

GET ON
BOARD



TAKEMEFISHING™.org

ICAST Webinar, July 15, 2020



Opening Remarks



#RecreateResponsibly

KNOW BEFORE YOU GO

Check the status of the place you want to visit. If it is closed, don't go. If it's crowded, have a back up plan.

PRACTICE PHYSICAL DISTANCING

Keep your group size small. Be prepared to cover your nose and mouth and give others space. If you are sick, stay home.

PLAN AHEAD

Prepare for facilities to be closed, pack lunch, and bring essentials like hand sanitizer and a face covering.

PLAY IT SAFE

Slow down and choose lower-risk activities to reduce your risk of injury. Search and rescue operations and health care resources are both strained.

EXPLORE LOCALLY

Limit long-distance travel and make use of local parks, trails, and public spaces. Be mindful of your impact on the communities you visit.

LEAVE NO TRACE

Respect public lands and waters, as well as Native and local communities. Take all your garbage with you.

BUILD AN INCLUSIVE OUTDOORS

Be an active part of making the outdoors safe and welcoming for all identities and abilities.

Vision Statement

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it. *We believe the water is open to everyone.*





Customer Experience



Agenda

- 01 – Fishing Participation
- 02 – Consumer Insights
- 03 – Get on Board Campaign
- 04 – Campaign Toolkit

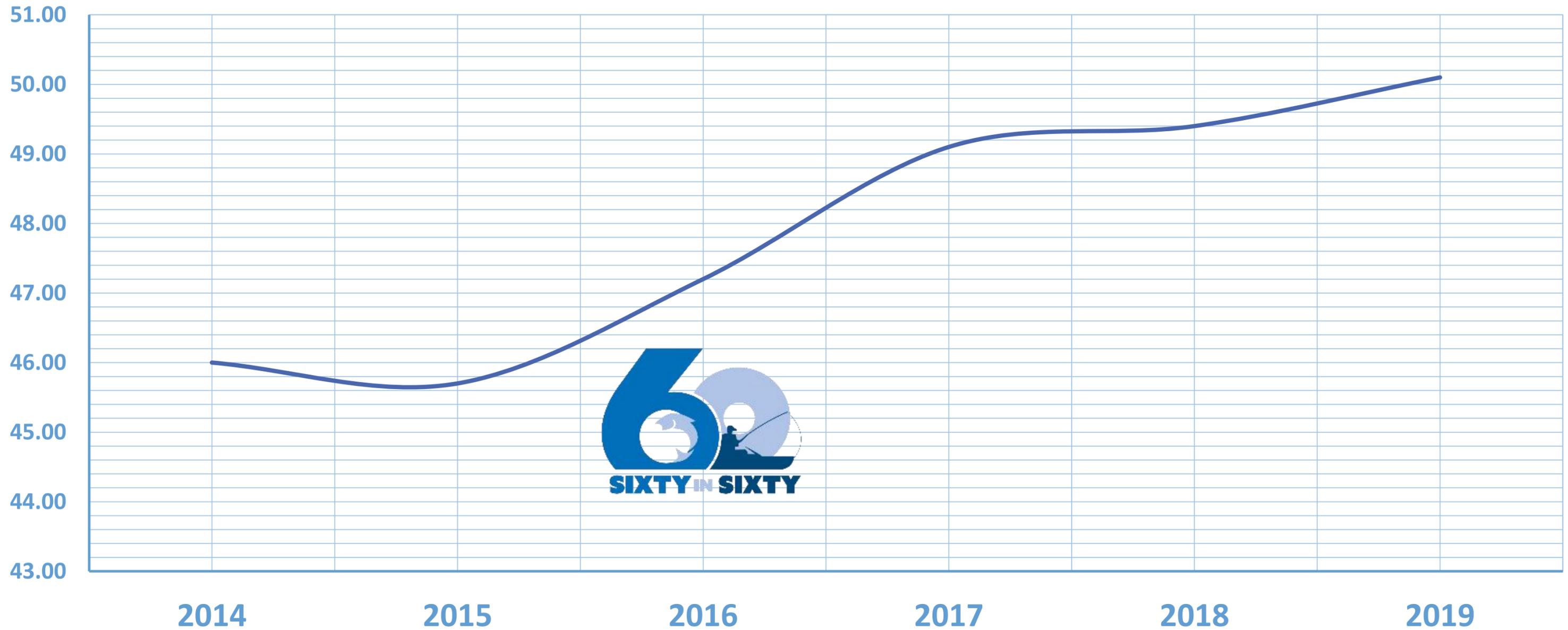


Participation Numbers



Fishing Participation Increasing

50.1 M in 2019



Source: RBF & The Outdoor Foundation, 2019 Americans age 6+

Participation Strong Among Key Segments



3.1 M
NEWCOMERS
Up slightly from 3M



4.4 M
HISPANICS
Flat



11.3 M
YOUTH
Down slightly



17.9 M
FEMALE
Up from 17.7





Consumer Insights

(April – June 2020)



Weekly Consumer Insights

Harris Poll

Beginning March 2020, RBFF has received weekly consumer insights to monitor the pulse of the American consumer and provide a window into the current consumer mindset (attitudes and behaviors) to help navigate the changing landscape.

