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Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers



RECREATIONAL
BOATING & FISHING
FOUNDATION

DIRECT MAIL AND EMAIL MARKETING TOOLKIT TO REACTIVATE LAPSED ANGLERS

This kit's primary purpose is to provide the tools you need to reactivate your lapsed anglers to increase fishing license sales. By increasing license sales, you improve your agency's ability to manage, promote and support fish and wildlife conservation.

The resources in this kit are designed to target a specific audience — lapsed anglers. Their confirmed interest in fishing creates relationship-building potential. Additionally, lapsed anglers are a sizable, valuable group your agency can reach with the key information you already have about them.

At the end of this document, you will have the opportunity to download the direct mail and email files that can be customized and sent to the lapsed anglers in your state. But first, let's review the benefits of this toolkit and how you can execute a successful program.

WHAT RESULTS CAN YOU EXPECT?

Through RBFF's state partnership efforts, these resources have proven to reactivate lapsed anglers and generate fishing license sales. Response rates will vary depending on many factors, which you will learn as you work through this kit. Another important thing to remember about direct mail and email is that the strength of the program builds over time. Each year, you have the opportunity to build on the lessons from the previous year, refine your program and improve your results. Direct mail and email communications are not a one-shot endeavor.

WHAT ADVANTAGES DOES THE KIT GIVE YOUR AGENCY?

Research and experience prove that the target audience — lapsed anglers — responds strongest to messaging that appeals to the outdoors and the emotional aspects of fishing. Whether motivated by fun, relaxation, escape, relationship-building or a connection with nature, lapsed anglers are most inclined to renew their licenses when they are reminded of the value fishing brings to their lives. That emotional connection has been central to the success of RBFF's national Take Me Fishing™ advertising.

The Direct Mail and Email Marketing Toolkit to Reactivate Lapsed Anglers builds on the success of our national advertising by leveraging its brand and messaging in the creative concept, combined with best practices for direct response programs. Through many years of pilot testing and a national rollout of the Fishing License Marketing Program in 2012, these direct mail and email resources have been tested, refined and implemented in up to 40 states. These resources have been organized into a step-by-step guide for state agencies that provides straightforward instructions to plan, execute and manage your agency's lapsed angler license renewal program.

STEPS TO EXECUTE

1. LEVERAGE YOUR DATABASE

The most important aspect of the program is your mailing list. The effectiveness of your campaign will be compromised if you don't get it into the hands of the people most likely to take action. Setting up your database effectively and analyzing customer data will help you develop a viable mailing list that saves time and money.

2. SET A BUDGET

The end objective of your budget process is clear: Identify the total available funding to invest in the direct mail and email strategy that best fits your agency's goals and resources.

3. DETERMINE STRATEGY

One size fits all does not apply to your budget and resources, and it shouldn't apply to your marketing program. Through combinations of different communication pieces (postcards, emails, varying messages), this kit gives you the flexibility to customize your program and find the best fit.

4. PREPARE FOR RESPONSE

Keep your agency staff informed and prepared to handle the response for your initial effort. Use the systems your agency already has in place, such as telephone, online and retailer information. If possible, offer more than one way to respond — but don't overwhelm your audience with too many options.

5. LAUNCH YOUR PROGRAM

Here are a few checks to help the effectiveness of your program launch and execution.

- ♦ Plan ahead for your scheduled date for deployment.
- ♦ Keep the mailing list updated as responses come in. Once they purchase a new license, anglers are no longer lapsed and should be removed from subsequent reminders.
- ♦ If mail pieces are returned to you as undeliverable, flag those addresses in the database so you do not mail additional pieces until corrections are made.

6. EVALUATING YOUR PROGRAM

It is important to track fishing license sales as part of your lapsed angler campaign evaluation. Knowing the responses of those on your mailing list is vital to determining the success of your program.

Your first direct mail and email effort is an investment; you will learn many valuable lessons to apply toward your second and subsequent marketing programs. Careful analysis will help you determine what is and isn't working, and make the appropriate changes for your next marketing effort.

