



# Research and Resources to Recruit, Retain and Reactivate Anglers and Boaters

ASSOCIATION FOR CONSERVATION INFORMATION  
July 25, 2022





# Agenda

01 – Research

02 – TakeMeFishing™ Campaign

03 – Partnering with States

04 – Additional Resources



## Our Mission

RBFF's mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

Research

# Research

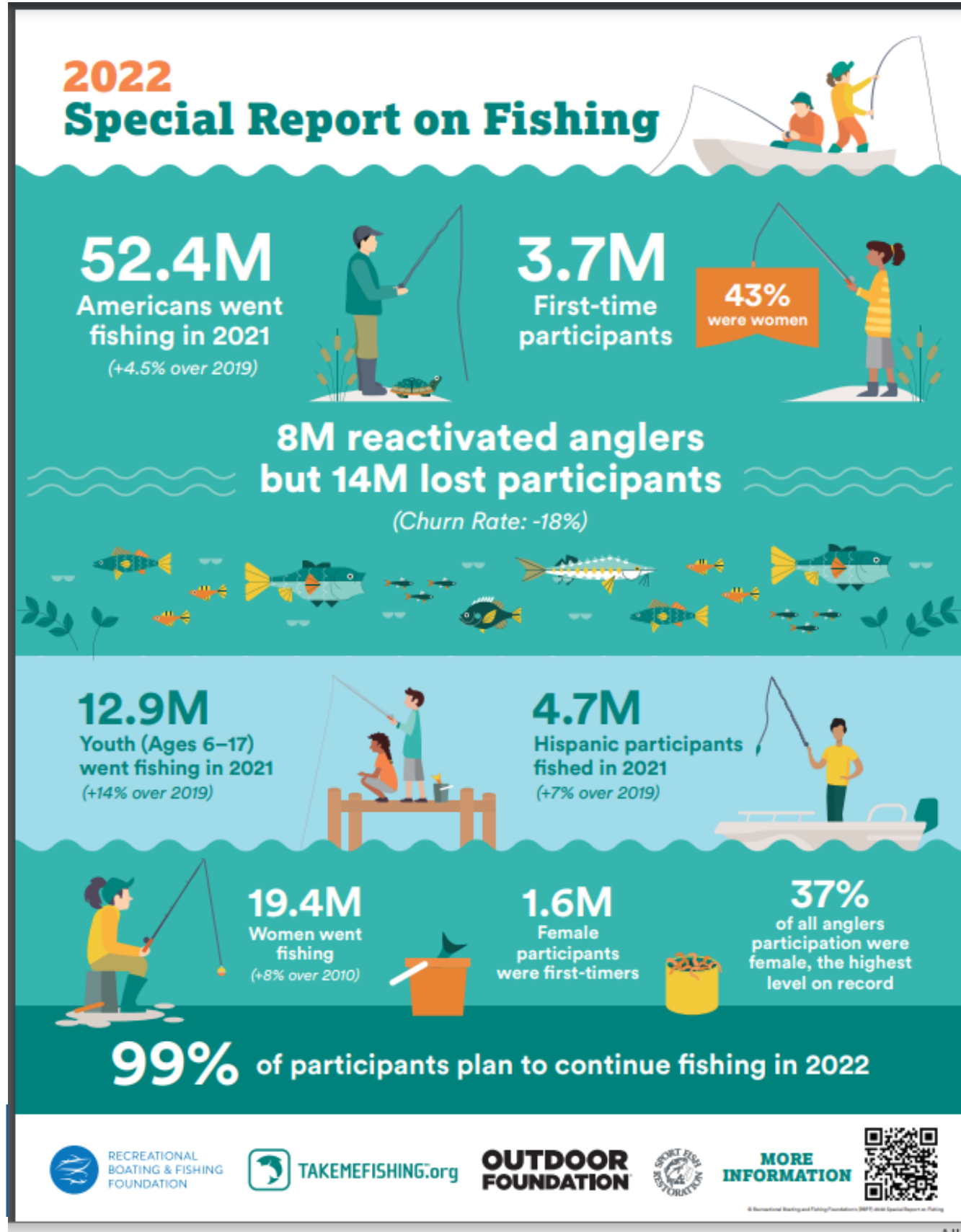
## Proposal Scoring Criteria: Goals and Objectives

- ✓ Goals and objectives are specific
- ✓ Proposal explains the reasons for those goals and objectives.
- ✓ The goals and objectives are measurable.
- ✓ The goals and objectives are attainable.
- ✓ Program is relevant—goals and objectives match focus areas of the grant guidelines/request for proposals.





# Research



## Enhancing the Boat Ownership Experience

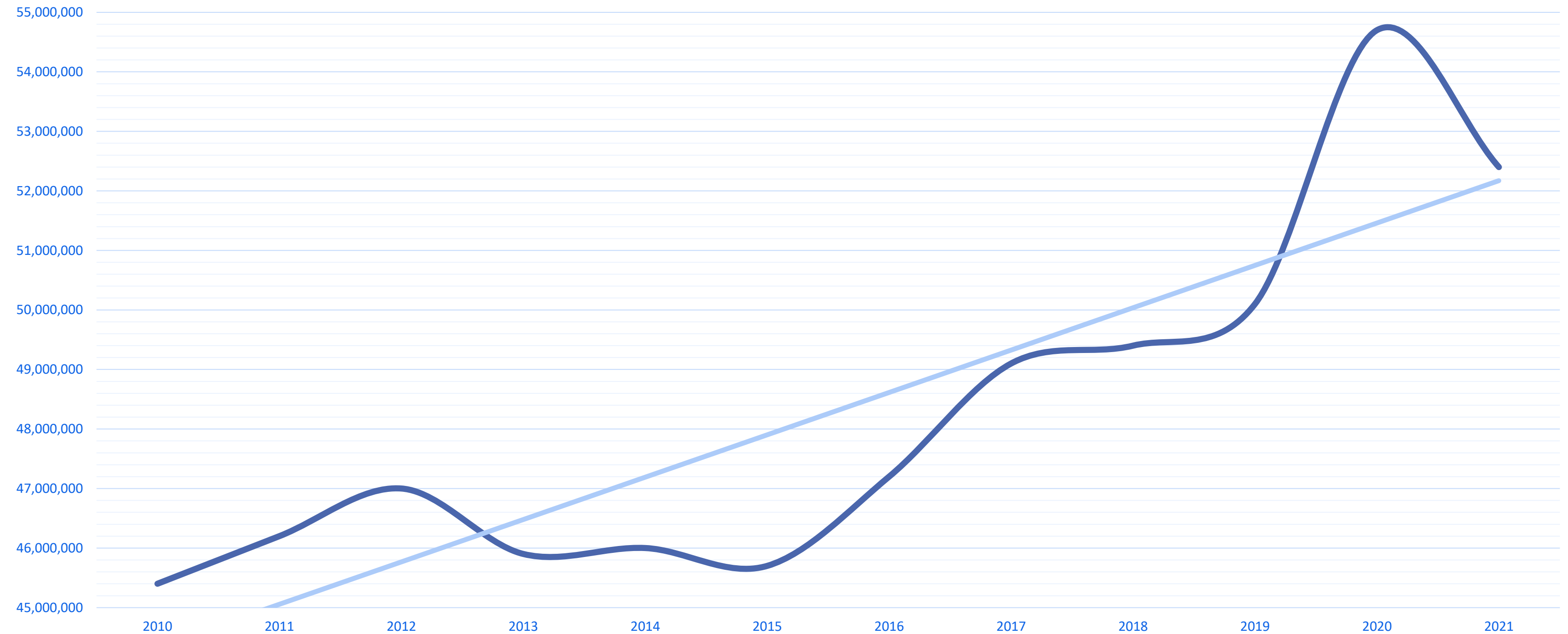
### Key Takeaways

- Though identifying boats for sale during the pandemic was difficult, boaters were mostly satisfied with the shopping and purchase experience. However, **better product training** is desired.
- Used** buyers are nearly as satisfied as New purchasers with their boat but are far **less likely to visit a dealer** for maintenance or service work.
- Those who visit a dealer for **maintenance or service** are mostly happy with the quality of the work performed but feel that the **cost and turnaround time are unreasonable**.
- A vast majority of first time and repeat boat owners **intend to remain in boating**. However, **underutilization** and the **cost of ownership** are **key risk factors for defection**.



4

# Fishing Participation 2010-2021





# Fishing Participation Among Key Segments



**12.9M Youth**  
(ages 6-17)  
up 14% over 2019



**19.4M Female**  
up 8% over 2010



**4.7M Hispanics**  
Up 7% over 2019



# Fishing Participation Retention

## Total 2020

Nearly 55 million Americans age 6+ went fishing in 2020.