In addition to other societal factors, RBFF used these weekly insights to support changes in campaign messaging and create a new campaign that would resonate with the current times and consumer.

The following few slides highlight insights specific to fishing/boating industry.
All insights can be found at news.takemefishing.org/blog



Spotlight: Close to Home Activities

Harris Poll (April – June)



Close to home activities: Vacation planning is up nearly ten percentage points and **venturing out is correlated with distance and familiarity...**

...this equates to road trips and **nature/wilderness over urban destinations may be this summer's trend.**



Spotlight: Health & Wellness

Harris Poll (April – June)



Fitness Behaviors: Both online and offline physical activity fuel feelings of hopefulness, relaxation, and a general sense of well-being.



Health/Diet, Sense of Control: 42% of Americans are **consuming more fresh food** and plan on increasing or maintaining from in the future. 70% are eating more home-cooked meals and of them, 91% plan to increase that number.



Interest in Fishing & Boating Growing

Nearly 1 in 5 non-participants have become more likely to try fishing during the pandemic.

Among parents, that statistic is nearly 1 in 4.



Key Messages

Reasons to Believe



People are longing
for a return to the
outdoors



The outdoors is a
good solution for
the stress and
tension we're
experiencing today



The outdoors is the
remedy we all need





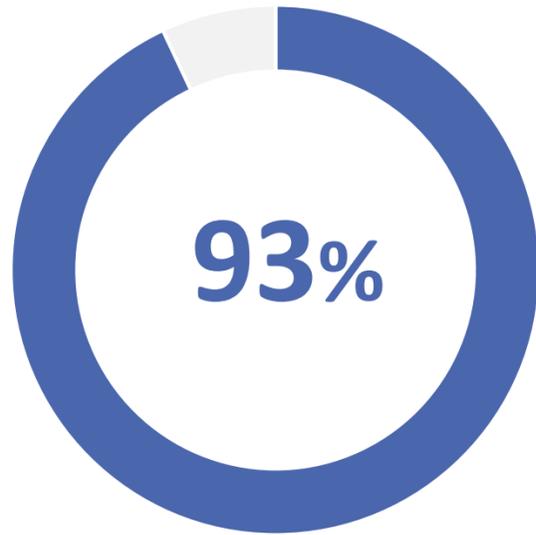
Get on Board Campaign



Introducing Get on Board!



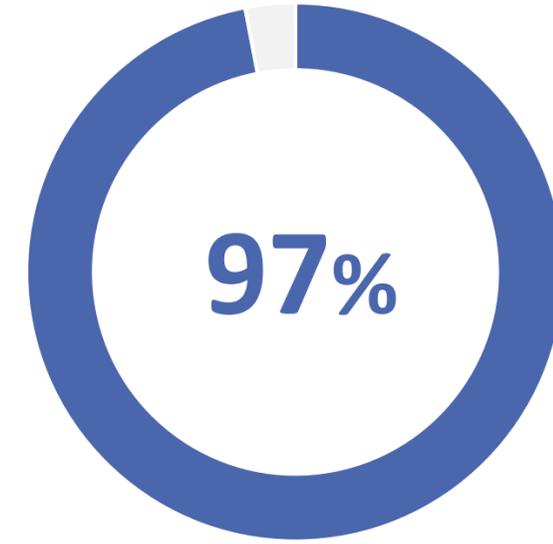
Consumer Testing



Said the message felt appropriate for the current times



Felt motivated to go fishing or boating



Were inspired by the music to get outside and enjoy the outdoors



Campaign Components



Family



For paid digital, social & TV

Women



For paid digital and social

Toolkit



Campaign assets for all stakeholders



Family



For paid digital and social

Toolkit



Campaign assets for all members



Fishing in the News

June + July





Get on Board Toolkit



Benefits to Using the Toolkit



Stay Relevant: Messaging has been tested which will allow your organization to stay relevant in tone and connecting with consumers.