DIRECT MAIL AND EMAIL RESOURCES OVERVIEW

In the following pages you will find previews of these resources:

DIRECT MAIL PIECES

- ◆ Postcard with an “Outdoors” message
- ◆ Postcard with a “Conservation” message
- ◆ Postcard with a “100% of Fees” message, which provides alternative copy to incorporate messaging that has resonated with anglers in subsequent RBFF conservation awareness research

EMAIL PIECES

- ◆ Email with an “Outdoors” message
- ◆ Email with a “Conservation” message
- ◆ Email with a “100% of Fees” message, which provides alternative copy to incorporate messaging that has resonated with anglers in subsequent RBFF conservation awareness research

There are two versions of each direct mail and email asset. The details below will help you decide which asset and version to deploy to the lapsed anglers in your state. Please read this information carefully before downloading the files.

TEMPLATES WITH RBFF LOGOS:

The first set of templates (p. 6–12) contains copy and messaging that has been approved by RBFF. The messaging within these files should not be changed. The only changes that should be made within these files is to the editable fields (marked in pink). These fields should be updated with your state-specific information (e.g., “Thank you for your past support of {State}’s natural resources.” could be updated to “Thank you for your past support of Virginia’s natural resources.”)

The templates with preapproved messaging include the Take Me Fishing™ and Vamos A Pescar™ logos built into the file. Leveraging the TMF and VAP logos will help add credibility and a level of familiarity to these communications. Your agency can update these templates with specific contact/location information and deploy to lapsed anglers without the permission or approval from RBFF.

TEMPLATES FOR CUSTOMIZATION (PERMISSION TO USE RBFF LOGOS REQUIRED):

The second set of direct mail and email templates (p. 13–19) contains placeholder copy and the TMF and VAP logos are not yet included. The logos have been intentionally left out of these template versions so that you can completely customize the copy within the file.

We understand that you may want to add state-specific information to these communication pieces that we’ve left out of the template. We encourage your agency to customize the copy as you see fit to best engage the lapsed anglers in your state. However, RBFF can not provide the TMF or VAP logos for these template versions without first approving the copy that will replace the current placeholder.

DIRECT MAIL AND EMAIL RESOURCES OVERVIEW

In order to gain approval of your customized messaging, please forward the updated files to marketing@takemefishing.org. RBFF will review the assets and provide approval or feedback within 5 business days. If the customized assets are approved, RBFF will send the TMF and VAP logos for deployment. If the messaging is not approved, you'll have the option to revise and resubmit for approval.

TEMPLATES FOR CUSTOMIZATION (NO RBFF LOGOS):

You can also deploy the communications (p. 13–19) without the TMF and VAP logos. Your agency is able to customize and deploy these assets without the review of RBFF. In this case, the TMF and VAP logos will not be provided for the assets or as a communication sign-off.

You are almost ready to download the resources and customize them with your state information. Review a preview of each of the different assets and versions on the following pages. Then access the art files by visiting the Resources page of TakeMeFishing.org/Corporate.

Note: You will need access to InDesign to open and edit the direct mail postcard file. You will need access to your text editor and email client to open and edit the email file. A PDF preview of those files can be found on the following pages.

DIRECT MAIL AND EMAIL RESOURCES OVERVIEW

The following direct mail and email files contain certain fields that can be edited with state-specific information:

