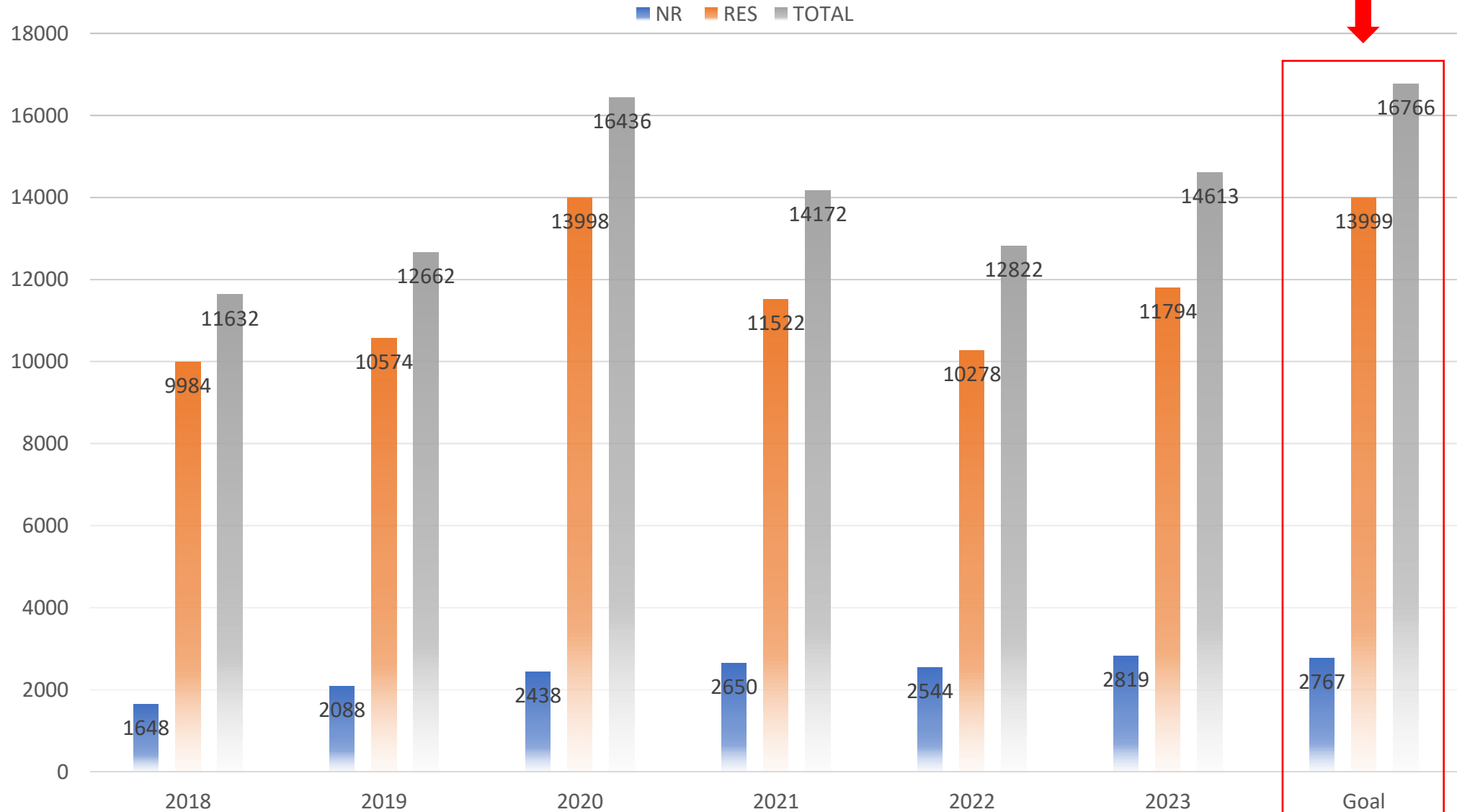
## NEVADA YOUTH LICENSES 2018 - 2023

Age Specific  
Kids (16+)

Lookalikes

Spanish  
Households

TBD



# Winning BIG

Know your sitichiation

Identify “big” barriers

Eat the elephant

Navigate icebergs of awesomeness

Don't take scissors to a gunfight

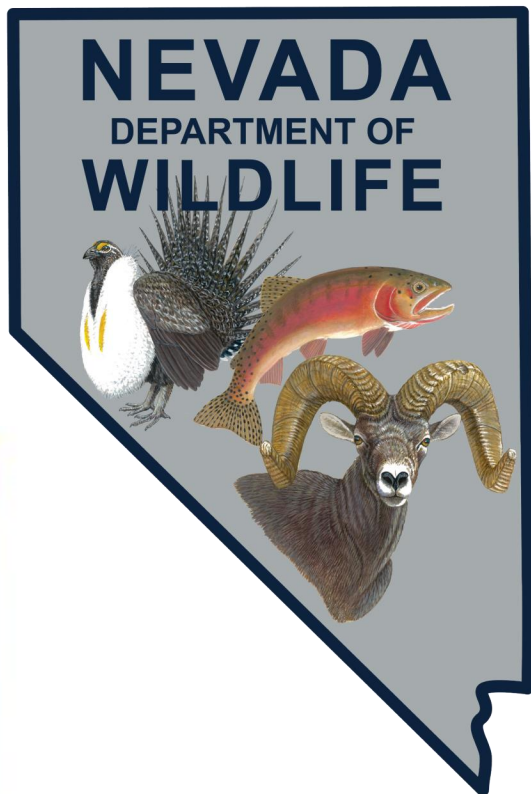
**GORDON-JARBY**

*Innovation and Quality Since 1982*



Be willing to lose, and take aim at winning BIG, as all GREAT teams do.

Losing spectacularly > accepting mediocrity



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