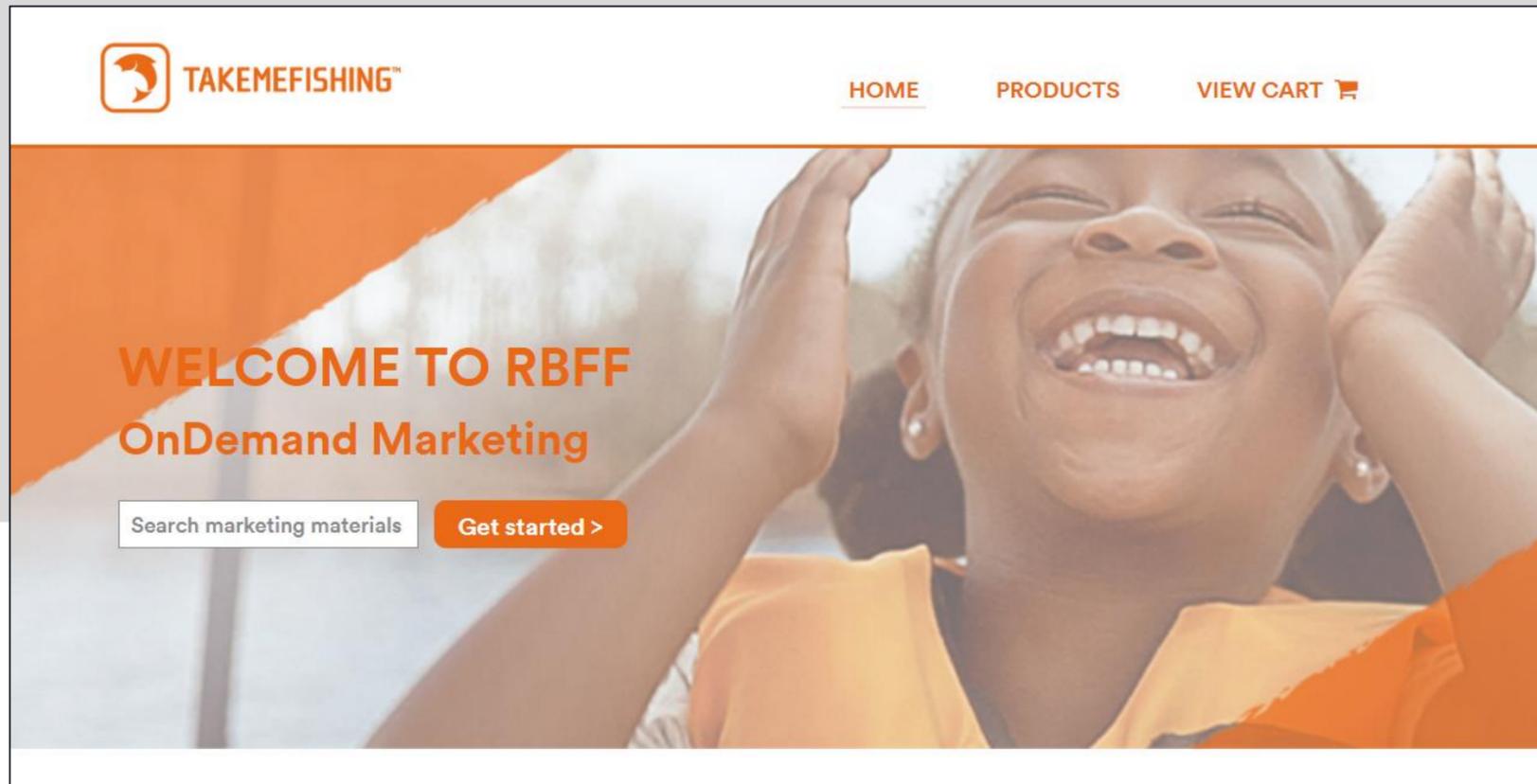
Customizable: Your organization can use assets but edit accordingly to better reach your audience.



Stand out: Using new imagery/messaging will catch the eye of your audience and your organization will stand out among the rest.



Get on Board Stakeholder Toolkit



RBFFOnDemand.com



GrowBoating.org





RBFF on Demand Platform



Using the Toolkit



Download Assets: Directly download and/or Add to Cart to download. Once in hand, customize on your own.



Upload Your Logo: The RBFF On Demand Team will review and add your logo to the requested asset.



Connect With the Team: Work with the On Demand Team to customize the asset even more with your own pictures.

Contact Info:

States and Fishing Industry- rbffondemand@2-com.net or 615-630-7384

Boating Industry- GrowBoating.org



Log In or Register



 **LOGIN**

Username

Password

Login Register

 **REGISTER A NEW ACCOUNT**

Please fill out the following form in order to obtain full access to the RBFF Eoom website. Required fields are marked with an *.

Email* Please enter a value for this field

Confirm Email* Please enter a value for this field

Password* Password Password is required

Confirm password* Password Password is required

First Name* First Name is required

Last Name* Last Name is required

Phone Number ###-###-####

Organization Name* Organization Name is required

Position/Title* Position/Title is required

Affiliation* Please, select your affiliation Affiliation is required

Register



State agencies contact jmartonik@rbff.org for log in.