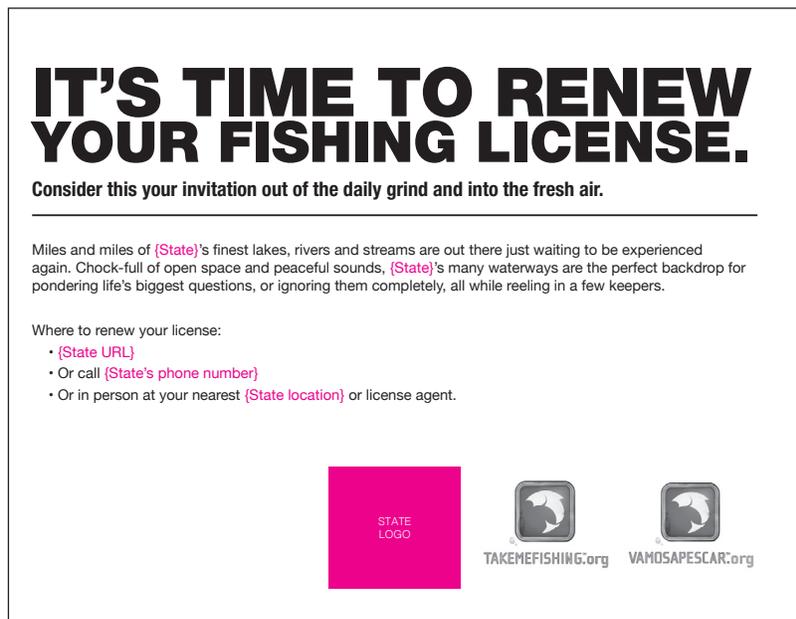
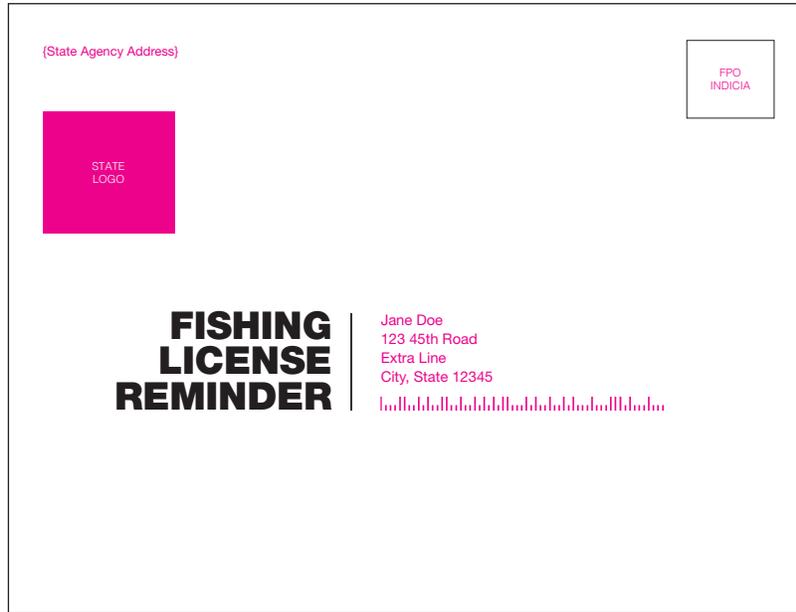
- Insert the name of your state in the appropriate customizable fields (marked in pink).
- You can also insert your own state agency logo. Drop the image file in the editable field next to the Take Me Fishing™ and Vamos A Pescar™ logos.
- Finally, add your state-specific information, such as website, telephone number, etc. to the editable fields in the call-to-action section of the communication piece.

Example:

“Thank you for your past support of {State}’s natural resources.”