## New/ Returning

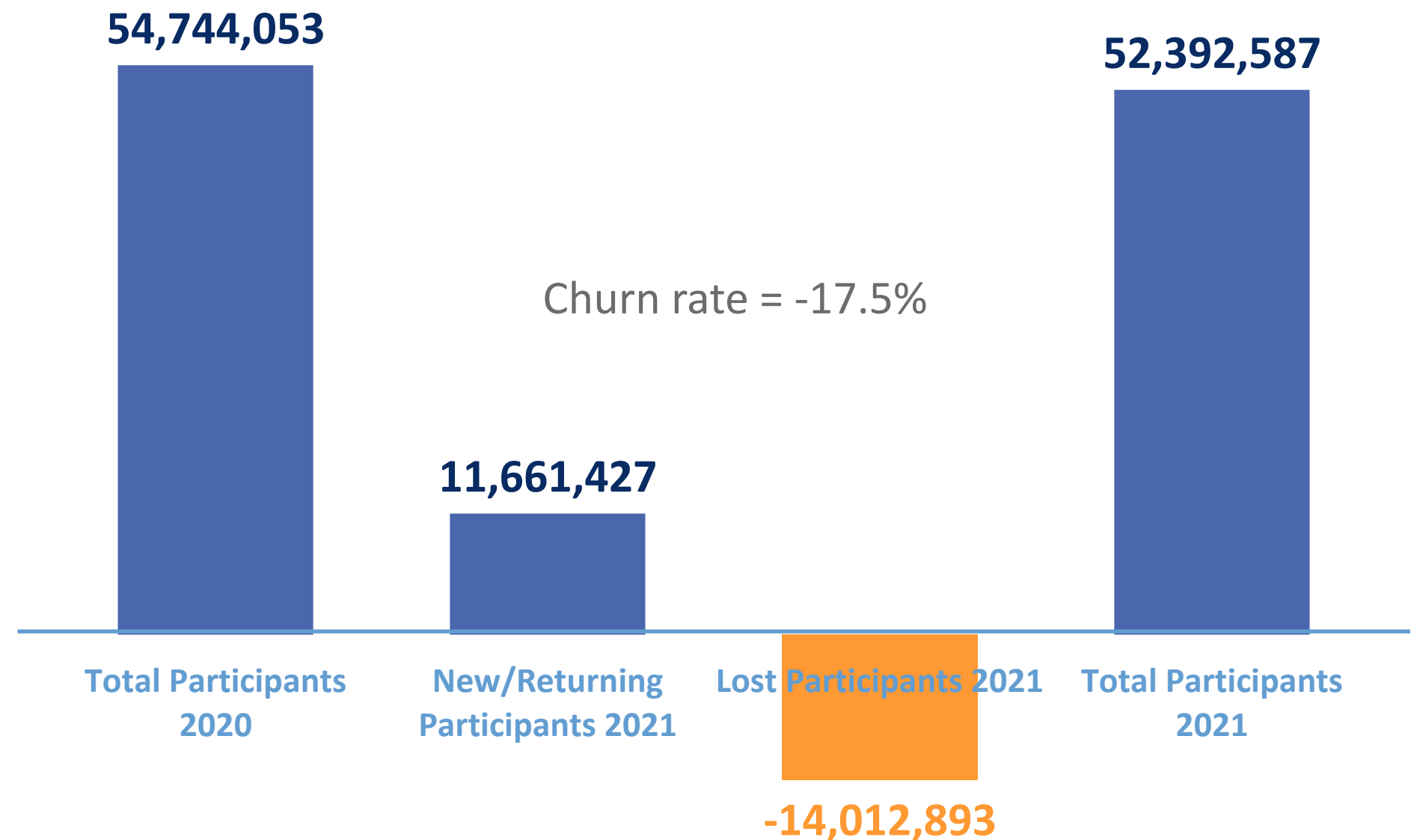
11.6 million Americans were new or returned to fishing in 2021.

## Lost

More than 14 million Americans dropped out of fishing in 2021.

## Total 2021

52.4 million Americans went fishing in 2021.



# Fishing Participation Retention



## Male & Female

51% of lost participants in 2021 were male; 48% female



## Age 55+

The majority of lost participants in 2021 (35%) were age 55 or over. This is up from 25% in 2018.



## South Atlantic

The majority of lost participants in 2021 (21%) live in the South Atlantic.



## Caucasian

74% of lost participants in 2021 were Caucasian.