Resources

Advertising	—
Stock Banner Ads	
Customizable Banner Ads	
Media	—
Social Media	
Video	
Press Releases	+
Usage Guidelines	—
Usage Guidelines	

Style Guide Snapshot

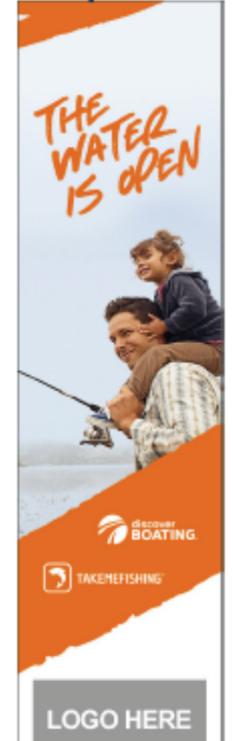
Font

TIMBERWOLF
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Palette



Example Banner



Approved Headlines - ALL CAPS *in order of preference

GET ON BOARD
LEAVE STRESS IN YOUR WAKE
THE WATER IS OPEN

Tone

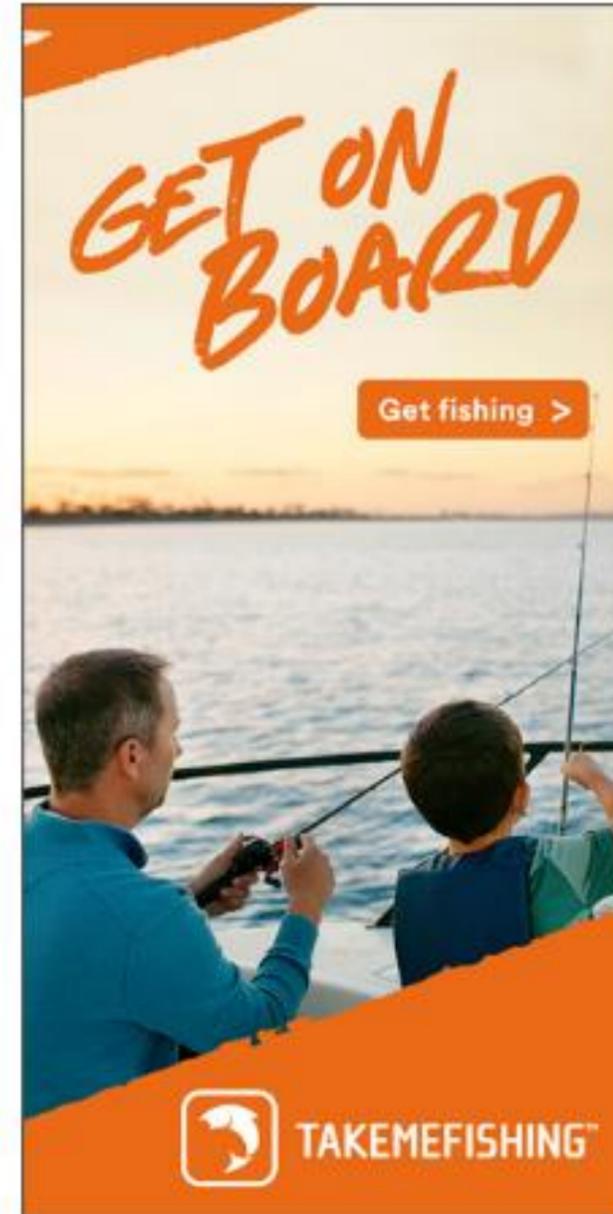
- High energy
- Action oriented
- Handwritten

©2020 Colle McVoy

3



Stock Banner Ads



Customizable Banner Ads



[Download Usage Guidelines Here](#)

If you need additional assistance, call us at 615-630-7384

SPECS:

Options:

1. Select "Add to Cart" to download as is.
2. Follow steps above to add your logo to the banner using our tool.
3. For more customizable options, reach out to us at rbffondemand@2-com.net or 615-630-7384

1. IMPRINT:

Select an Imprint 

[Manage my Imprints](#)

Want to save this project for later? You can access My Projects in the top black bar at any time.

Save to My Projects

Add to Cart



Customizable Banner Ads



Social Media Posts



Co-brandable PSA

← BACK TO VIDEO

RBFF PSA VIDEO

RBFF-PSAVideo



DETAILS:

Add to cart and go to 'Express Checkout' to download your RBFF PSA Video for FREE!

Want to customize this video with your organization's logo? Contact us at rbffondemand@2-com.net or call 615-630-7384.

[Download Usage Guidelines Here](#)

[Add to Cart](#)



Press Release



GET ON BOARD MEDIA PITCH

SUBJECT: Interview: Treating Pandemic Stress With Nature

Hi **NAME** — During COVID-19, 1 in 5 Americans have become more interested in fishing as people seek nature-based remedies for stress and anxiety.