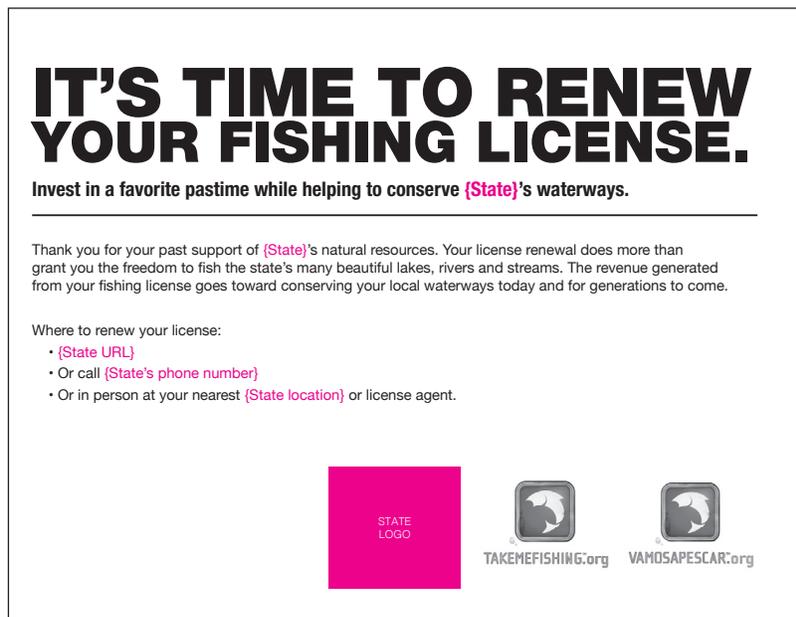
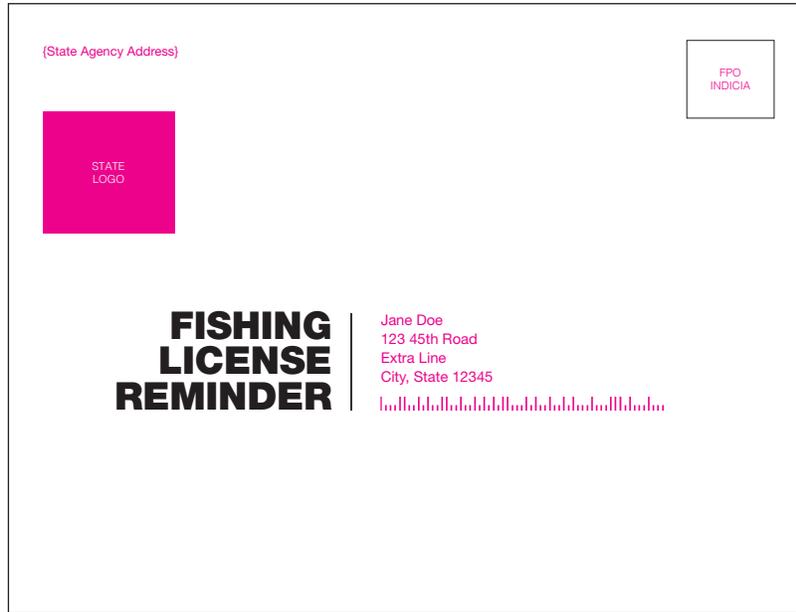
should be updated to:

“Thank you for your past support of Virginia’s natural resources.”