# TakeMeFishing™ Campaign



# Target Audience

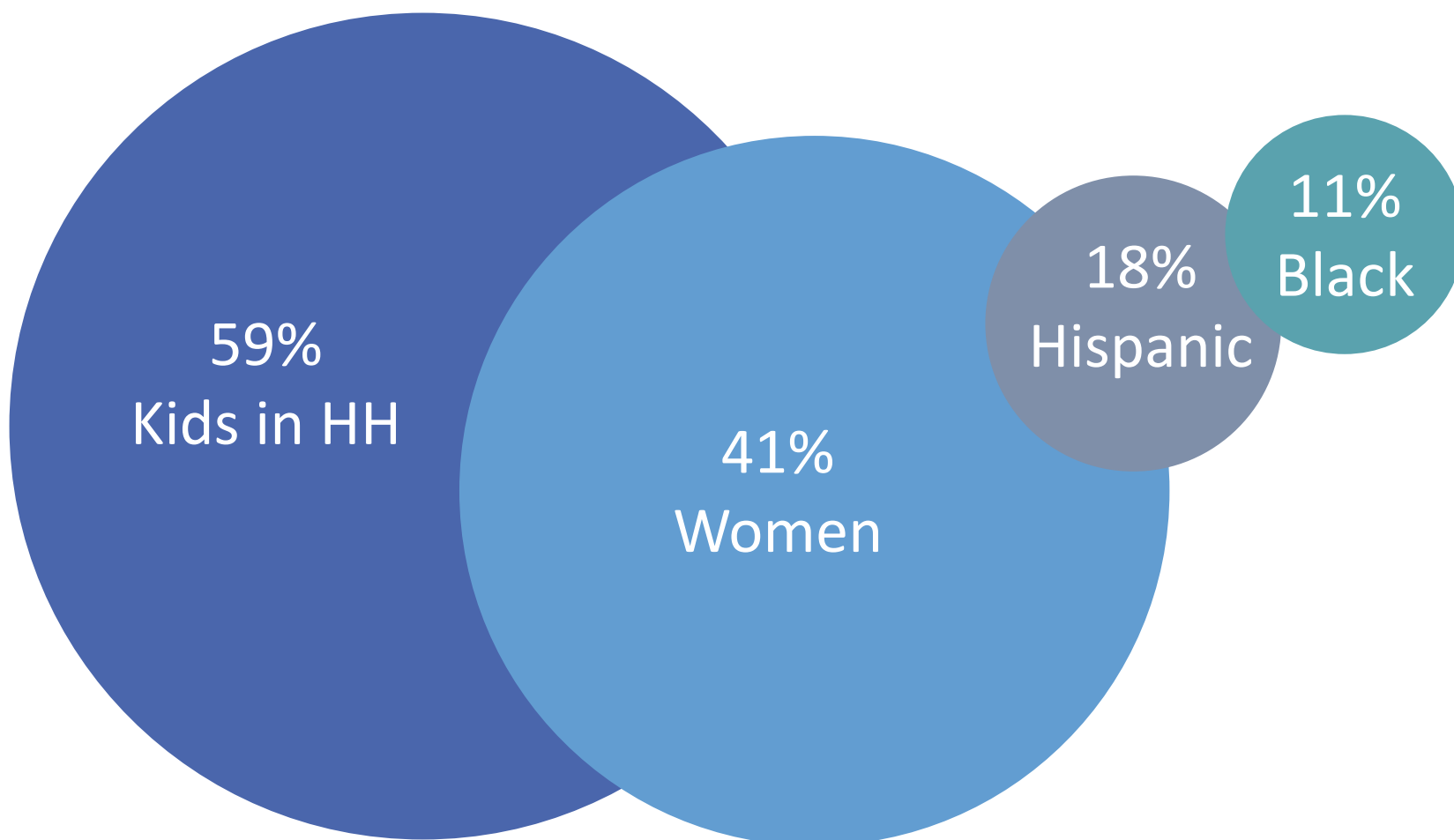
## Active Social Families

**Young families** (25–34) who enjoy the outdoors with their kids and social circles

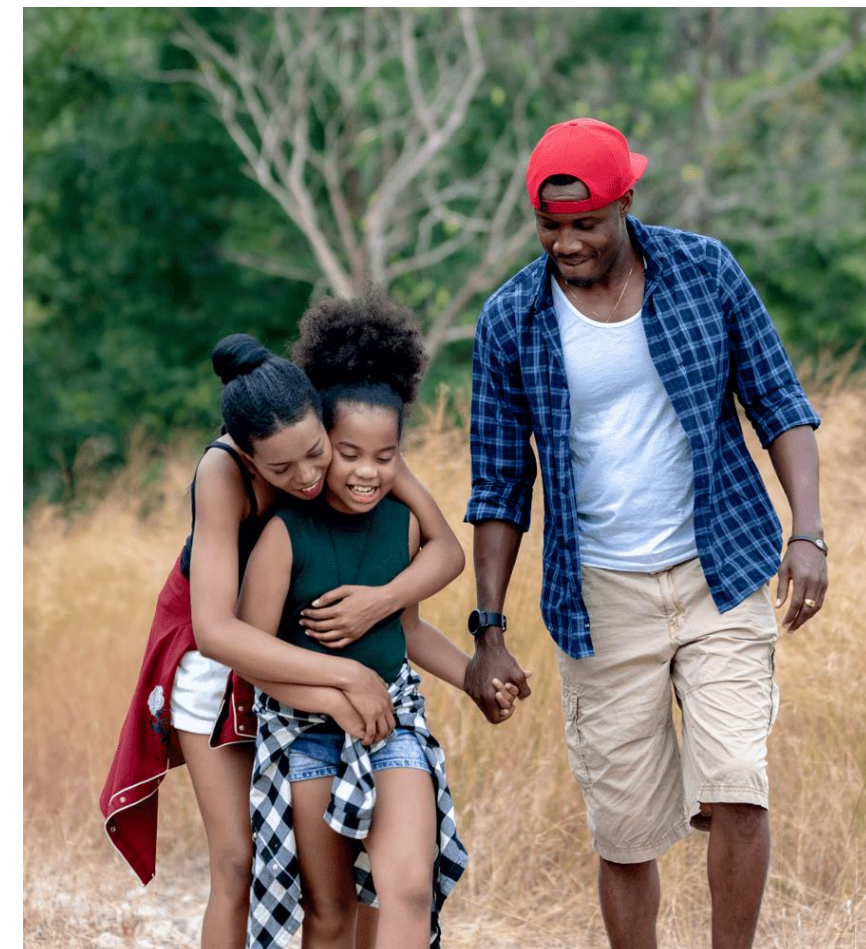
Made up **39% of new anglers/boaters** in 2020

**Current size**  
8.8M anglers  
6.9M boaters

**Growth potential**  
22.3M potential new anglers  
28.5M potential new boaters



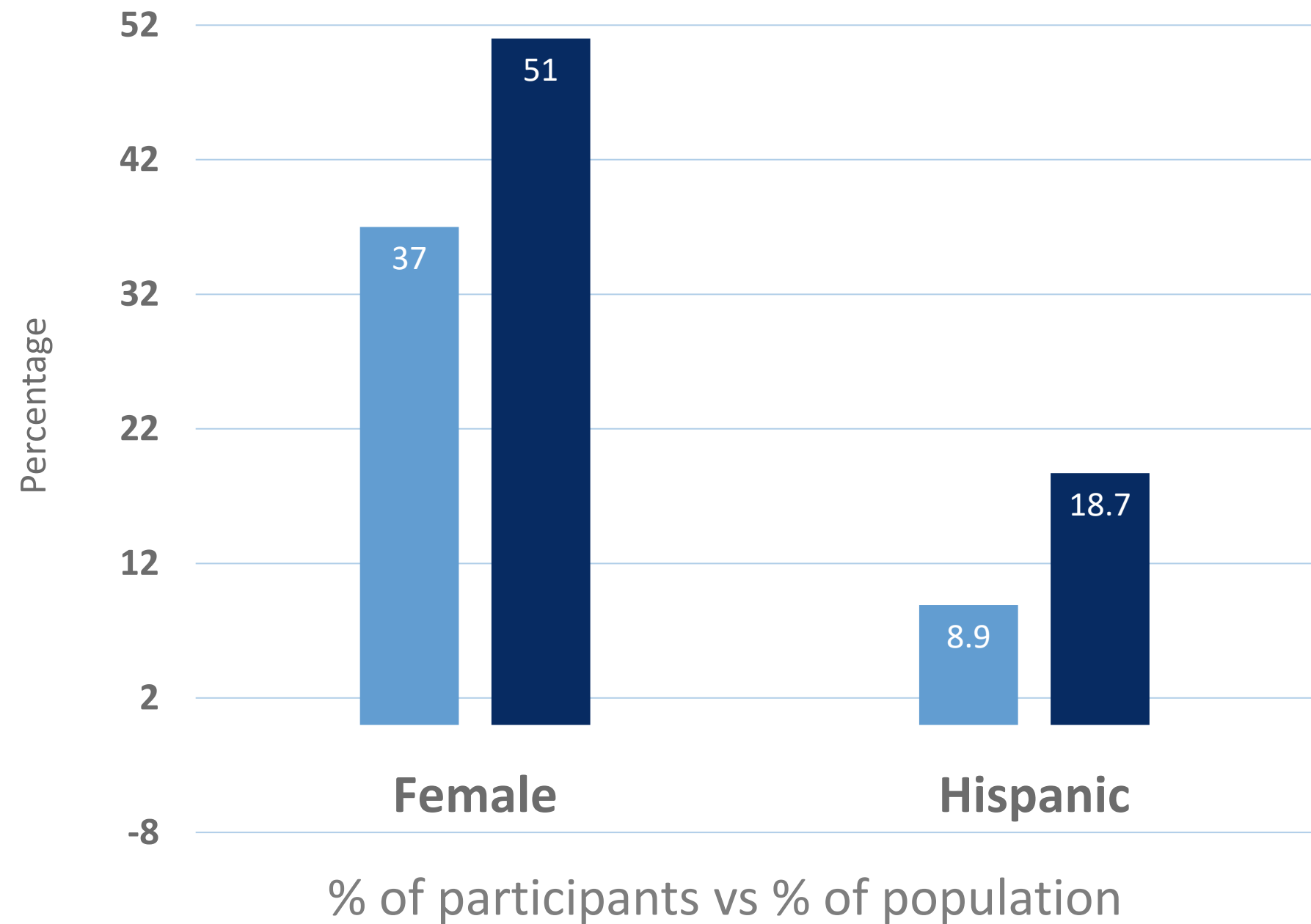
50% male / 50% female  
80% are ages 18 to 49  
68% married, 75% have 2 children





# Key Segments vs. U.S. Population

## Opportunity for Growth



### Female

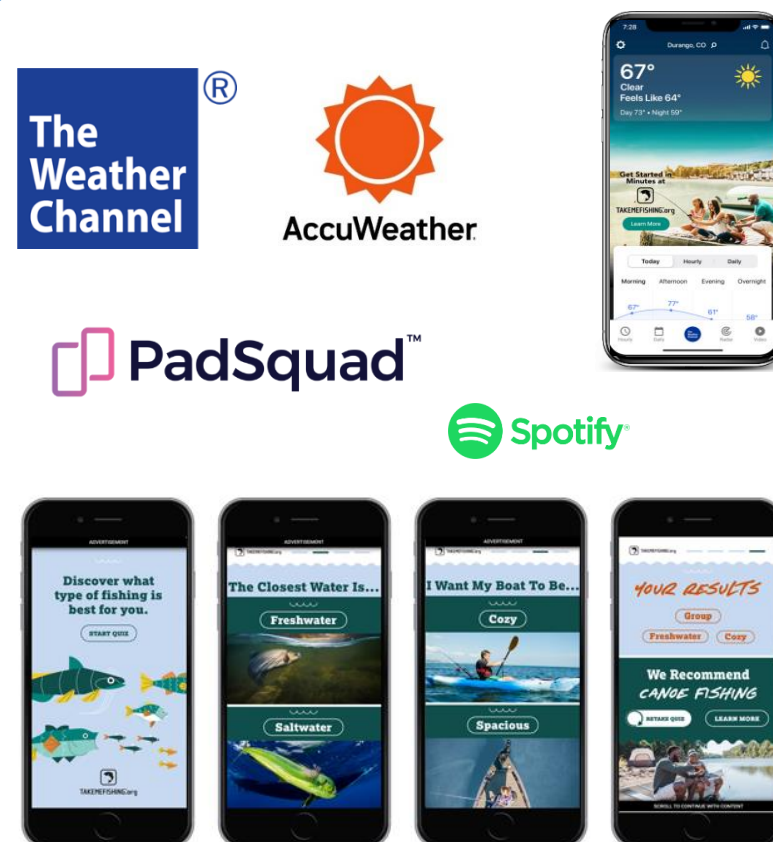
Females account for 37% of all fishing participants – yet they represent 51% of the U.S. population.

### Hispanic

Hispanics account for 8.9% of all fishing participants – yet they represent 18.7% of the U.S. population.

