

RBFF BOAT REGISTRATION REACTIVATION PROGRAM

MAIL REMINDERS TO LAPSED BOAT REGISTRANTS

The Process:

Send Boat
Registration Data
to Southwick
Associates



Work with RBFF to
Customize Mailer



Reap the Rewards



Update Database

The Benefits:

Cost is \$0 - Limited
Staff Time



Increased Boat
Registrations



Additional
Revenue



More Accurate
Database



RECREATIONAL
BOATING & FISHING
FOUNDATION

Contact jmartonik@rbff.org for more information.

2019 RESULTS: REVENUE YOU'RE MISSING OUT ON

Colorado

84,083 Boat
Registrations in 2018*

Mailed: 7,905
Response: 5.09%
Gross Revenue:
\$14,920

Ohio

573,050 Boat
Registrations in 2018*

Mailed: 46,183
Response: 5.71%
Gross Revenue:
\$88,649

South Carolina

551,477 Boat
Registrations in 2018*

Mailed: 13,274
Response: 11.53%
Gross Revenue:
\$74,490

Pennsylvania

306,781 Boat
Registrations in 2018*

Mailed: 38,646
Response: 7.15%
Gross Revenue:
\$80,809

Arizona

123,223 Boat
Registrations in 2018*

Mailed: 15,581
Response: 11.72%
Gross Revenue:
\$72,521

Tennessee

239,313 Boat
Registrations in 2018*

Mailed: 46,196
Response: 13.9%
Gross Revenue:
\$225,634

Mississippi

127,029 Boat
Registrations in 2018*

Mailed: 19,001
Response: 18.4%
Gross Revenue:
\$60,549

Virginia

225,732 Boat
Registrations in 2018*

Mailed: 16,191
Response: 5.07%
Gross Revenue:
\$25,123