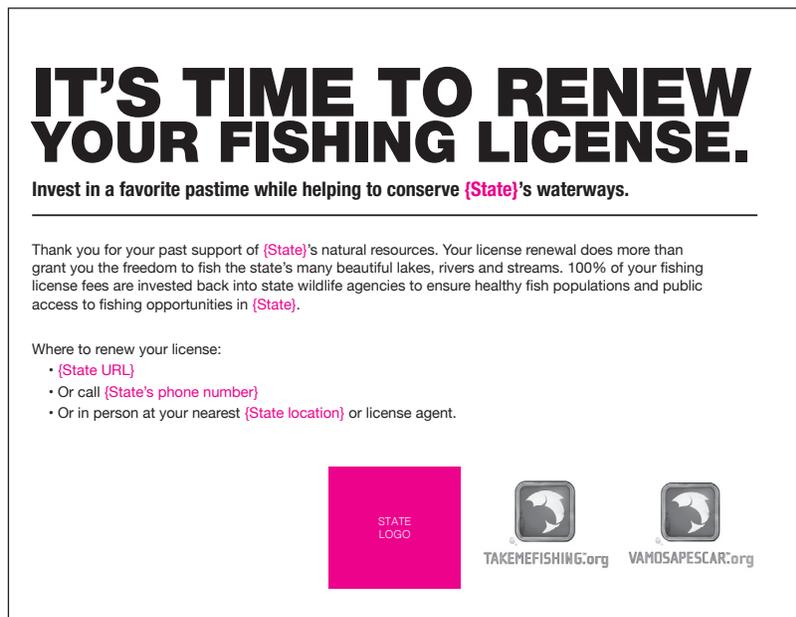
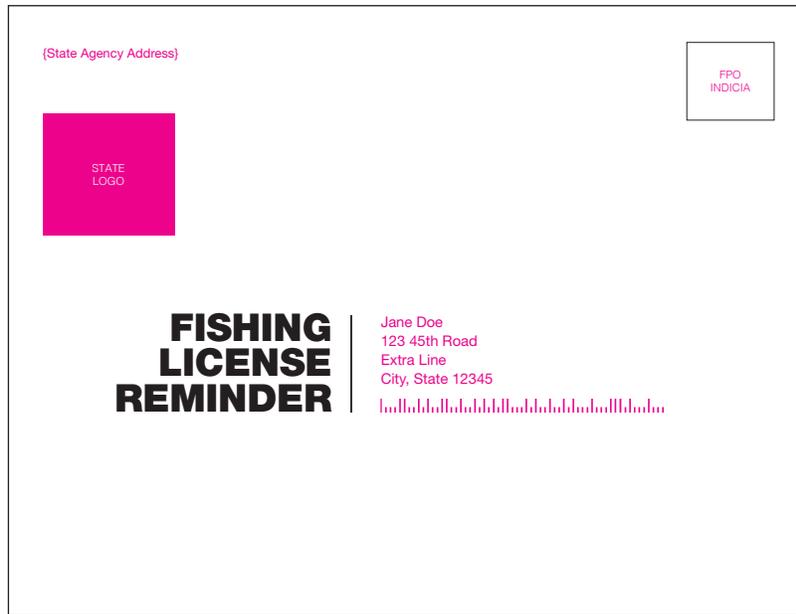


When editing this file for deployment, you will need to replace the following:

- These placeholders on the front of the postcard — [STATE AGENCY ADDRESS], [STATE LOGO], [RECIPIENT INFORMATION]
- These placeholders on the back of the postcard — [STATE NAME], [STATE URL], [STATE PHONE NUMBER], [STATE_LOCATION], [STATE LOGO] — with the appropriate info



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Subject: [State] Fishing License Reminder

Spring fishing is here! | Email not displaying correctly? [View it](#) in your browser.

IT'S TIME TO RENEW YOUR FISHING LICENSE.

Consider this your invitation out of the daily grind and into the fresh air.

Miles and miles of {State}'s finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, {State}'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Where to renew your license:

- {State URL}
- Or call {State's phone number}
- Or in person at your nearest {State location} or license agent.



{STATE LOGO}



TAKEMEFISHING.org



VAHOSAPESCAR.org

{State Agency} invites you to join our community of anglers to learn more about how and where to fish. [Sign up here](#)

To unsubscribe please click [here](#)
{State Agency}
{State Address}

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- These variables — [%view_email_url%], [%from_name%], [%address%], [%city%], [%state%], [%zip%] — with the equivalent variables you use in your email marketing platform to auto-populate data in your emails
- Every src="http://www.eregulations.com/..." with the link generated in your email marketing platform once you upload the images. The images where this applies are the "It's time to renew your fishing license," header image, and the three logos for the state, Take Me Fishing™, and Vamos A Pescar™
- These placeholders — [STATE_NAME], [STATE_URL], [STATE_PHONE_PC], [STATE_LOCATION], [STATE_AGENCY] — with the appropriate info
- These links — [SIGN_UP_HERE_URL], [UNSUBSCRIBE_URL] — with the corresponding web addresses

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Invest in a favorite pastime while helping to conserve {State}'s waterways.

