



# RBFF Updates, Research and Resources You can Use

ACI Conference

July 26, 2023

# Agenda

01 – RBFF's Mission

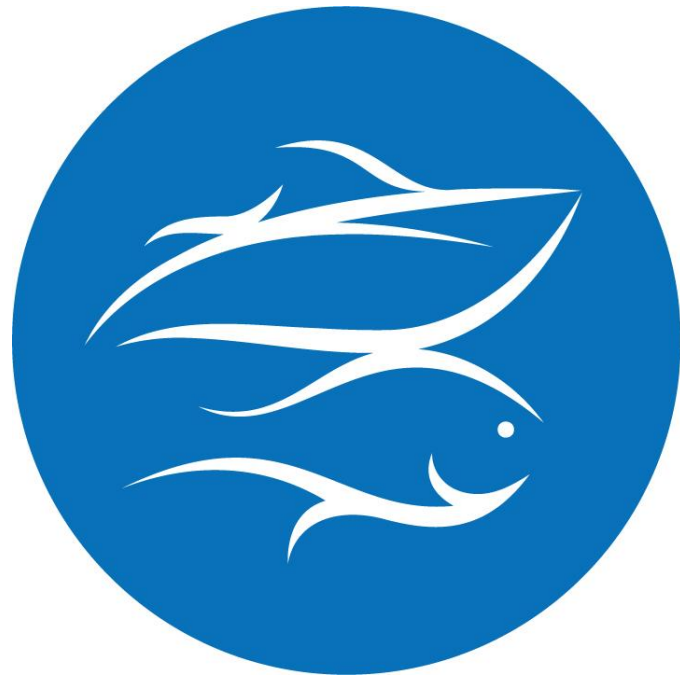
02 – Participation Numbers

03 – Research

04 – Marketing Campaign

05 – Amplifying the Campaign

06 – State Partnerships & Resources



# RECREATIONAL BOATING & FISHING FOUNDATION

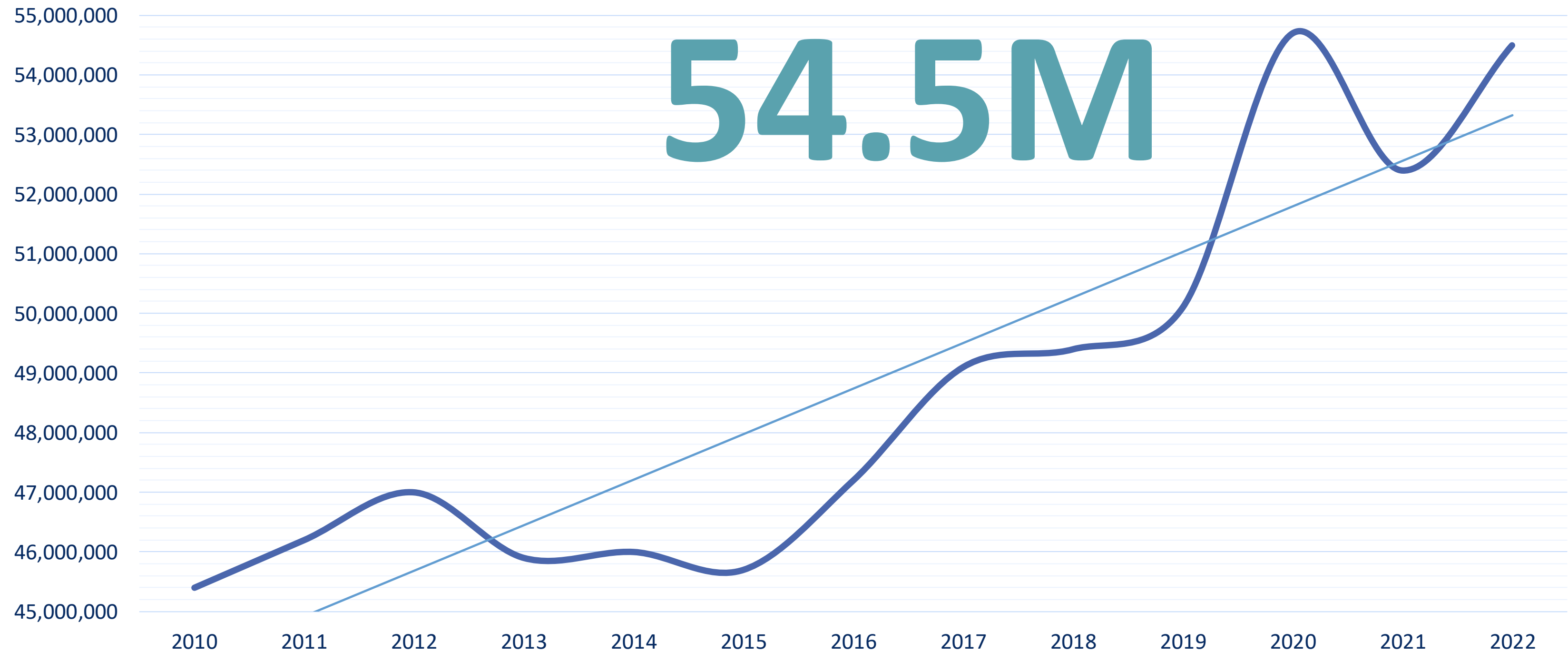
RBFF's mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.