[Get On Board](#) is a new public service initiative from [Take Me Fishing](#) and [Discover Boating](#) to raise awareness about the mental health and wellness benefits of fishing and boating while social distancing.

[Stephanie Vatalaro](#), SVP of Marketing and Communications for the [Recreational Boating & Fishing Foundation](#), is available to discuss:

- Why COVID-19 is driving increased interest in fishing
- The mental health and wellness benefits of being near the water
- How the pandemic is influencing fishing participation

Hi-res photos are available [here](#). Please let me know if you'd be interested in chatting and I'd be happy to set something up.

Thanks,

NAME

CELL

#

(Insert press release)



FOR IMMEDIATE RELEASE

June 15, 2020

CONTACT

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(608) 206-6707

New Campaign Touts Fishing and Boating for Pandemic Stress Relief

"Get On Board" launches to help Americans find mental health on the water

ALEXANDRIA, Va. (June 15, 2020) — As COVID-19 continues to wear on Americans' mental health, [Take Me Fishing](#) and [Discover Boating](#) are launching a new public service campaign called [Get On Board](#) to raise awareness about the wellness benefits of fishing and boating.

The campaign is informed by the latest consumer research from the [Recreational Boating & Fishing Foundation](#) (RBFF), the national nonprofit organization behind the Take Me Fishing brand. According to the current [Special Report on Fishing](#), "relaxing and unwinding" is the No. 1 experience associated with the activity. The report also found that nearly 1 in 3 participants said the best thing about fishing is "getting away from the usual demands of life."

"Fishing isn't just about the fish," said Stephanie Vatalaro, Senior Vice President of Marketing and Communications for RBFF. "People have long turned to fishing and boating for stress relief. Given the uncertainty in today's world, there's something uniquely appealing about the calming effect of the water. For many people, fishing and boating are lifelines to mental health and wellness."

Additional data suggests that interest in fishing and boating has continued to grow amidst the COVID-19 pandemic. According to a recent poll, 1 in 5 Americans said they're more likely now to try the activities than they were prior to the pandemic. Among parents, the statistic is 1 in 4.

"The outdoors is a welcome remedy to stress and anxiety," said Dr. Sue Varma, a nationally recognized psychiatrist partnering with Take Me Fishing. "Being in nature supports each of the four 'M's' of mental health: mindfulness, mastery, meaningful engagement and movement. Fishing in particular encourages mindfulness by helping you get away from distractions, it supports mastery by teaching you a new skill, it

— more —



Examples

 **Keep America Fishing**
June 18 at 12:09 PM · 🌐

Celebrate #NationalGoFishingDay by raising awareness about the wellness benefits of fishing and boating. #TheWaterisOpen and you can help us welcome anglers and boaters to the water. 🎣🚤