Thank you for your past support of {State}'s natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers, and streams. The revenue generated from your fishing license goes toward conserving your local fisheries today and for generations to come.

Where to renew your license:

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(STATE LOGO)



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Thank you for your past support of {State}'s natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers, and streams. 100% of your fishing license fees are invested back into state wildlife agencies to ensure healthy fish populations and public access to fishing opportunities in {State}.

Where to renew your license:

- {State URL}
- Or call {State's phone number}
- Or in person at your nearest {State location} or license agent.



{STATE LOGO}



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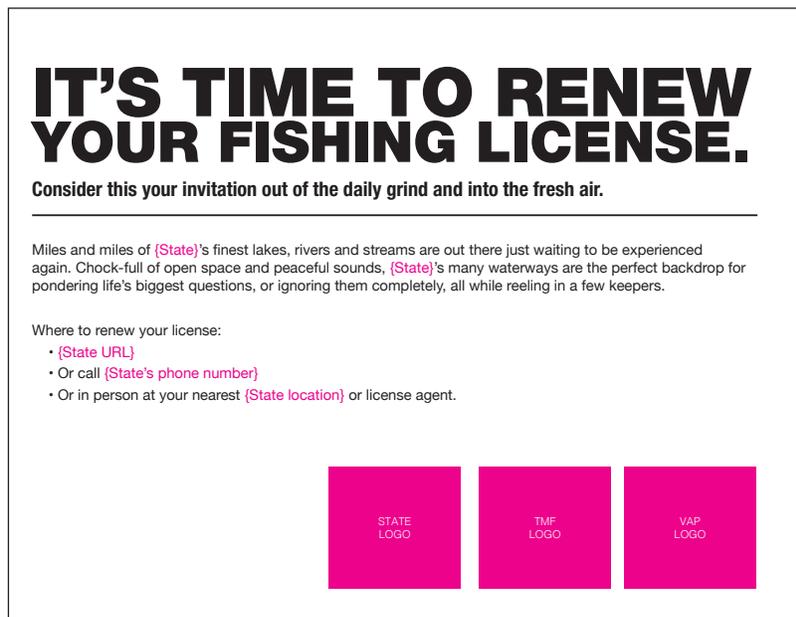
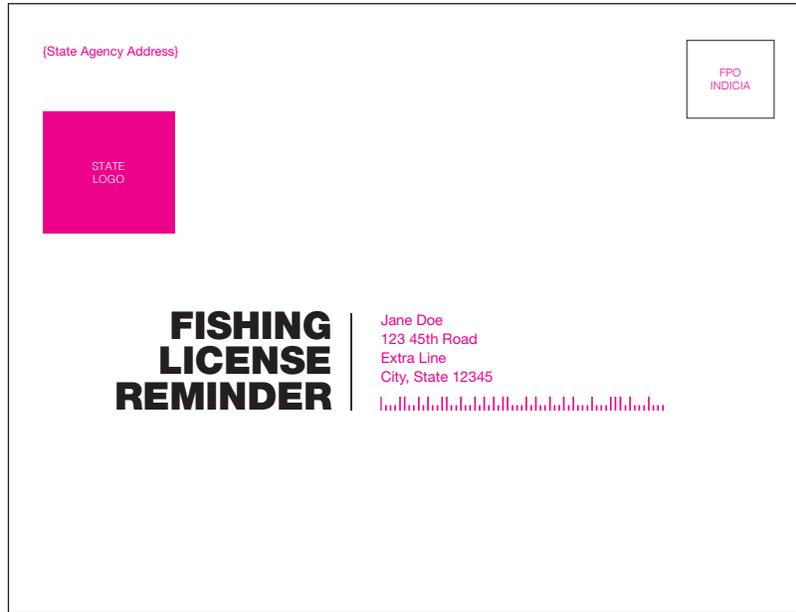
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DIRECT MAIL AND EMAIL RESOURCES OVERVIEW

The following direct mail and email files contain placeholder copy that can be completely customized based on your state's specific locations, goals, initiatives, etc. These files do not include the TMF or VAP logos. If you would like to update the copy of the messages and still use the TMF and VAP logos, you will need to gain approval from RBFF. These logos can be acquired from RBFF upon approval of the updated messaging. See pages 4–5 of this toolkit for further details.