# Media Overview

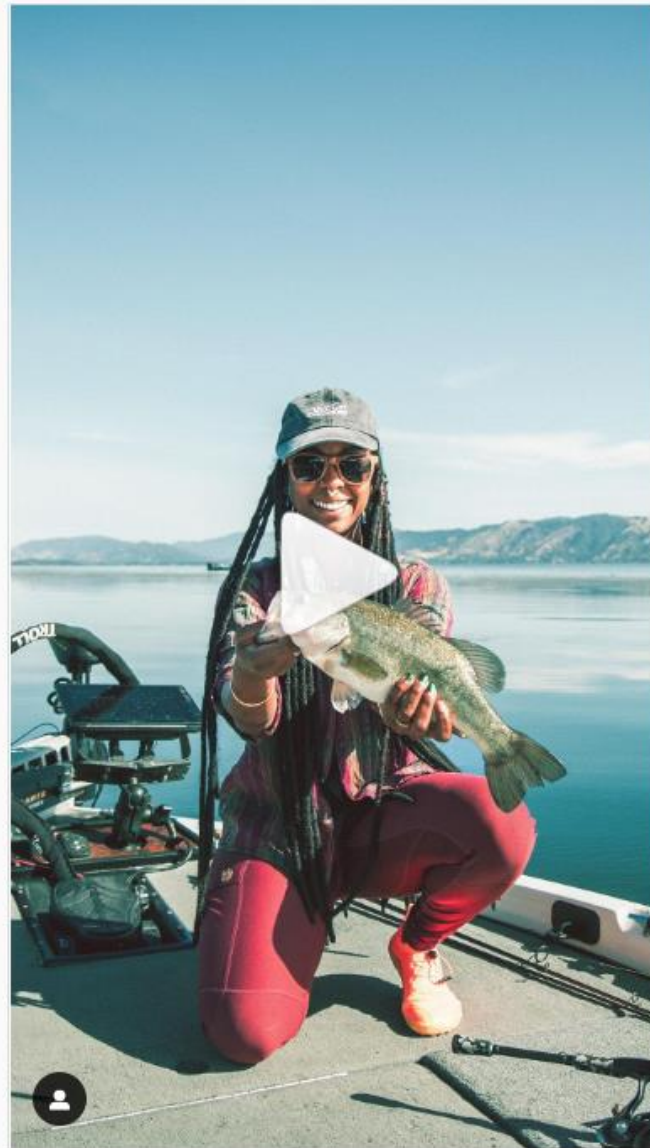
## Video, Digital & Search





# Influencers

## National Fishing and Boating Week



irietoaurora • Follow

Paid partnership with [take\\_me\\_fishi...](#)  
Weezer • Island In The Sun

while, you probably know how I feel about representation and access to the outdoors — that EVERYONE should feel safe enough to show up & all people should have access. That's why I'm proud to once again partner with [@take\\_me\\_fishing](#) for National Fishing and Boating Week. Take Me Fishing's mission is to provide educational resources and uplift underrepresented anglers to ensure that the water is open to everyone.

Fishing is an experience that connects us to nature and everyone should have access to the water. There's no better time than now to get outside and cast a line.

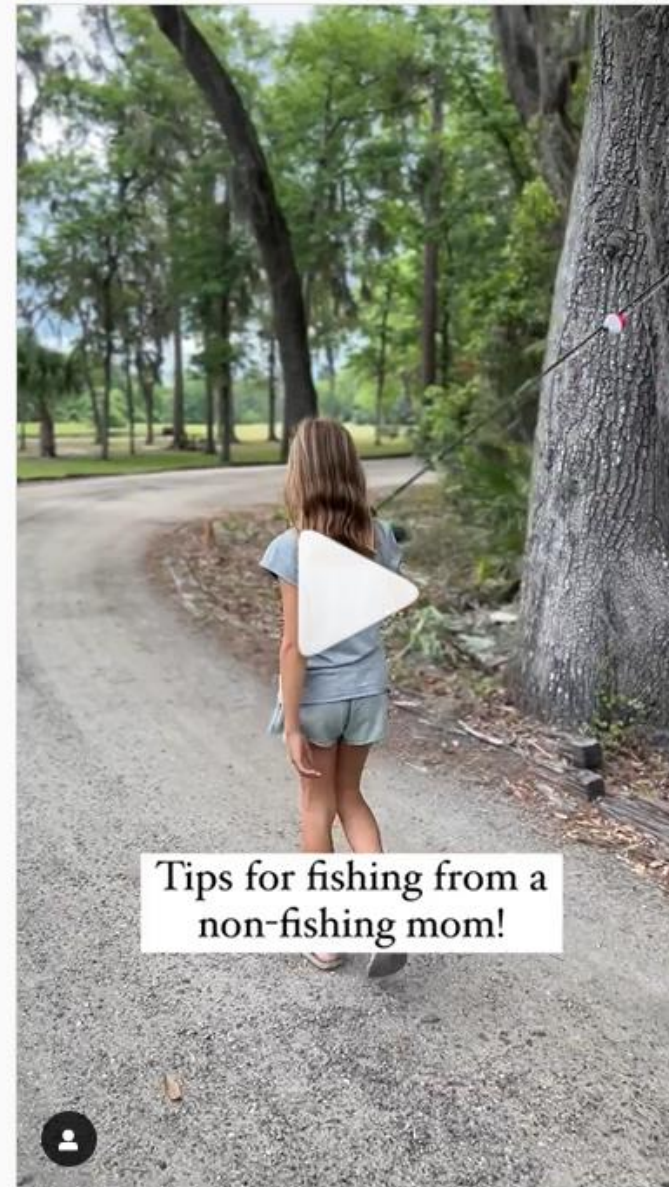
Fun fact: Fishing is one of the most



1,593 likes

JUNE 10

Log in to like or comment.



🌈 Get colorful baits and rods. We went to Walmart and let the kids pick their favorites

📖 Find helpful fishing and boating resources and how to buy a fishing license on [TakeMeFishing.org](#) ahead of time to build up confidence and learn about the sport

👨👩👧👦 Have fun. Make memories!!

[@take\\_me\\_fishing](#) #ad  
#womenmakingwaves



861 likes

JULY 1

Log in to like or comment.



fitfoodiefinds • Follow

Paid partnership



Kickin' off the season at the cabin with sunshine, boat rides, and a little bluegill fishing :D We're so thrilled to be partnering with [@take\\_me\\_fishing](#) as #womenmakingwaves this summer — we'll be heading out on some fun fishing adventures with our new friend and fishing buddy, [@girlof10000lakes](#).

I've always considered myself a novice fisherperson, and while Lin and Em grew up fishing with their families, they don't fish much as adults either. And whether you don't know how to find the best fishing hot spots or don't have someone to fish with, we've found that this sport can feel pretty dang intimidating — especially for women. That's where this summer



554 likes

JUNE 8

Log in to like or comment.



# Integrated Partnerships

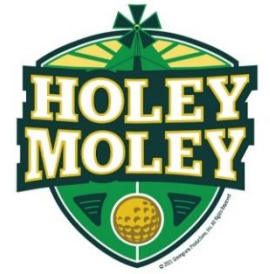




# Integrated Partnerships

Disney

hulu





# Integrated Partnerships

## Matador Network





# Integrated Partnerships


## Matador Network




# Partnering with States



# Boat Registration Reactivation Program

REGISTER YOUR BOAT TODAY! 000-000-0000

HomeInfoAbout



**GET ON BOARD**

And get back on the water!

RENEW TODAY

ENJOY CUSTOM STATE'S WATERWAYS!

**THREE EASY WAYS TO RENEW:**

**ONLINE**


Renew here. (URL) Your registration decals will be mailed to you, but you can print your receipt and use your boat immediately.

**MAIL**

Return the renewal notice you received by mail and a check or money order for the registration fee.

**IN PERSON**

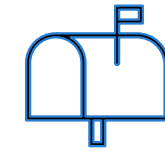
Find and visit your nearest registration location. (Location URL)



**Put your boat back in the water and put more fun in your life.**

Getting on the water is safe and easy, with plenty of public access ramps at waterways near you. The water is waiting—all that's missing is you and your boat.

RENEW NOW



Direct Mail



Facebook



Email



# 2021 R3 Grants Case Studies

RBFF State R3 Program Grants

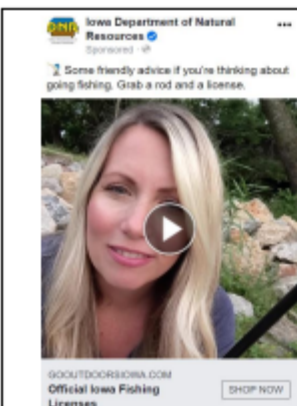
## IA - Community-based Fishing Social Media Influencers



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



TAKEMEFISHING.org



Brandy Marquez provided video content to use in digital advertisements.