# 2022 Fishing Participation Numbers



# Fishing Participation Up in 2022



# Participation Strong Among Key Segments



12.7M Youth

Up 2.7%



19.8M Female

Up 2.1%



5.1M Hispanics

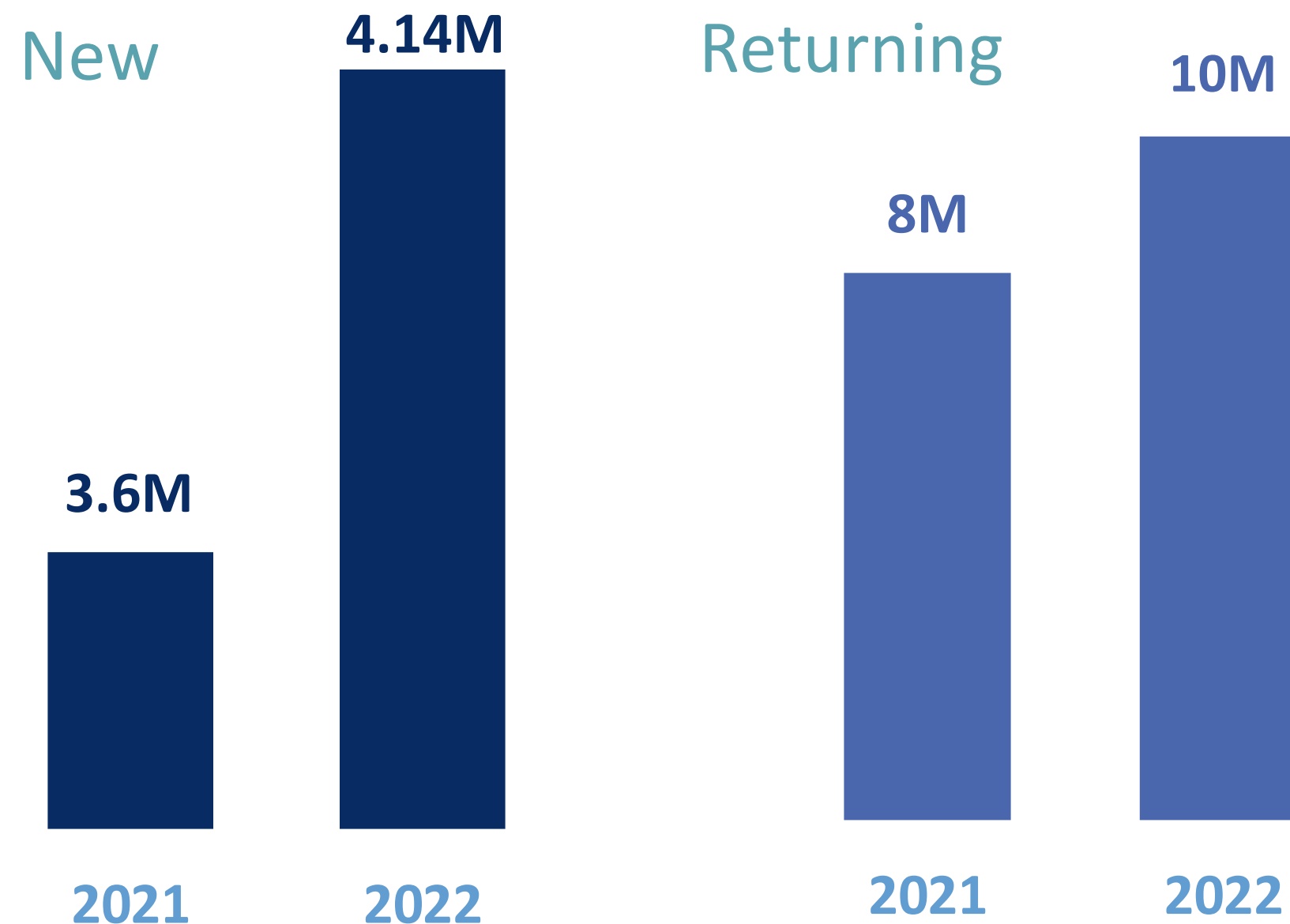
Highest on record



4.5M African American

Up 8.2%

# New & Reactivated Participants Up



## Newcomers Increasing

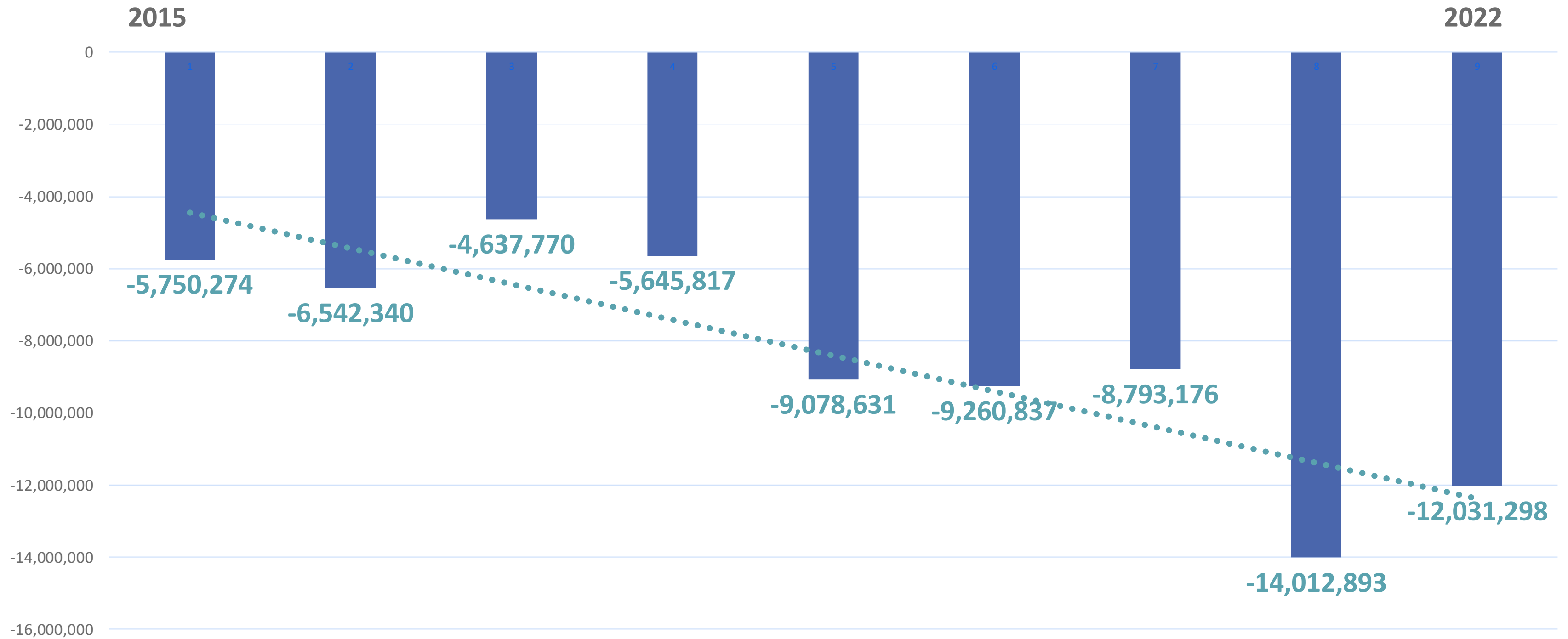
4.14 million went fishing for the first time in 2022



## More Anglers Returning

10 million anglers returned to the sport in 2022 after lapsing out

# Attrition Down YOY but Still an Issue





**Research**



An Ipsos study shows that portraying women in positive leading roles can boost brand relationship and choice intent for all demographics –  
**Women AND Men.**

**35%**

More likely to improve how consumers feel about the brand in the long term.

**20%**

More likely to choose the brand.

# Women are the gateway to the greatest growth in fishing and boating participation

54%

of households say  
mom does most of  
the activity  
planning

70–80%

of all consumer  
spending decisions are  
driven by women

85%


of sons participated in  
fishing with their  
mothers, compared to  
71% who participated  
with their fathers

63%

of daughters  
participated in fishing  
with their mothers,  
compared to 45% who  
participated with their  
fathers

In May 2022, RBFF partnered with Ipsos to conduct a study to understand the benefits, behaviors and barriers female anglers experience.






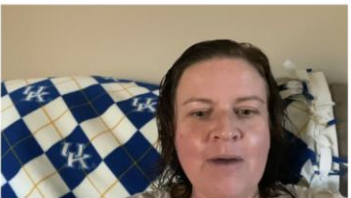
IDENTIFYING WHAT GIVES FEMALE ANGLERS AN 'EDGE'

Final Report  
May 2022

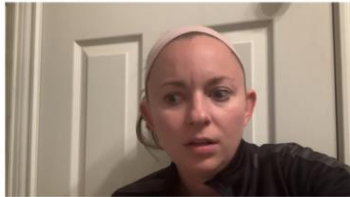
© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



"I just think that women who fish have something in them...to fish you have to have patience and you have to have um...it's just a spirit that's different."



"I think women that don't fish tend to be more anxious and I feel like they have a harder time relaxing and being able to clear their mind, fishing is one of those things that kind of keeps you and helps you to be at peace with nature."



"I just think that women who fish have something in them...to fish you have to have patience and you have to have um...it's just a spirit that's different."

**75% Mental / 25% Physical**  
Anglers see fishing primarily as a mental sport but recognize that there are physical aspects embedded in the idea of needing strength to reel in larger sportfish or getting a boat off the trailer.

26 - Ipsos

*"Dear Fishergirl, You're doing great. Read a book about fish and learn the differences between the species in your area. Use circle hooks so you don't hurt the fish you catch, and try to avoid using live bait, unless you're planning to eat your catch. This goes for everything in life - if boys tease you, or some man says you can't do that, **prove them wrong!** You can do whatever you want to do, and anyone can catch a fish! I'd want to see the girl keep up with her hobby and enjoy doing it.." –Active Angler*

## Women find the most **confident, patient, and resilient** versions of themselves on the water

Active anglers are 24% more likely than non-anglers to say that **setbacks don't discourage them.**

1 in 5 active anglers say fishing **makes them feel like they can do anything they set their mind to.**

Active female anglers are 25% **more likely to say their health is very good** compared to non-anglers.

Active female anglers are 27% **more likely to be satisfied with their lives** than non-anglers.





# Find Your Best Self on the Water Marketing Campaign





strength  
inspiration  
courage

Find **your best self** on the water.

resilience  
confidence  
patience

# Campaign Ecosystem





“Finding ways to incorporate activities like fishing into my daily life make me a much happier, healthier person.”