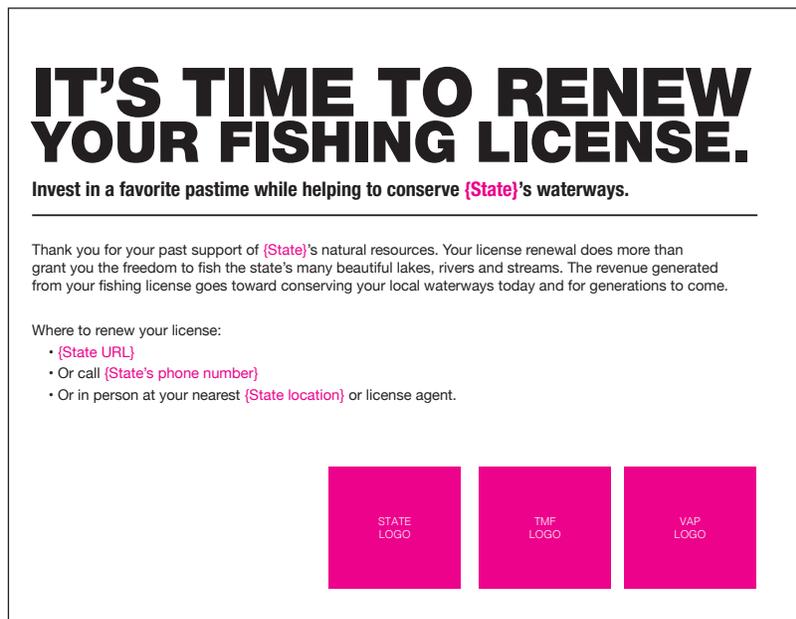
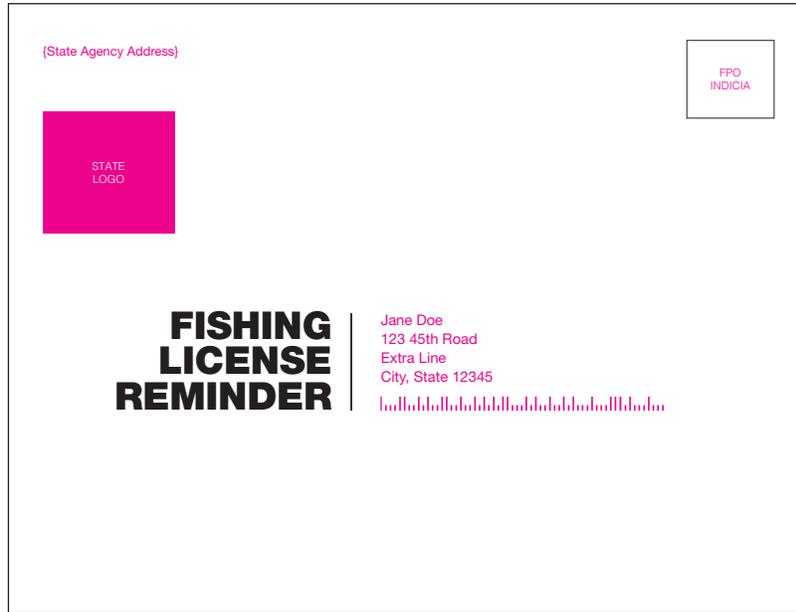
- Insert the name of your state in the appropriate customizable fields (marked in pink).
Next, add your state-specific information, such as website, telephone number, etc, to the editable fields in the call-to-action section of the communication piece.
- You can continue to update and customize any of the messaging in these template versions.
- Finally, you can insert your own state agency logo. Drop the image file in the editable field next to the editable fields for the Take Me Fishing™ and Vamos A Pescar™ logos. To receive the TMF and VAP logos for the file, email marketing@takemefishing.org, or see pages 4–5 for details about the approval process.