### OVERVIEW

The Iowa Department of Natural Resources (DNR) created a community-based fishing campaign to test the effectiveness of social media influencer content to increase touch points across the end-to-end customer experience of 2020 new and reactivated anglers. By leveraging a social influencer discovery tool, Iowa DNR researched and analyzed potential social influencer partners to approach. Iowa DNR reached out to potential social media influencers via email, direct messages, and post comments. Once an account was a qualified lead, the conversation transferred to email with Brandt's marketing firm to finalize scope, payment, and contracting.

Social media influencers started creating posts/videos in early May and continued until the end of July. Iowa DNR provided talking points and message call to actions, including reminding first time fishing license buyers of the fun they had in 2020; highlighting convenient, local areas to fish and showcasing how easy it is to incorporate fishing into any outdoor trip. Before the post(s) went live, Iowa DNR reviewed the content and captions for a positive and encouraging voice, sense of authenticity, and accurate information.

### BENEFITS

RBFF funding helped Iowa DNR test new, innovative strategies to bring together communications channels in a more sustainable manner, and increase touch points across the end-to-end customer experience, thereby being able to increase fishing license sales.

Iowa DNR has put together plans to use social media influencer created content and develop an ambassador program, but hasn't yet had the capacity to roll out a full program. RBFF funding helped them start to build relationships with Iowa-based social media influencers.

This campaign has helped Iowa DNR cultivate a variety of social media influencer partnerships and video content including a segment on the local television lifestyle show, Dew Tour skateboard athletes, country music singers and other fishing enthusiasts.

### PARTNERS

- Brandt Information Services
- Recreational Boating & Fishing Foundation (RBFF)

### SUPPORT

"Iowa-based social media influencer content supports our Fish Local program by creating an authentic link to fishing communities around the state. We are excited to use the great collection of high quality photos and videos across our platforms and marketing campaigns."

Tammie Krausman, Director of Communications

RBFF State R3 Program Grants

## WDFW Biennium Retention Plan: A Response to COVID-19 and the New Customer Cohort



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FOUNDATION



TAKEMEFISHING.org



WDFW wants to hear about your fishing experience in 2020



Dear Valued Customer,

Washington and much of the country saw a high number of new hunters and anglers this year as other forms of recreation closed and social distancing measures went into effect due to the COVID-19 pandemic.

At the start of the new license year, WDFW surveyed new anglers via email to learn more about their fishing and hunting pursuits.

### OVERVIEW

The unique circumstances of the 2020 COVID-19 pandemic caused an above average number of new fishing participants in Washington and across the country. This is due to the large-scale closure of other forms of recreation and the ability to socially distance while participating in fishing activities.

In previous years, the number of new anglers in Washington hovered around 210,000 each year. **License year 2020, however, saw over 254,000 new anglers participate in a fishing opportunity.** The sole purpose of the campaign is to retain this large cohort of new anglers in the coming years, utilizing them to drive further recruitment and reactivation.

The Washington Department of Fish and Wildlife (WDFW) is nearing the end of the first year of this two-year retention plan. While objectives may be altered or expanded after this first year of campaign results are analyzed, the current goals remain:

- Retain at least 29% of license year 2020 (LY20) new fishing customers by the end of LY21
- Retain at least 16% of LY20 new fishing customers by the end of LY22

### PARTNERS

- Recreational Boating & Fishing Foundation

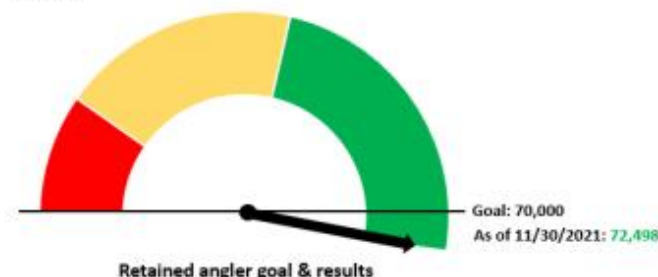
### SUPPORT

"I believe nothing is more important than doing everything we can do to retain the new hunters and anglers who participated during the Covid-19 pandemic, to broaden the support for conservation."

Peter Vernie, WDFW Licensing Division Manager

### RESULTS

Of **254,201** new anglers in LY2020, **72,498** purchased again in LY2021 which represents **29% retention** of new LY2020 anglers, exceeding their goal of 70,000.



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BOATING & FISHING  
FOUNDATION



TAKEMEFISHING.org



## "COVID-Era" Customers: New Angler Retention

RBFF State R3 Program Grants



Facebook Angler Retention Creative Sample

### OVERVIEW

Texas Parks and Wildlife Department (TPWD) implemented a targeted effort to retain new anglers, with special focus on those who bought a fishing license (for the first time in five years or more) during the early stages of the coronavirus pandemic.

The campaign objective was to generate license renewals, thereby retaining so-called "COVID anglers" at higher rates than they would otherwise have been retained without these marketing efforts.

Using targeted email marketing, targeted online advertising on Facebook, and a combination of both, TPWD generated a positive return on investment.

By comparing results of our treatment groups against those of a control group, the agency was able to determine lift and revenue that can be directly attributed to this campaign.

### PARTNERS

Recreational Boating & Fishing Foundation (State R3 Grant Award)

Sherry Matthews Group (Advertising Agency)

TPWD Inland Fisheries Division (Funding + Data Analysis)

### SUPPORT

"Texas recently launched its R3 strategic plan. A primary objective is to retain the surge of new anglers who tried fishing during the pandemic. RBFF's state R3 grant helped us further quantify how various marketing efforts help make this objective a reality."

- Craig Bonds  
Inland Fisheries Director

### RESULTS

**Total Revenue, All Treatment Groups: \$383,810**  
**Total Attributable Revenue\*, All Treatment Groups: \$74,827**

Two treatment groups (email + digital advertising, and email-only) outperformed the control group by significant margins.

As measured by lift\*\*, the email + digital advertising treatment group performed the best, with a 5.12% lift and \$41,081 in attributable revenue.

This group was followed closely by the email-only treatment group, which had a 5.07% lift and \$16,515 in attributable revenue

The digital-advertising-only treatment group also generated a positive lift, albeit at a smaller percentage (.54%), as well as \$17,230 in additional attributable revenue.

\*Attributable revenue = (lift percentage / treatment group percentage) times total revenue.

\*\*Lift = percent license purchases in treatment minus percent license purchases in control.