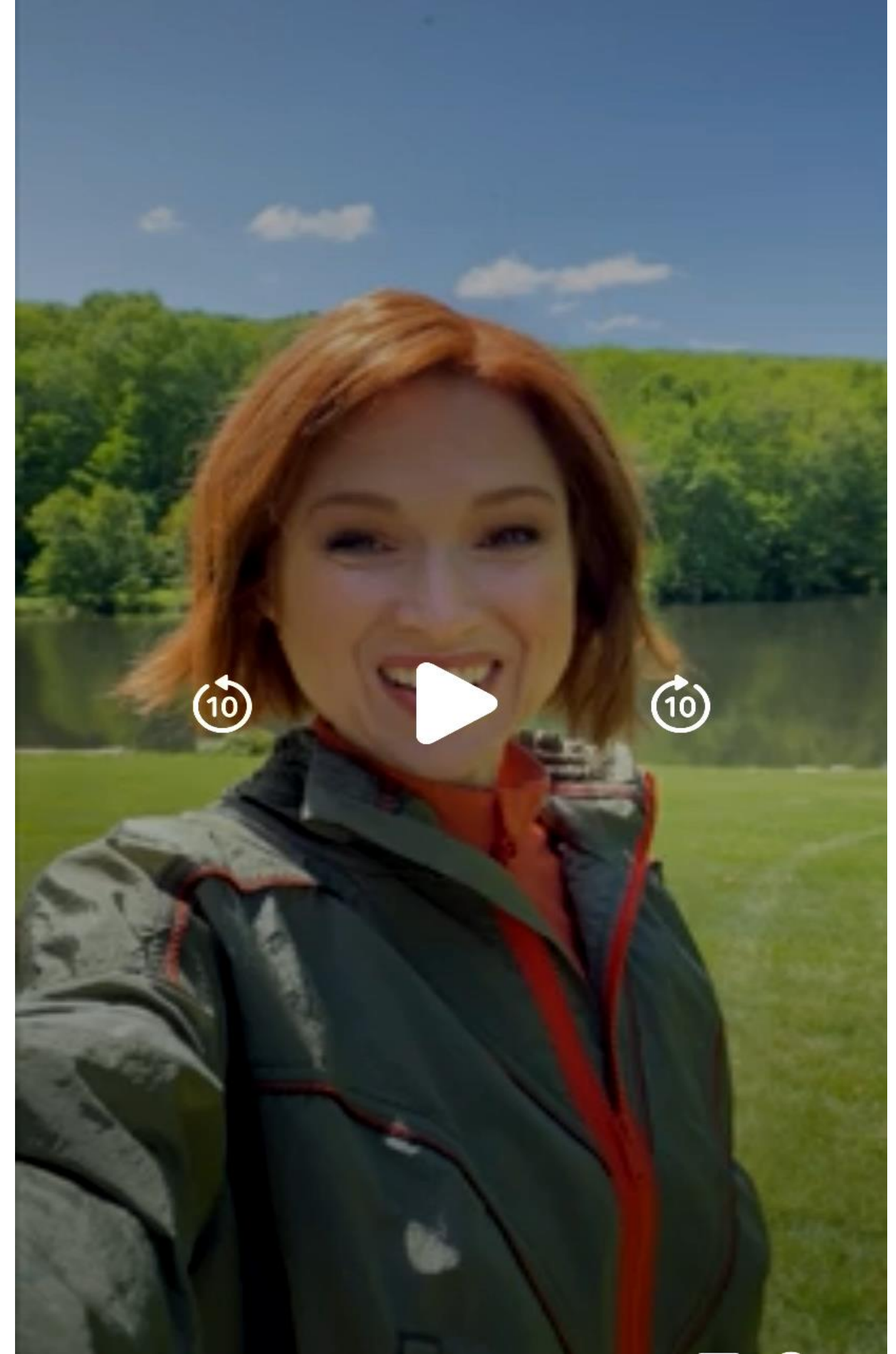
Forbes  
**BRANDVOICE**  
PAID PROGRAM



*Casting  
Resilience*


How Fishing  
Helps Her Be A  
Better Leader


Vanity Fair  
Integrated Partnerships




# HYPEBAE

## Integrated Partnerships




hypebae 


[Follow](#) [Message](#) 

22,373 posts   1M followers   39 following


**Hypebae**  
Get the latest news in women's fashion, sneakers and more.  
Follow [@hypebaebeauty](#) for beauty content.  
[linkin.bio/hypebae](https://linkin.bio/hypebae)