Share the 'Get On Board' toolkit from Takemefishing and Discover Boating ↓



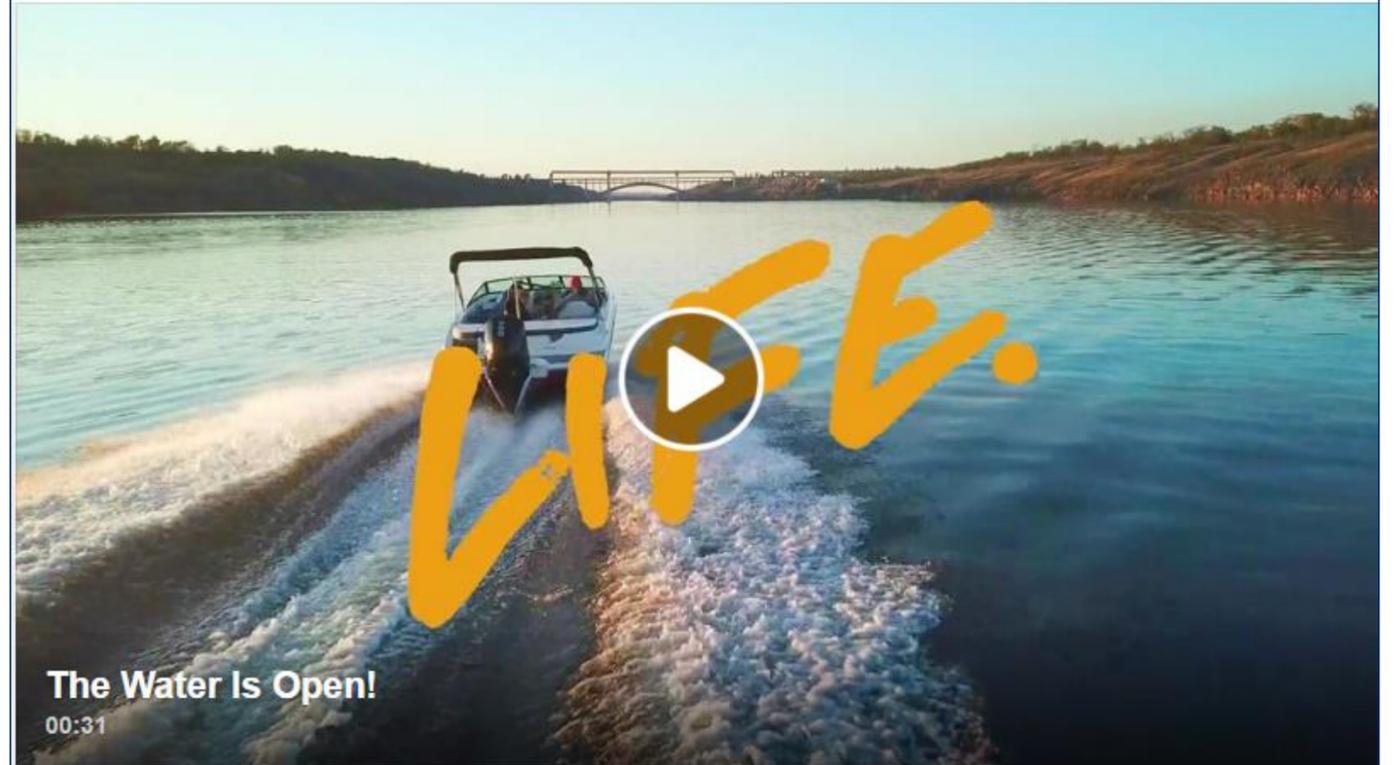
SPARK.ADOBE.COM

Get on Board Toolkit

See the story

 **West Marine**
June 23 at 1:00 PM · 🌐

The water is open! We're here to help you gear up, then leave your worries behind and Get on Board! We're joining Discover Boating and Takemefishing to help you de-stress and get back out on the water. See you out there!
#TheWaterisOpen #boating



The Water Is Open!
00:31

 Marimar Luna, Guillermo Del Rincón and 19 others

2 Shares 706 Views

 Like

 Comment

 Share



Examples



Michigan Boating Industries Association

June 16 at 12:27 PM · 🌐

Check out all the Get on Board materials available now on growboating.org. #TheWaterIsOpen @boatmichigan Discover Boating Takemefishing <https://youtu.be/qK-MgBqWUzk>



YOUTUBE.COM

Get On Board: The Water is Open

Discover Boating and Take Me Fishing have joined forces to encourage Americans to get back outside.

Having trouble viewing this email? [View it as a Web page.](#)



IOWA DEPARTMENT OF NATURAL RESOURCES

Fish Iowa

Conservation and Recreation

A summer of family fun is just a short drive and a fishing pole away. You'll be reeling in fish and making new memories in no time.

Start your adventure at one of Iowa's incredible fishing destinations – [hundreds of lakes](#), [thousands of miles of rivers](#) or a [neighborhood pond](#).

If you need a little help to get started, we have tutorials on how to set up your fishing pole and what you need to go fishing. Go to www.iowadnr.gov/ready-to-fish and check it out yourself.

Give your kids a summer of BIG memories - go fishing!

[BUY A LICENSE >](#)

<https://mail.google.com/mail/u/0/?ik=8129c4204f5view=pt&search=all&permthid=ftres-PN3A1671058243723833662%7Cimg-PN3A16710582437238...> 1/2

7/2/2020

State of Iowa Mail - Catch a summer of family fun!