# George H.W. Bush *Vamos A Pescar*<sup>™</sup> Education Fund Grants



15 grantee programs in 6 states

CA (6), FL (4), OK (2), RI, TX & VA



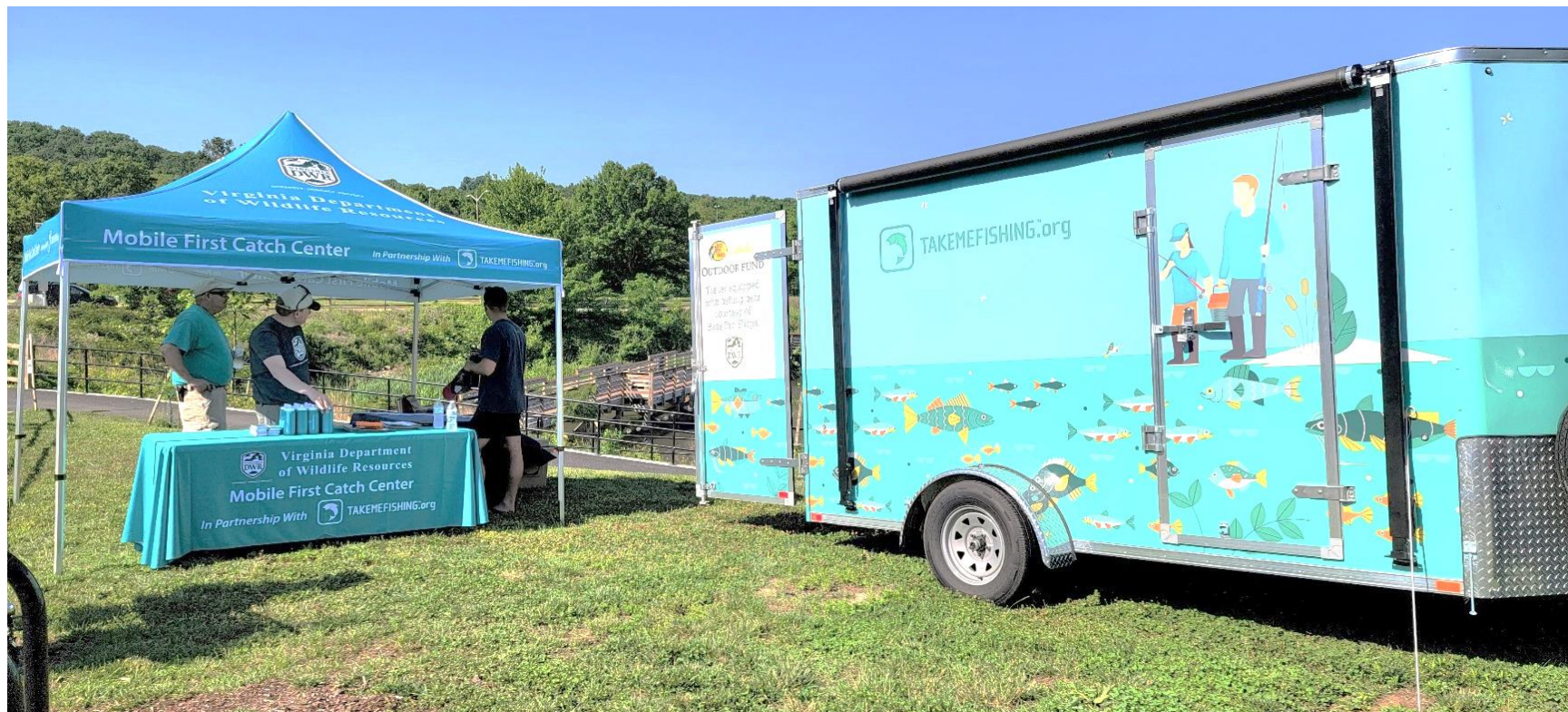
Funding totals \$185,000

including state 1:1 match





# First Catch Centers Urban Fishing



AL, CT, DC, GA, KS, MA, NE,  
NM, NY, OK, PA (2), TN, VA, WA  
& WI

Under Construction: AL (#2), AZ,  
CA (2), IL, NC, SC & WI (#2)


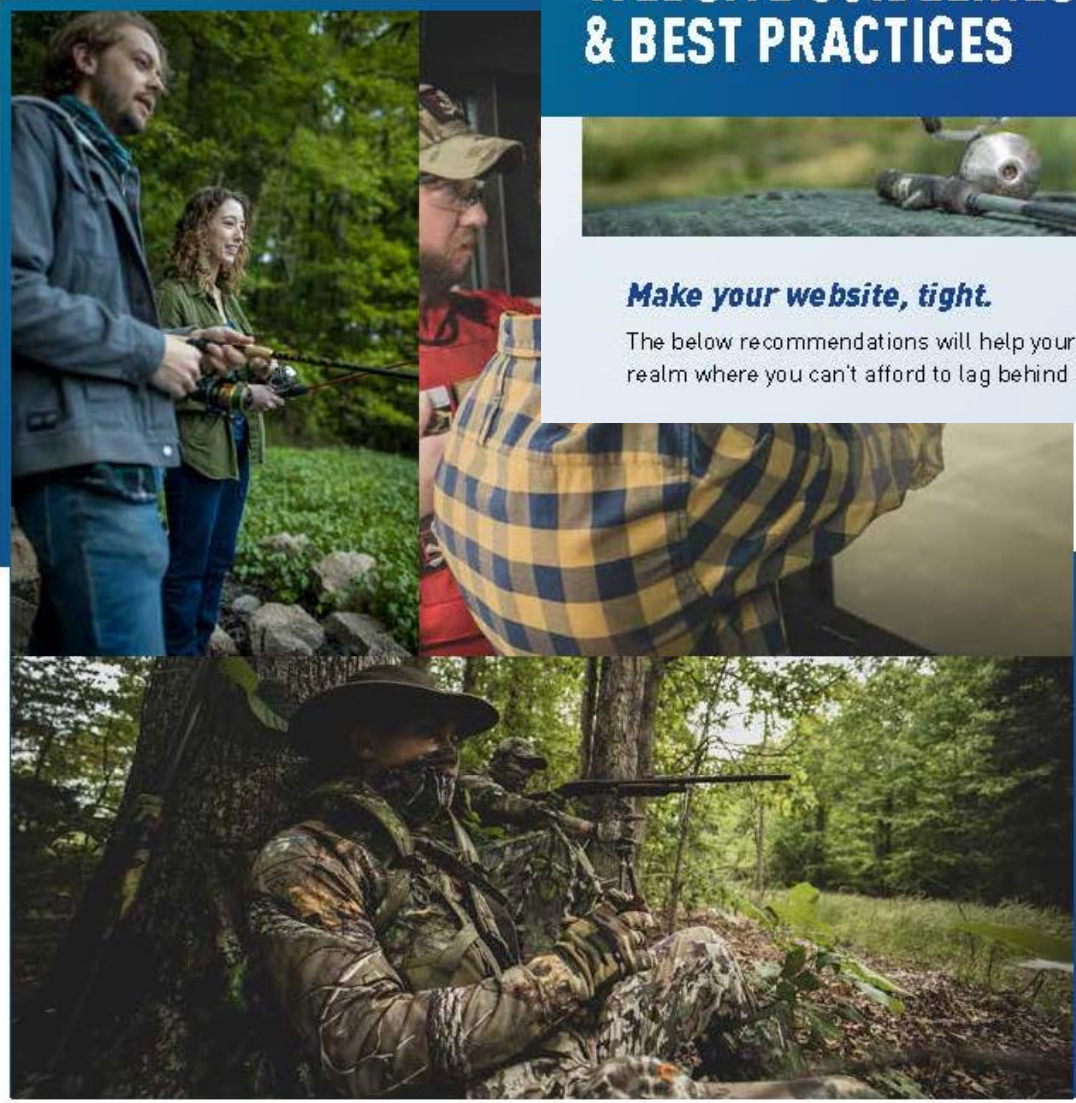
Coming soon – USFWS Region 5 (3)





# Regional R3 Partnerships Photo Shoots


- ✓ NEAFWA completed
- ✓ MAFWA in progress
- ✓ WAFWA & SEAFWA in discussions for this year



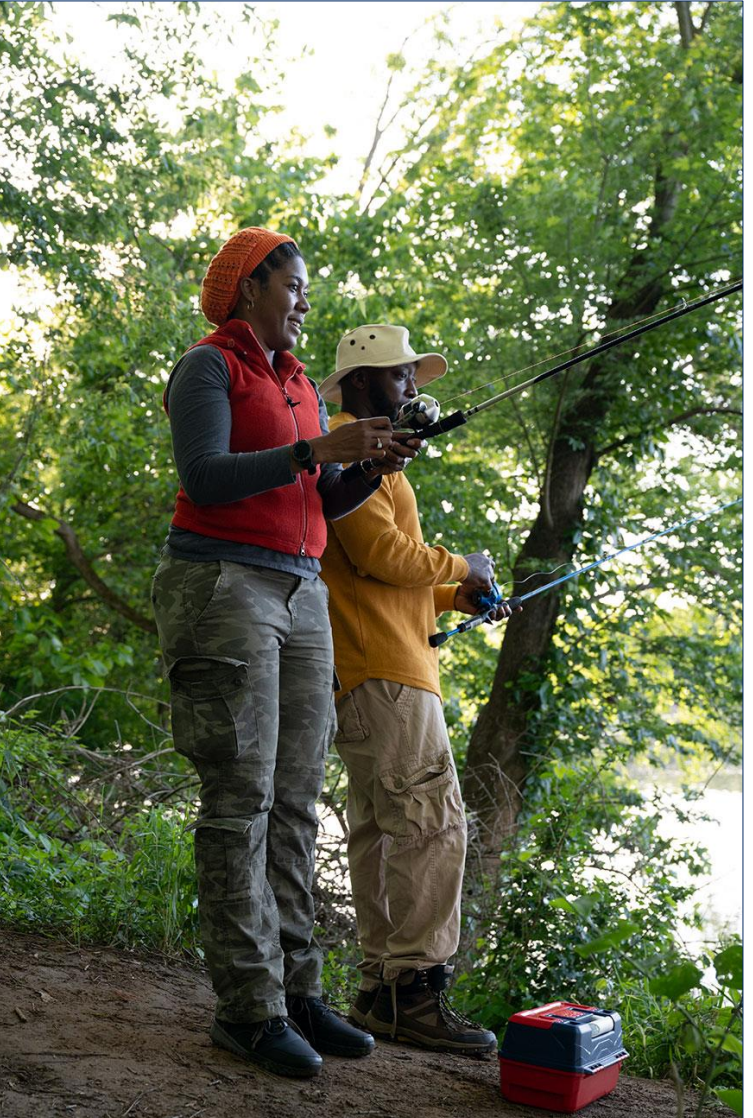
**WEBSITE GUIDELINES  
& BEST PRACTICES**

***Make your website, tight.***

The below recommendations will help your website communicate quickly, clearly and competitively in a digital realm where you can't afford to lag behind or bog the user down.