Lifestyle + Art




Style




Feature



Footwear



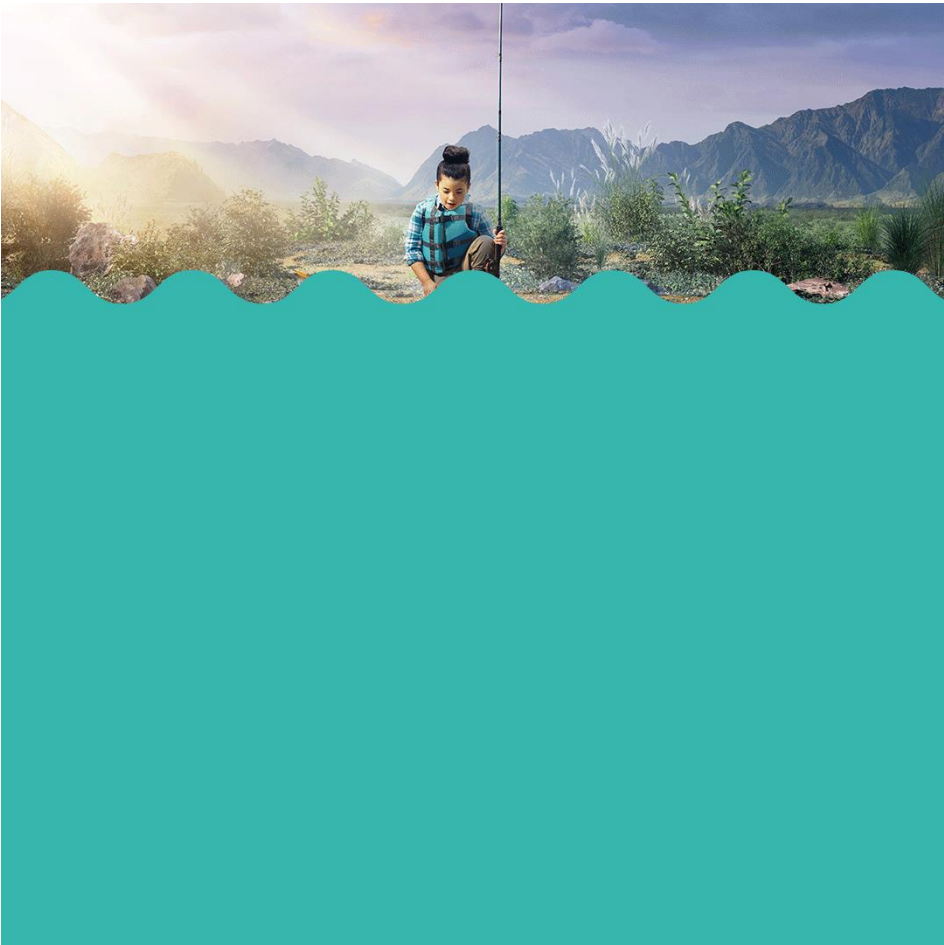
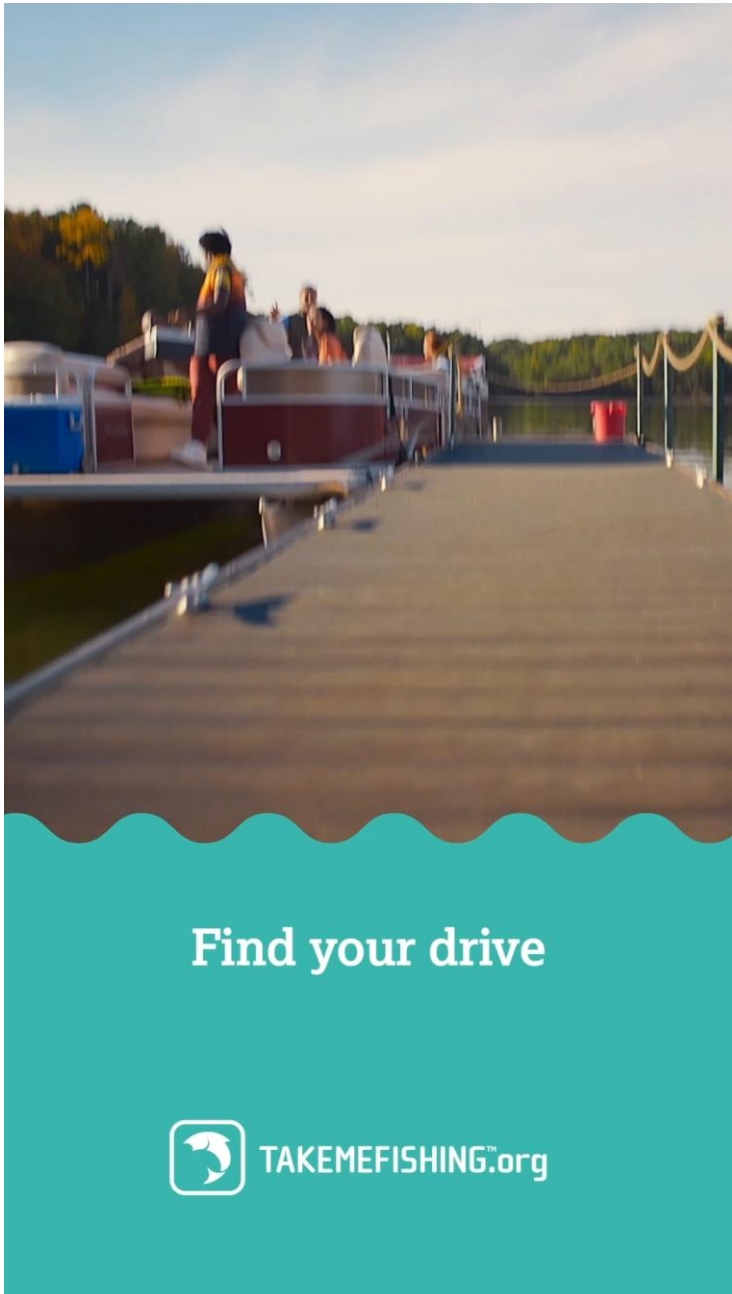
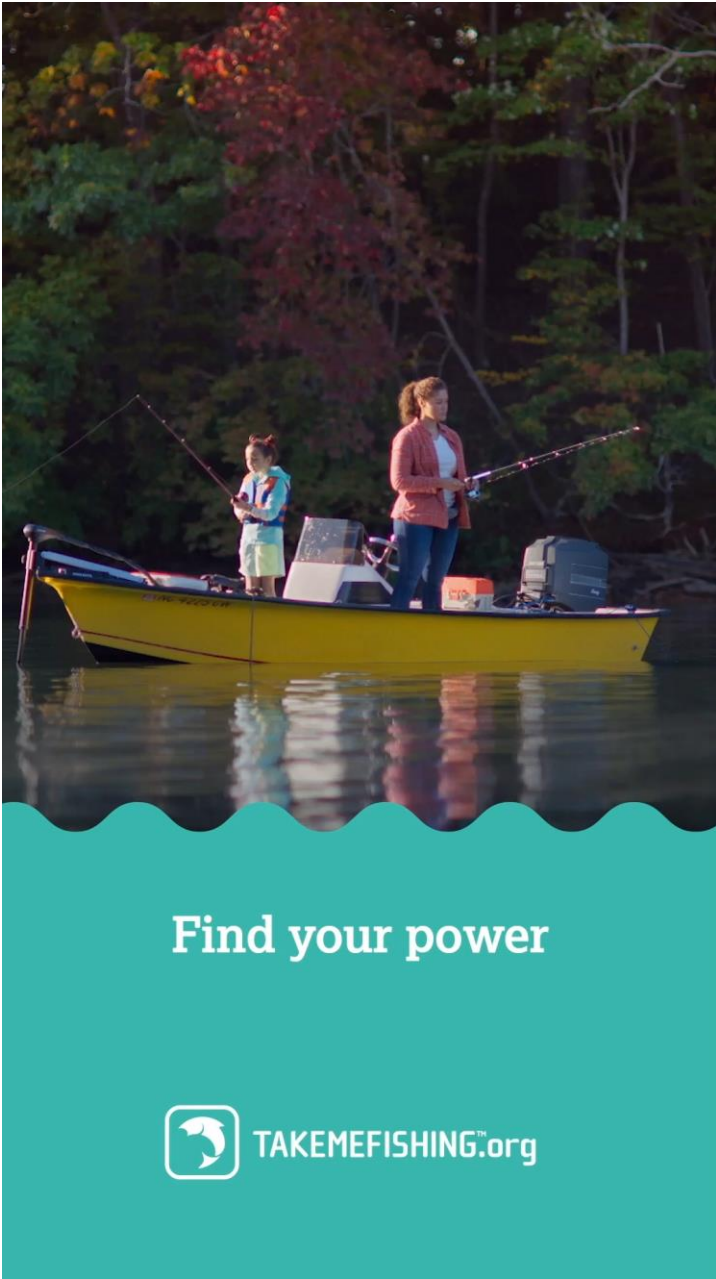
Culture



Music



# YouTube Shorts & Hulu



 TAKEMEFISHING.org



Scan to get your fishing license

Scroll to find places to fish

**Find your best self on the water.**  
But first, find some water.

Dyers Lake  
Co Rd 30  
Schroeder, MN 55613

●○○○○



# Influencers

## Social Media Partnerships



We are partnering with 20+ influencers to share the benefits of fishing and boating with their online communities on Instagram, Tiktok and YouTube.



We are participating in TikTok Creative Exchange Program

# Blog & Social Content

## 10 MENTAL HEALTH AWARENESS MONTH ACTIVITIES



TAKEMEFISHING.org

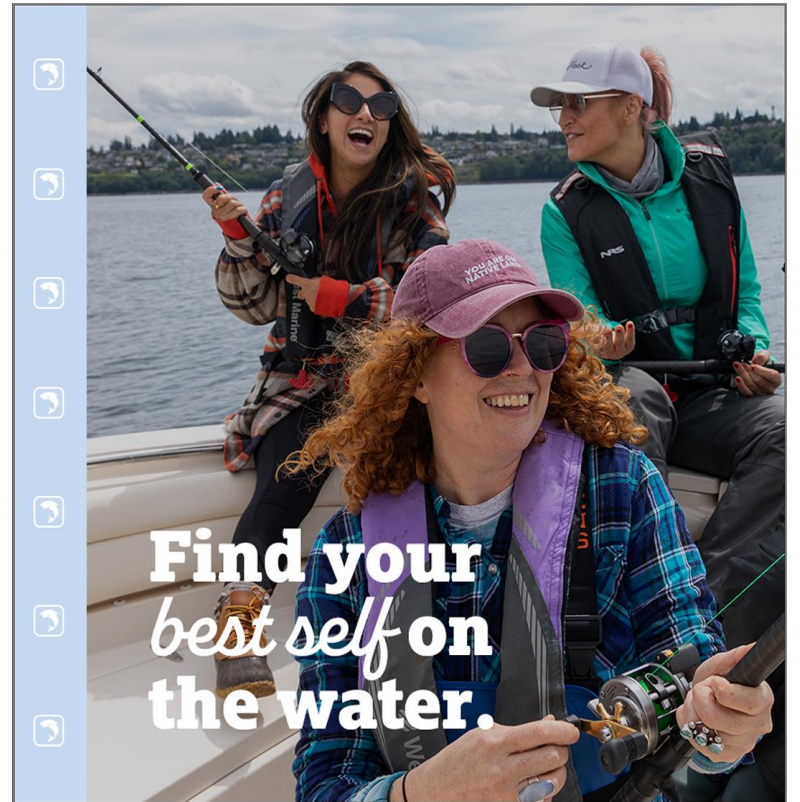
## 5 GIRLS WEEKEND TRIP IDEAS FOR NATURE LOVERS



Confidence Caught Daily.