LEAVE STRESS IN YOUR WAKE

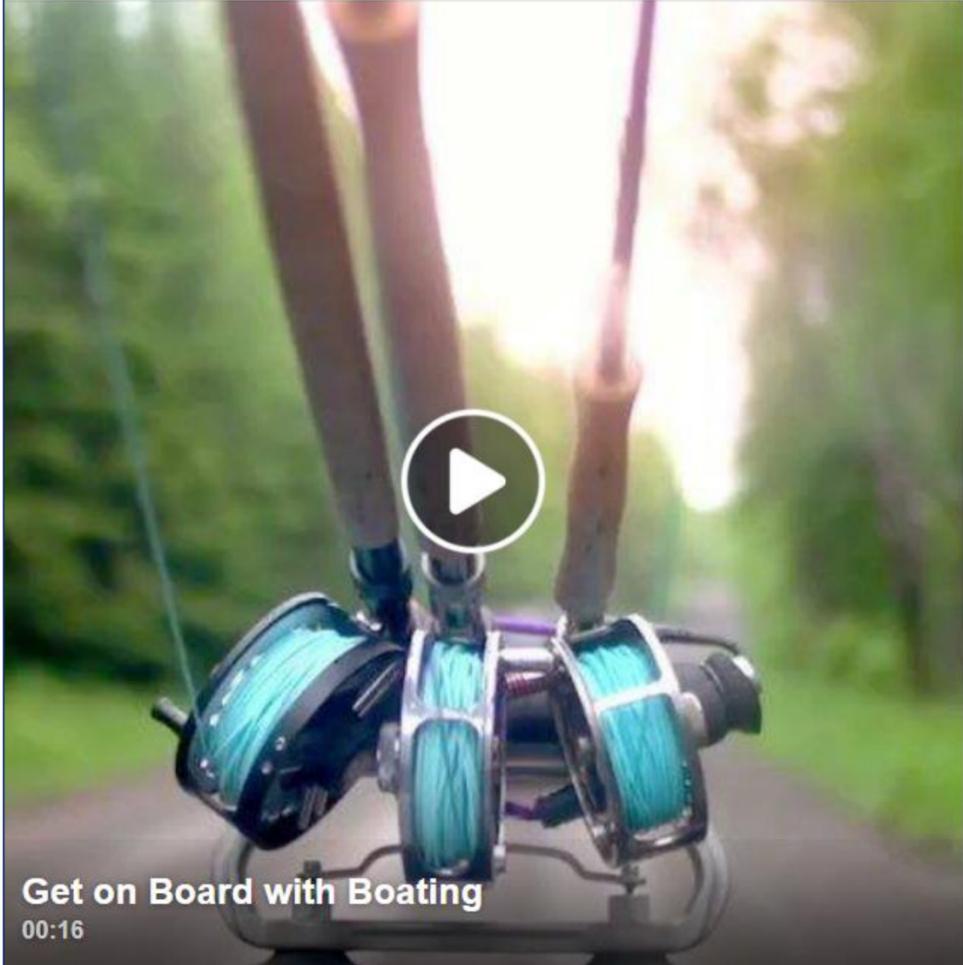
KEEPY CANE BOATING

Examples

 **Taylor Made**
June 15 at 11:01 AM · 🌐

Is there anything better than being together on a boat? 🚤👓 our Friends at Discover Boating & Takemefishing show how easy it is to #getonboard this summer!! Gear up because #TheWaterIsOpen 🌊

#taylormademarine #taylormade #taylormadeproducts #boating #fishing #boatseason #boatgear #discoverboating #getonthewater #boatday #boatlife #saltlife



Get on Board with Boating
00:16



GET ON BOARD

discover BOATING.

TAKEMEFISHING™



Examples

Minnesota Fishing @mn_fish · Jun 17

Ready to go fishing this summer? Link [👇](#) has tips to learn how to fish, places to fish whether you have a boat or not, and stories that show fishing can be for everyone and anyone!

take_me_fishing @Take_Me_Fishing · Jun 15

#TheWaterIsOpen and nature is calling, so gear up, leave your worries behind, and Get on Board! 🎣👤🌊🐟 Learn more: bit.ly/2YpsgAq

Remember to #RecreateResponsibly
@Take_Me_Fishing | @discoverboating



1.8K views 0:09 / 0:15

1 3 7

Follow Share Save ...

Tennessee Wildlife Resources Agency
June 19 at 9:08 AM

COVID-19 continues to wear on Americans' mental health, so Takemefishing and Discover Boating are encouraging folks to #GetOnBoard to reap the wellness benefits of fishing and boating. Now is a great time to enjoy all Tennessee has to offer. Find a place to fish and boat at tnwildlife.org.
#TheWaterIsOpen
#tnwildlife



52 18 Comments 6 Shares





More Resources



Places to Boat & Fish Embeddable Map

Example of the embeddable map on the Outdoor Channel website.

Visit takemefishing.org/placesmap for more information about the map and to download the code and instructions.