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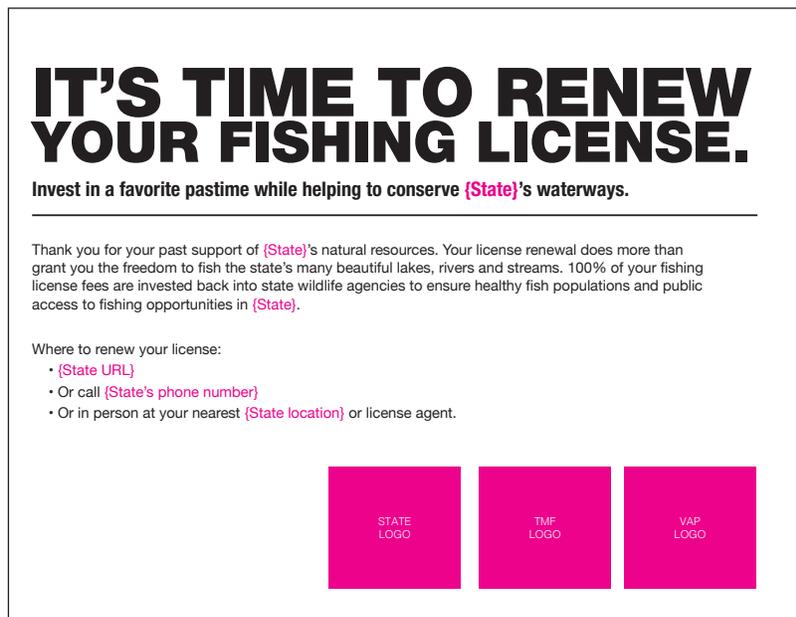
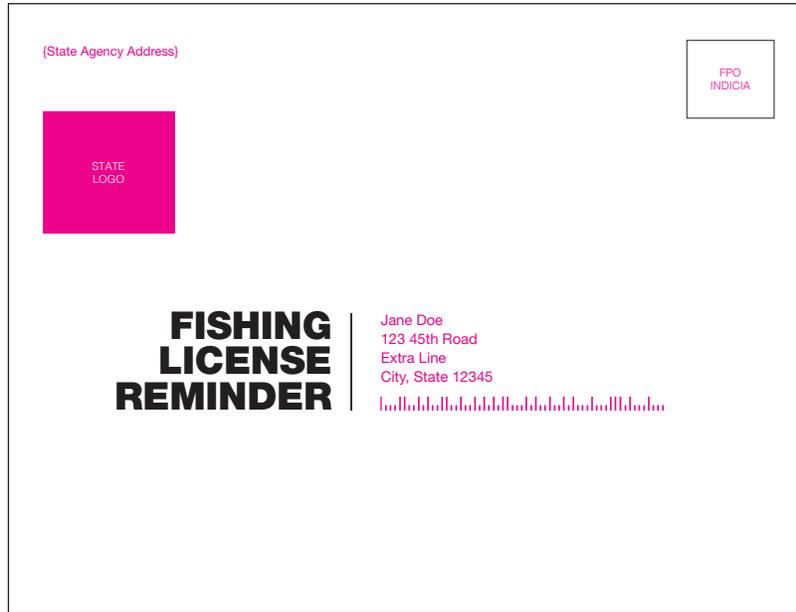
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Miles and miles of {State}'s finest lakes, rivers and streams are out there just waiting to be experienced again. Chock-full of open space and peaceful sounds, {State}'s many waterways are the perfect backdrop for pondering life's biggest questions, or ignoring them completely, all while reeling in a few keepers.

Where to renew your license:

- {State URL}
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VAP
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{State Agency} invites you to join our community of anglers to learn more about how and where to fish. [Sign up here](#)

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