Find your best self on the water.



One Rod to Rule the World.



Reel Power.



# Amplifying the Campaign

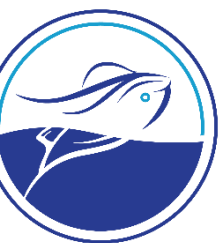
**If we get women to participate  
at the same level as men, we'll  
grow the sport overall by 26%**

**Your help in spreading this campaign will  
inspire every woman in the nation:**

**To try  
something  
new**

**To challenge  
herself**

**To discover  
the self she  
can become  
on the water**



# Amplifying the Campaign Video



Find Your Best Self on the Water 2023 Ad :60

60 Second Video Link

30 Second Video Link

# Amplifying the Campaign Infographics

## What's Underneath the Wave of Women Fishing

Women represent an important emerging audience for the fishing industry. To grow this demographic, the Recreational Boating & Fishing Foundation (RBFF), in partnership with global market research firm Ipsos, conducted research among active, lapsed, and non-angler women to understand active female anglers' mindset and drivers, and what challenges exist to increasing participation.

### HAPPY AND CONFIDENT

Mindset of active female anglers:

1. Satisfied with life (80%)
2. Ability to persevere (82%)
3. Have self-worth (87%)

### GRIT

- 1 out of 4 active female anglers say fishing makes them feel like they can do anything they set their minds to.
- Active female anglers are significantly more likely to **manage challenges and rebound from setbacks.**

### ABILITY TO MANAGE STRESS

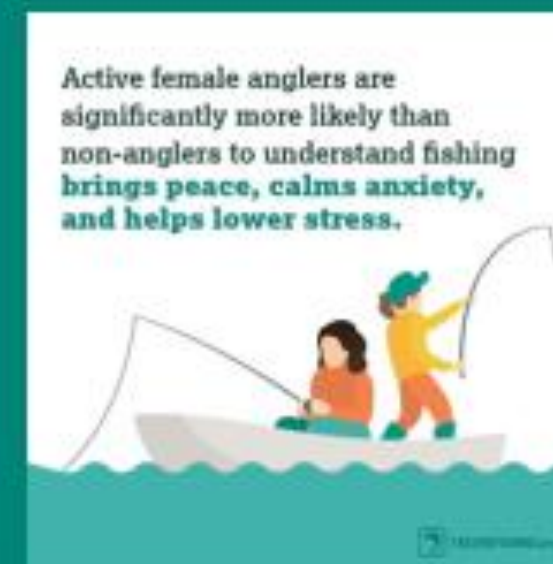
- Half of female anglers surveyed said fishing **relaxes them and clears their minds.**
- Active female anglers were significantly more likely than lapsed anglers to believe **fishing brings them peace, calms anxiety, and helps them destress.**