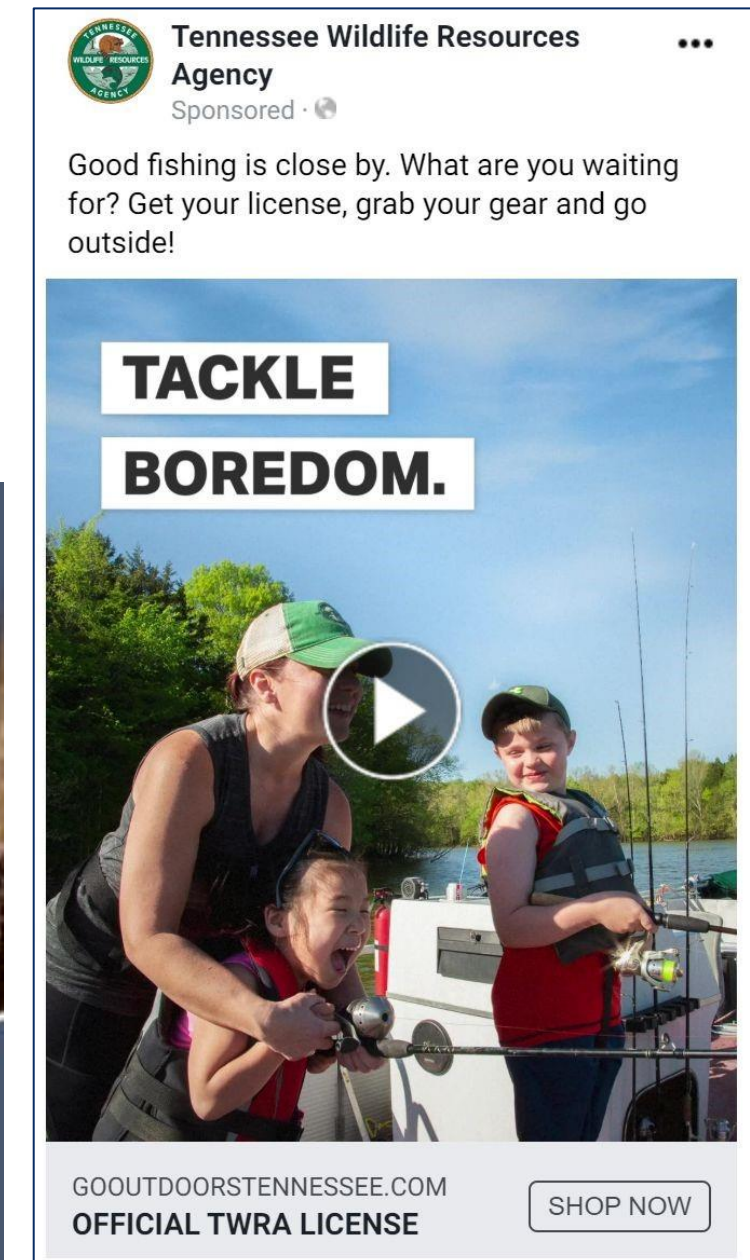
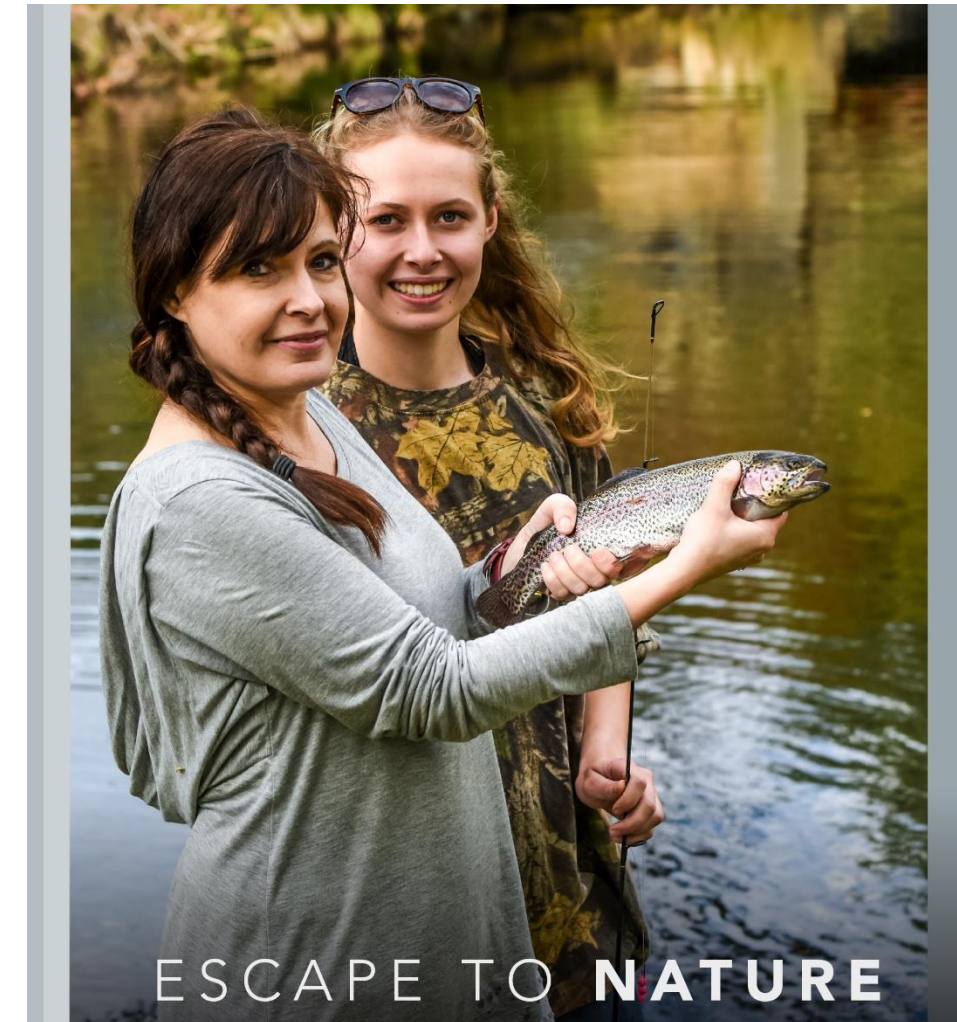


**HUNTER & ANGLER  
RETENTION STRATEGIES**  
UPDATED 2021





# 10 Steps to Create a Digital Marketing Plan





# Additional Resources

# TMF.org

## Videos & Content



### 10 HOLIDAY GIFT IDEAS FOR OUTDOOR ENTHUSIASTS

BY JEFF BOGLE 12/07/2021

From essential fishing gear, camping accessories and the coolest tech, these are the best...

[READ MORE](#)



### 6 FUN CHEAP FAMILY ACTIVITIES

BY JEFF BOGLE 11/10/2021

Check out these 6 cheap family activities that'll make your fall weekends fun and prove...

[READ MORE](#)



### FALL CAMPING CHECKLIST: WHAT TO PACK FOR AUTUMN CAMPING

BY JEFF BOGLE 10/26/2021

Here's the ultimate fall camping checklist: What To Pack for Autumn Camping. Everything you...

[READ MORE](#)



### 5 REASONS WHY FISHING IS GOOD FOR YOUR HEALTH

BY DEBBIE HANSON 10/13/2021

List of reasons why fishing is good for your health, including why fishing is good for your...

[READ MORE](#)



### 5 OUTDOOR ACTIVITIES FOR MENTAL HEALTH DAY 2021

BY JEFF BOGLE 10/06/2021

From the benefits of fishing for mental health to the need for self-care, here are 5 ways to...

[READ MORE](#)



### 4 OUTDOOR FALL LEAF ACTIVITIES FOR KIDS

BY JEFF BOGLE 09/29/2021

Fall colors undeniably beautiful and they provide outdoor activities for kids too! These leaf...

[READ MORE](#)

## HOW TO LAND A FISH: STEPS

Now that you've learned the fundamentals of how to fish (e.g., how to cast, [how to reel in a fishing line](#), how to hook a fish when it bites, etc.), it is time for the last step in learning how to catch fish. After all, what good is it to master all the previous steps if you cannot land the fish you've hooked? Follow the steps below to maximize your chances for successful landings.

1

As your fish gets closer to the boat, drop your entire rod and reel to your waist.