Explore the New Outdoor Channel +
Articles, Reviews, Recipes, Videos & More

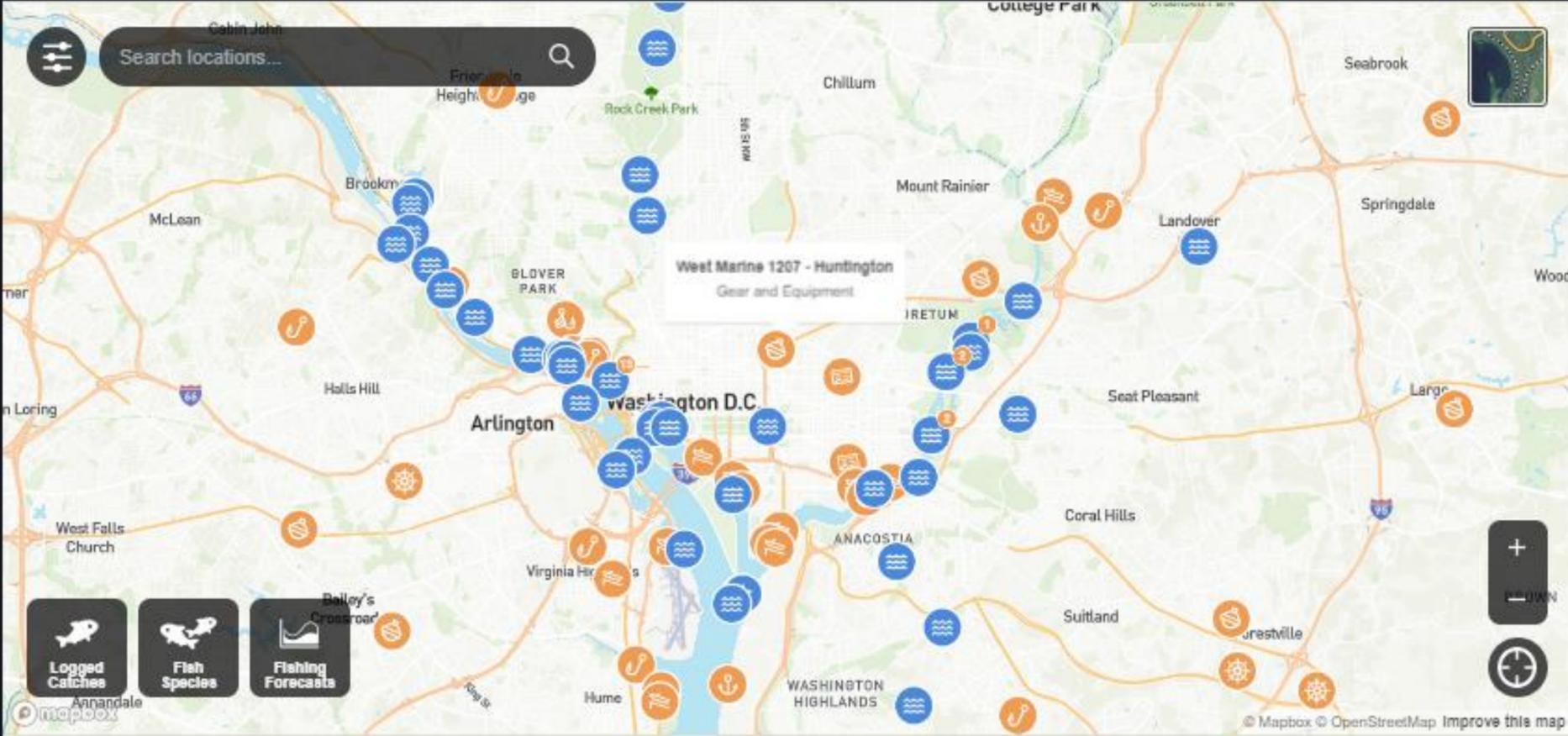
Outdoor CHANNEL

SHOWS SCHEDULE WATCH PLACES TO FISH

Where to Fish and Boat

Looking for places to go fishing and boating? Use this interactive map to search for the best places to fish, the best places to boat, local fishing spots, localized fishing maps, including top spot fishing maps and fishing lake maps. In addition to learning where to boat and fish, learn more about species that can be caught in these bodies of water as well as places to buy fishing gear, licenses, equipment and more. Scroll down below the map to watch a short video on how to use the map.

TAKEMEFISHING.ORG MAP FISHING LICENSE REGISTER YOUR BOAT



MAP PROVIDED BY TAKEMEFISHING.org WITH CATCHES DATA FROM FISHBRAIN

Fishing License and Boat Registration Website Plugin

Visit takemefishing.org/websiteplugin for more information on the impact this tool can have for your organization and for downloading instructions.



The screenshot displays the Tackle Direct website interface. At the top, the logo for Tackle Direct is visible, along with navigation links for 'Email Support', 'Help', 'Track Orders', and 'Your Account'. A search bar is present with the text 'Search over 80,000 products'. Below the navigation, a banner message states: 'We are shipping, delayed 10 days. Our response to COVID-19. FREE Economy Shipping - On Orders Over \$200 - With Code: SUMMER200. Some Exclusions Apply. Expires 7/31/20'. The main navigation menu includes categories like 'SALTWATER', 'FRESHWATER', 'FLY FISHING', 'APPAREL', 'MARINE', 'CLEARANCE', and 'CART'. The current page is titled 'Buy a State Fishing License' and features a map of the United States with state abbreviations. Below the map, there is a dropdown menu labeled 'Select a State' and a 'Go!' button.

Example of the license plugin on the Tackle Direct website.



Thank You

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GrowBoating.org