### PATIENCE

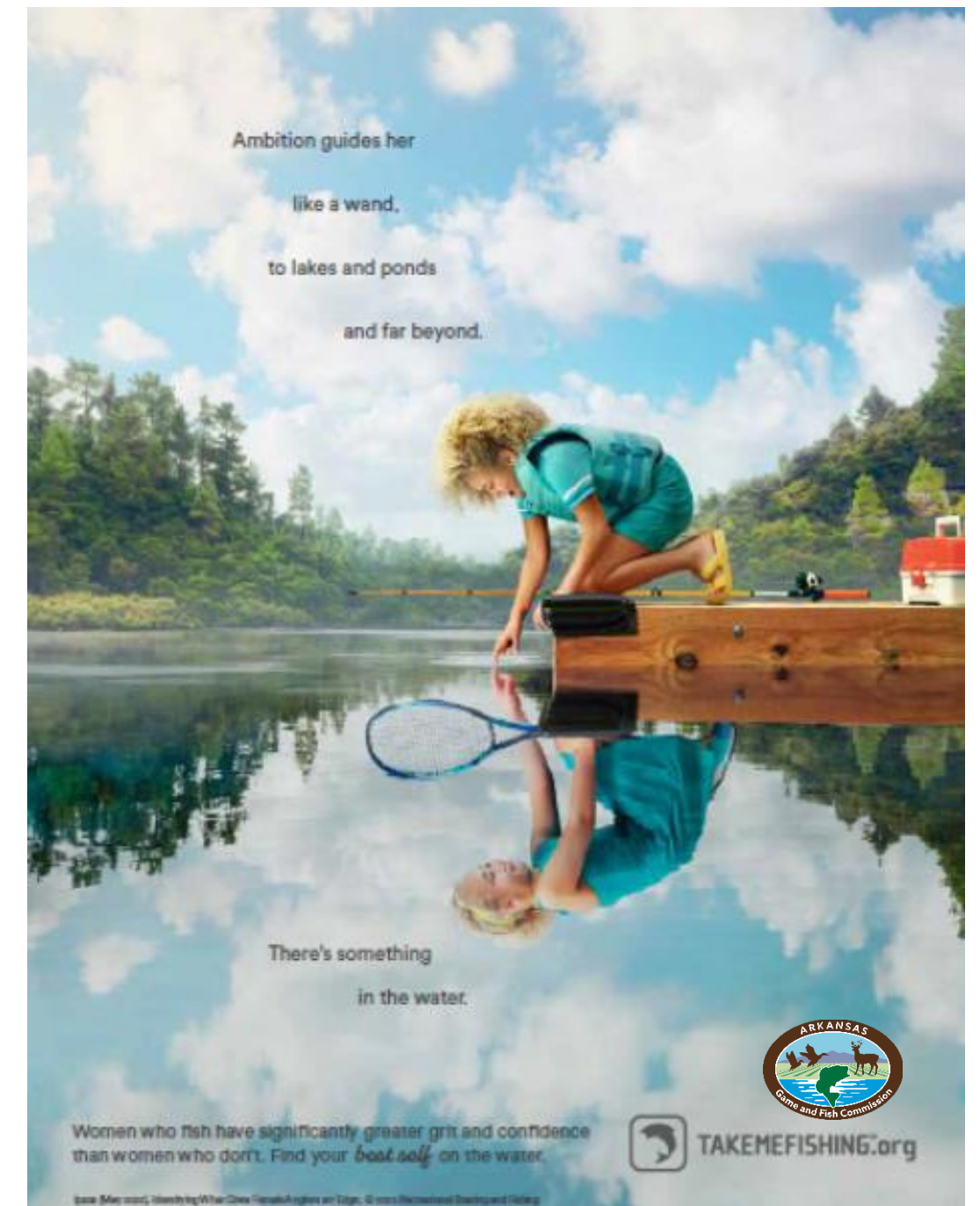
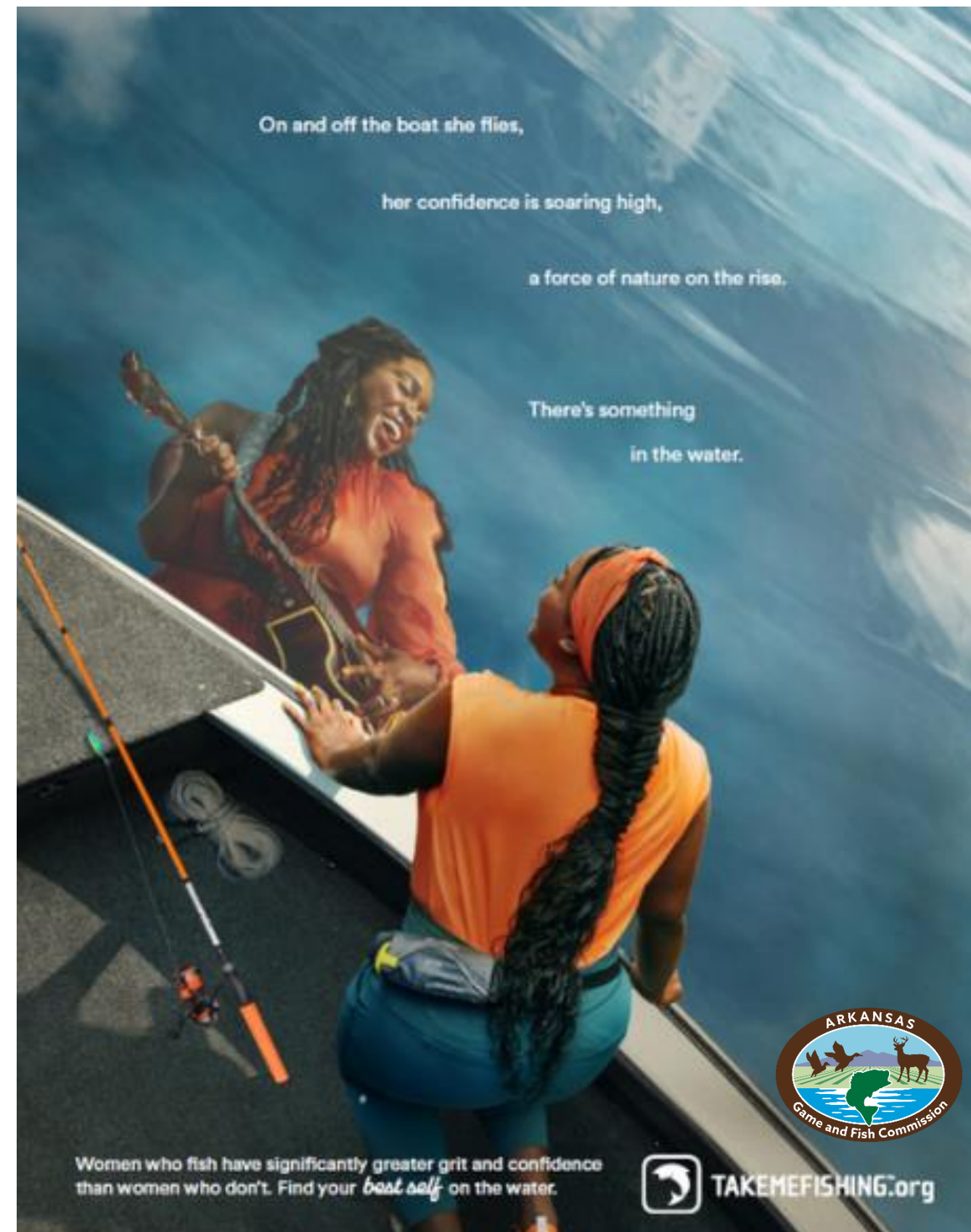
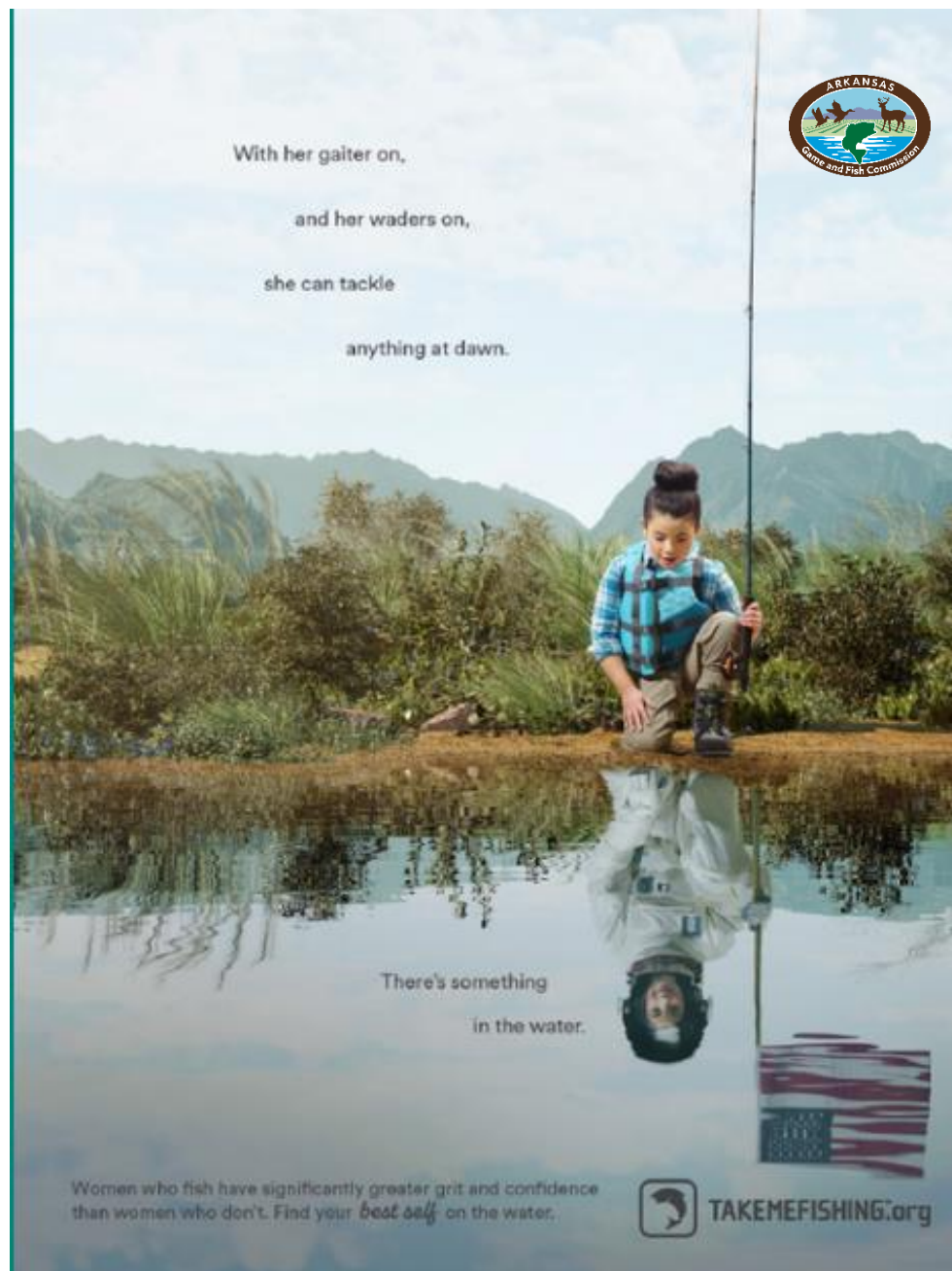
Top **mental gain** from fishing as ranked by both active and lapsed anglers.

What keeps active female anglers coming back to the sport?

- Social connection
- The challenge
- Link to nature



# Amplifying the Campaign Print Ads



# Find Your Best Self Campaign Page



Women who fish have more...

 <b>HAPPINESS</b> 1 In 4 women who fish say it helps them manage their moods and long-term stress.	 <b>GRIT</b> Women who fish are more likely to say that setbacks don't discourage them.
 <b>PATIENCE</b> Almost half of women who fish say fishing teaches them patience.	 <b>HEALTH</b> Women who fish are more likely to say their health is very good.
 <b>CONFIDENCE</b> 1 In 5 women who fish feel like they can do anything they set their mind to.	