2

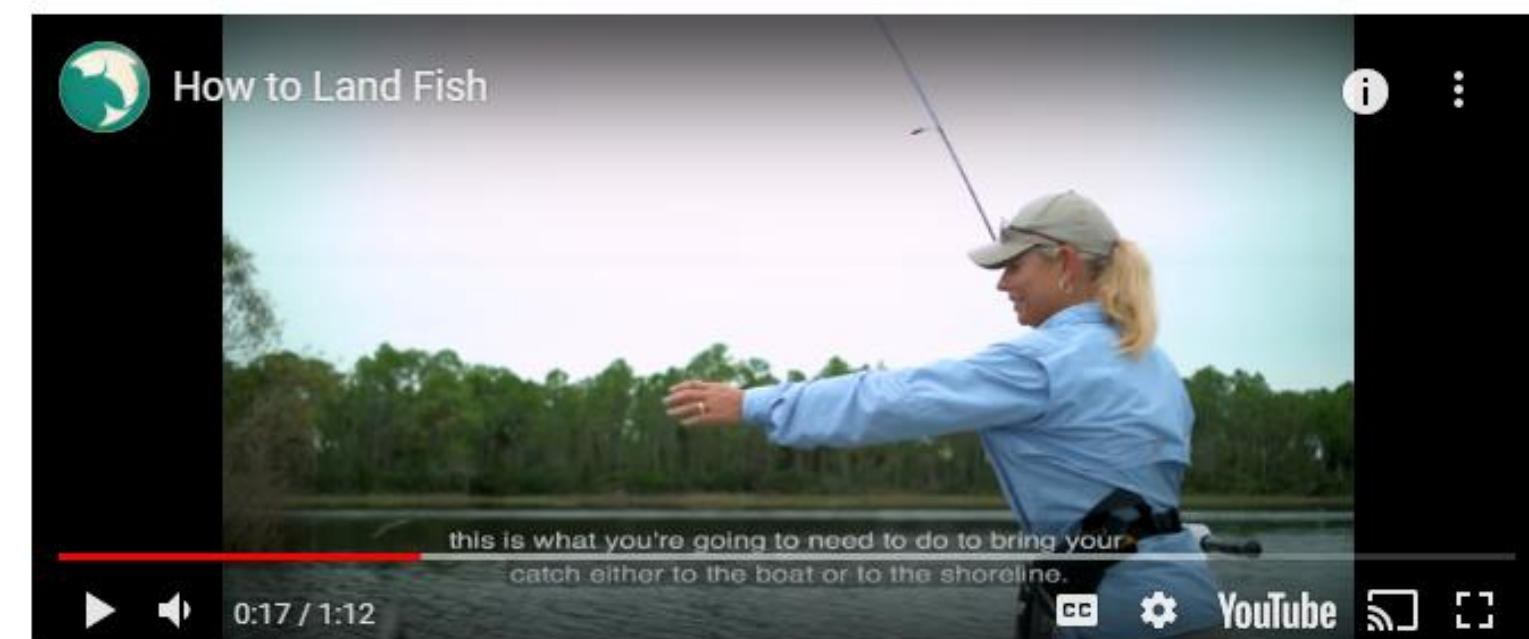
If the fish goes under the boat, get your rod tip in the water and follow it.

3

If you can see the fish, you'll know when it's tired. It'll roll over on its side to let you know it's ready to be landed. And if you can't see the fish, you'll be able to feel it.

4

For smaller fish, such as [crappie](#) simply lift them by hand or by a fishing net from the water quickly then cradle the fish around the belly to remove the hook.





# Top Ten Tips for Working with Influencers

1. Know what type of creator you need.
2. Be clear with your goals.
3. Understand your budget and pricing.
4. Look in your own backyard.
5. Don't be afraid to be a copycat.
6. Build relationships before deals.
7. Understand their personal brand.
8. Write a clear brief.
9. Get a contract signed.
10. Measure success.




# Photo Library






# Stay Up to Date NewsWaves & Social





## NEWSWAVES

June 1, 2022




### Fishing Participation Exceeds 50 Million for Second Time in 14 Years

Preliminary data from the 2022 Special Report on Fishing reveals a slight decline in 2021, posting gains over pre-pandemic levels and supporting a 6-year upward trend.

[READ FULL RELEASE](#)

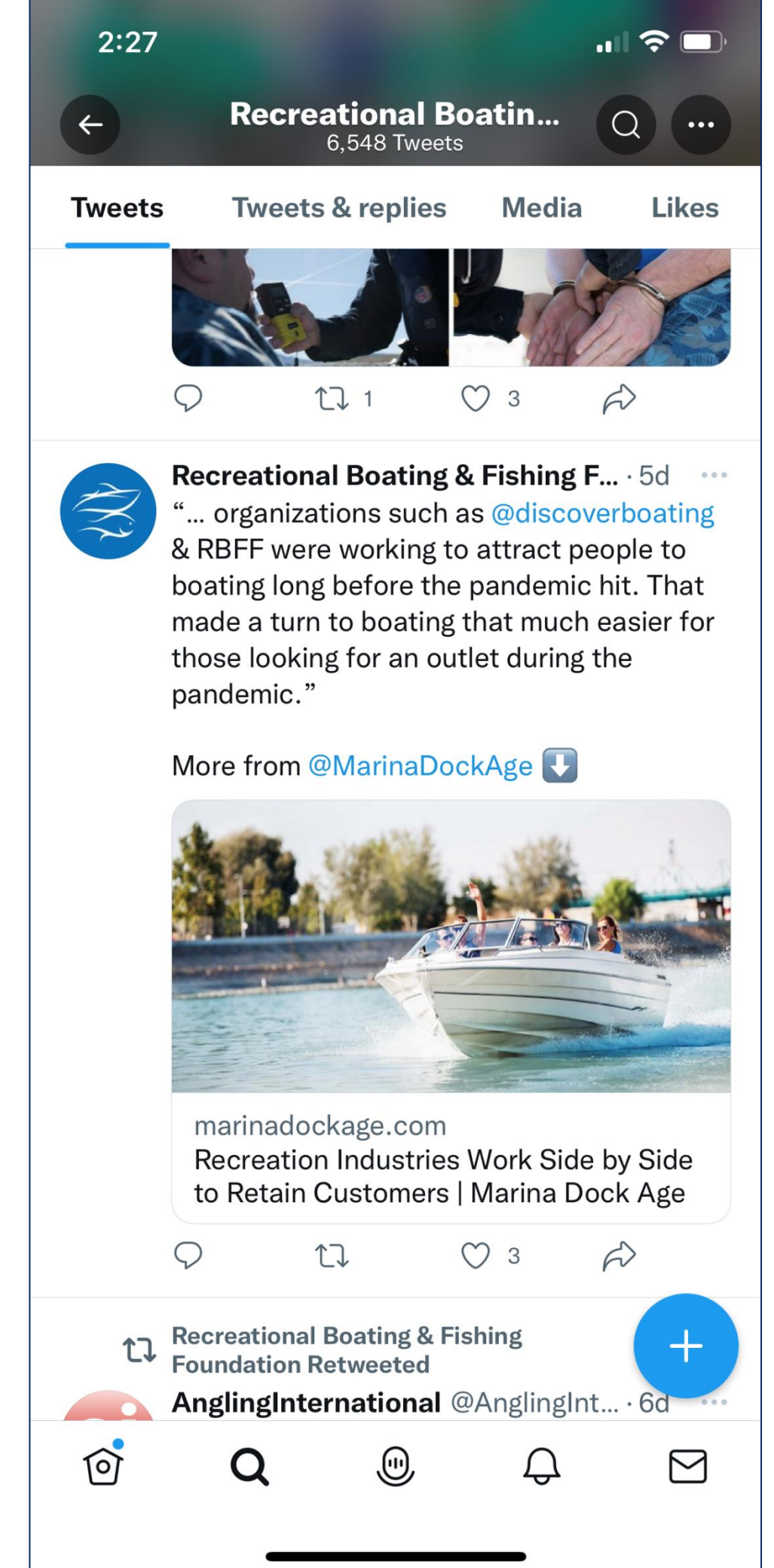
**Celebrate National Fishing & Boating Week!** Join RBFF in promoting the 20th anniversary of National Fishing & Boating Week from June 4 to June 12. Check out our guide with key messages, resource links, photos and a celebratory icon your agency can use. Be sure to use #NFBW2022 when posting on social media. [JOIN US >](#)

**Take Me Fishing to Host Female Writers in WA.** A select and diverse group of female writers will have a fishing a boating experience happening June 7 – 10 in Seattle, Washington. [LEARN MORE >](#)



### Upcoming Webinar: Working With Social Media Influencers

On Wednesday, June 29, the Iowa Dept. of Natural Resources and the Vermont Fish & Wildlife Dept. will join RBFF to discuss tips on how to get started and lessons learned from







# Thank You

Joanne Martonik  
Senior State Marketing Manager  
[jmartonik@rbff.org](mailto:jmartonik@rbff.org)

Resource Center- <https://www.takemefishing.org/corporate/resource-center/>