# State Partnerships & Resources



# State R3 Program Grants



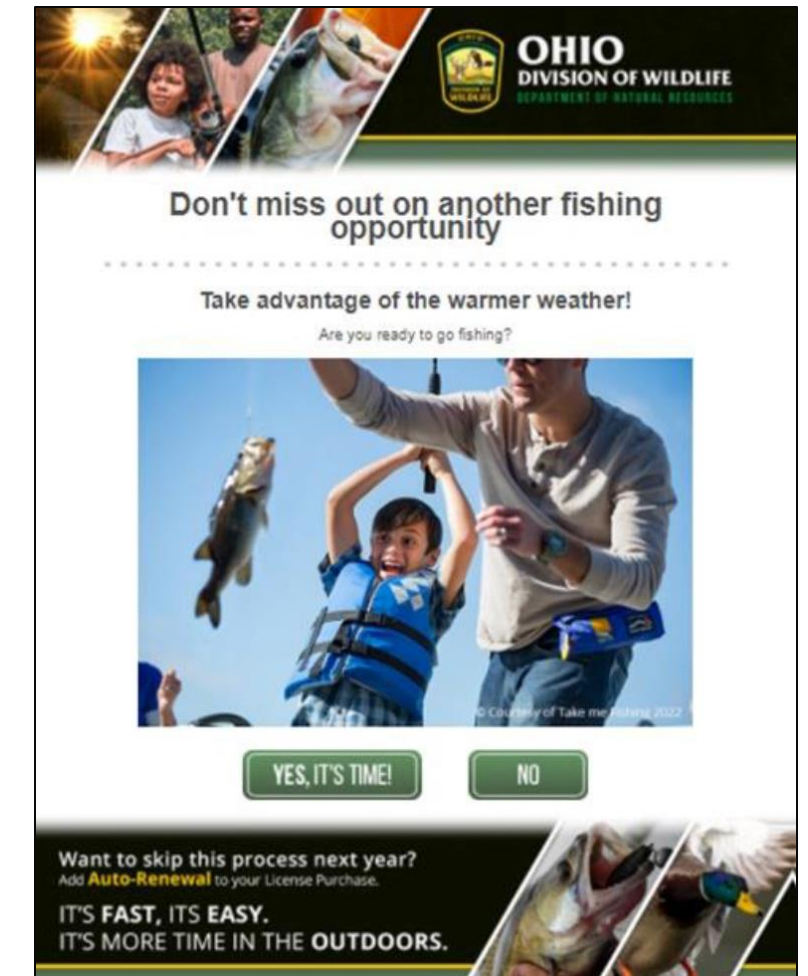
10 programs in 2023

In 9 states: FL, IA, KS, MD, NV, PA, TN, TX (2), UT



\$207,000 in grants

Over \$439K in total funding support



# George H.W. Bush *Vamos A Pescar*™ Education Fund Grants



**16 grant programs in 2023**

In 8 states: CA (5), CO, FL (5), OK, RI, SD, TX, VA



**Over \$109,500 in grants**

Approximately \$221K in total funding



# Boat Registration Reactivation Program

**Vincent, your boat registration has expired:**

 Registration Fee Due: \$33.00 PIN 82991947

Boat No.	Make	Year	Length
OH5701BS	BOMBARDIER	1996	14

**Renew now to receive your new registration.**

 T1 P1 148781-1-1-1 15  
Vincent McCaughey  
115 Dayton St Apt 320  
Hamilton, OH 45011-1952

Ohio Dept. of Natural Resources  
Division of Parks & Watercraft  
2045 Morse Rd Bldg A-1  
Columbus, OH 43229-6605

Please detach and return with payment. If you have changed your address or sold your boat, see back for details.

Check your state agency's website for updates on where/how to renew and closure updates.

**GET ON BOARD**

**3 EASY WAYS TO RENEW:**

- 1. Renew online:** Go to [watercraft.ohiodnr.gov/online renewal](http://watercraft.ohiodnr.gov/online renewal) and follow the instructions.
- 2. Renew by mail:** Return the remittance slip above along with a check or money order for the registration fee due in the enclosed envelope.
- 3. Renew in person:** Visit the nearest watercraft registration agent. For a complete list of agents and locations, go to [watercraft.ohiodnr.gov](http://watercraft.ohiodnr.gov).

**Questions?** Call the Division of Parks & Watercraft at 1-877-4BOATER.


**SCAN THE BARCODE TO GET STARTED**



**ENJOY OHIO'S WATERWAYS!**



Sample Letter

 REGISTER YOUR BOAT TODAY! 000-000-0000

Home Info About

**GET ON BOARD**

And get back on the water!

**RENEW TODAY**

**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**

Sample Email

Register your boat so you can get back on the water while the fish are biting.

**GET BACK ON BOARD TODAY.**

 STATE AGENCY LOGO HERE

[www.takemefishing.org](http://www.takemefishing.org)

**Renew your registration.**

And get back on board today.

Sample Facebook Ad

# Mobile First Catch Centers



# Regional R3 Partnerships Photo Shoots

- ✓ NEAFWA completed
- ✓ MAFWA & SEAFWA wrapping up
- ✓ WAFWA in progress



# Regional R3 Partnerships

## MAFWA Photo Shoots



# Regional R3 Partnerships SEAFWA Photo Shoots



# Resources

## RBFF Photo Library

[marketing@takemefishing.org](mailto:marketing@takemefishing.org)



## Resources Webinars



ARKANSAS RECRUITMENT, RETENTION AND REACTIVATION ACTION PLAN

### THE FUTURE OF CONSERVATION AND OUTDOOR RECREATION IN ARKANSAS

[www.agfc.com/r3](http://www.agfc.com/r3)

Tabbi Kinion

Education Division Chief

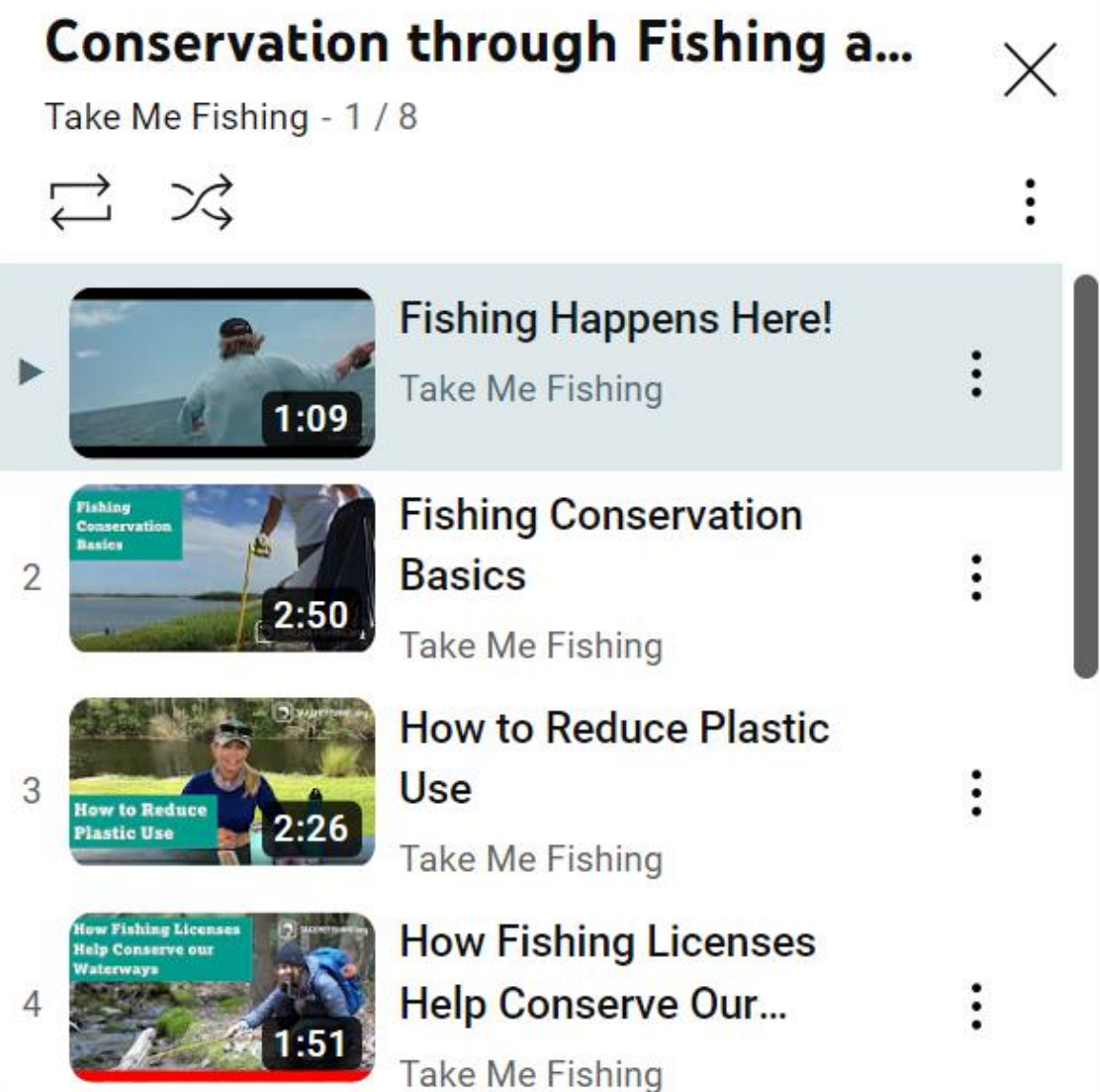
### Tips and Case Studies for Working with Social Media Influencers | State Webinar Series | June 2022



Find webinars in our [Resource Center](#).

# Resources Videos

[Take Me Fishing You Tube Channel](#)



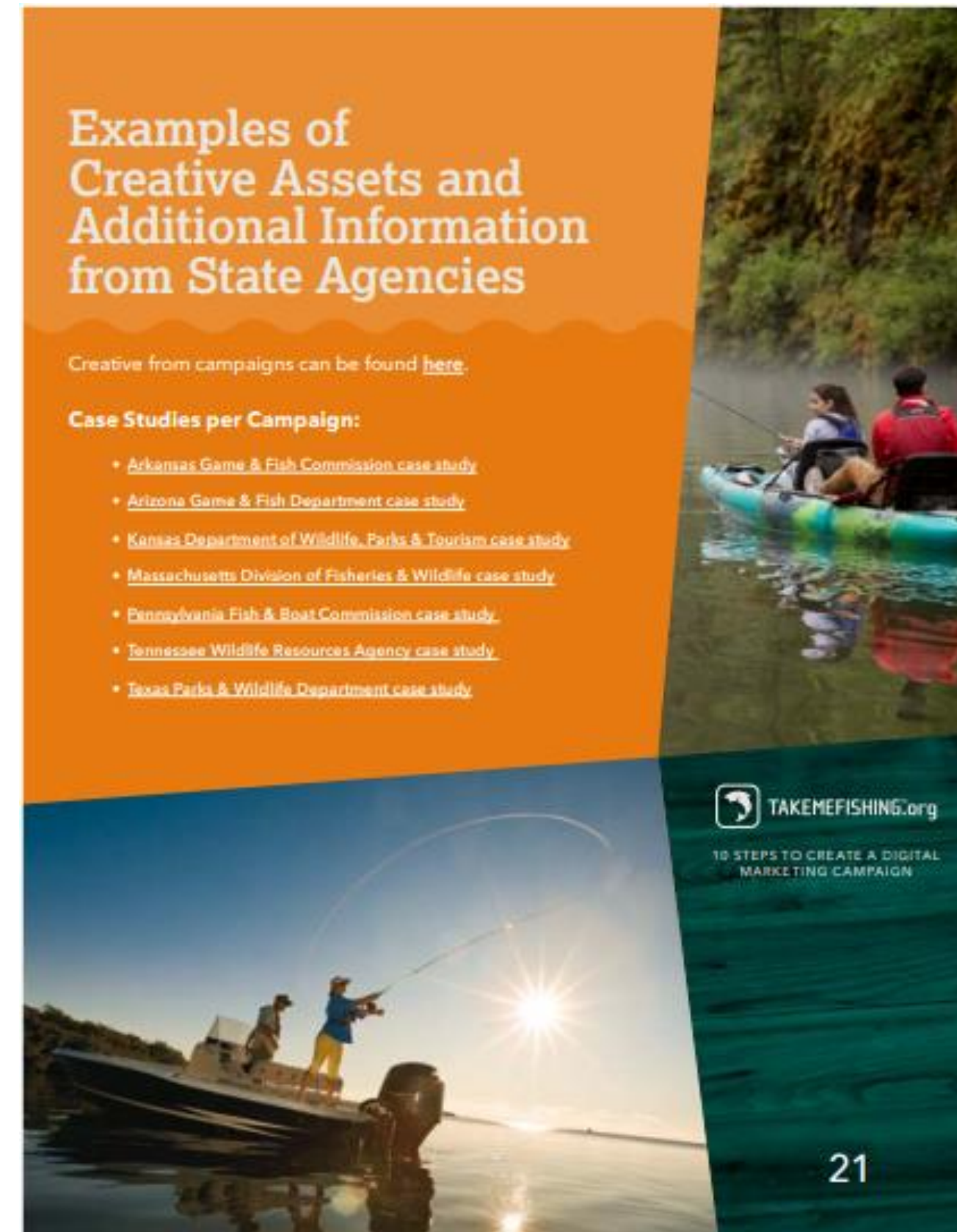
How Fishing Licenses Help Conserve Our Waterways



Pier Fishing for Beginners

# Resources

## Steps to Create a Digital Marketing Campaign



# Resources

## Guest Blogs



### BE FUN, BE SAFE, AND CROWDS - JULY BOATING IDEAS

BY N SCHULTZ

06/28/2023

Whether where or how you boat,  
July 4<sup>th</sup> boating ideas will  
help you enjoy our national holiday...

[READ MORE](#)



### 5 WAYS AN OUTDOOR LIFESTYLE CAN BENEFIT YOUR HEALTH

BY DEBBIE HANSON

06/26/2023

List of ways an outdoor lifestyle  
benefits your health. Learn how  
spending time outdoors can boost...

[READ MORE](#)

#### POPULAR BLOG TOPICS:

[FAMILY FISHING](#)

[HOW TO FISH](#)

[FISHING LICENSE](#)

[BOAT REGISTRATION](#)



### 4 WAYS TO PARTICIPATE IN LATINO CONSERVATION WEEK

BY CLAUDINA HANNON

07/10/2023

List of ways to participate in Latino  
Conservation Week by getting  
involved with a local cause,...

[READ MORE](#)



### THE 8 BEST NATIONAL PARKS TO VISIT IN SUMMER

BY JEFF BOGLE

07/07/2023

Here are the 8 best National Parks  
to visit in summer, each with  
phenomenal natural features,...

[READ MORE](#)



### SUMMER FISHING TRIP PLANNING TIPS FOR BEGINNING ANGLERS

BY DEBBIE HANSON

07/05/2023

Summary of summer fishing trip  
planning tips for new anglers. Key  
tips for planning a fishing trip tha...

[READ MORE](#)

# 2023 State Marketing Workshop

## Houston, TX

Tuesday, Feb. 28 at 8:45 am

### GET RID OF THE BS TO ATTRACT DIVERSE MARKETS

Risha Grant  
Diversity & Inclusion Expert

 #SMWxRBFF



 Implementing a  
Digital Marketing  
Automation Program  
Using a CRM System

Abby Rhodebeck  
Ohio Division of Wildlife



 REPRESENTATION  
MATTERS:  
Recruiting Latino Anglers into  
Wisconsin's Fishing Community

Katie Grant  
Wisconsin Dept. of Natural Resources





**RBFF STATE  
MARKETING  
WORKSHOP**

**February 26 - 28, 2024**

**Crowne Plaza Atlanta Perimeter at Ravinia  
Atlanta, Georgia**

# Questions?

Joanne Martonik

Senior State Marketing Manager  
jmartonik@rbff.org



LinkedIn:

Recreational Boating & Fishing Foundation



Twitter: @RecBoatFish



RECREATIONAL  
BOATING & FISHING  
FOUNDATION