



Stephanie Hussey
Director, State Initiatives

Recreational Boating & Fishing Foundation

License Sales – A Shared Metric

KDWP LICENSE

Transaction #: [REDACTED] Vendor #: [REDACTED]
Purchase Date: [REDACTED] Terminal #: [REDACTED]

KDWP #: [REDACTED]
JEFFERY [REDACTED]
[REDACTED]

DOB: [REDACTED]
D/L # KS [REDACTED]

HUNTER CERTIFICATION #
BOWHUNTER CERTIFICATION #
FWR HARVESTER CERTIFICATION #

HEIGHT: [REDACTED]
WEIGHT: [REDACTED]
GENDER: [REDACTED]
EYES: [REDACTED]

104 Res Fish License
Expires: 12/31/2007
120 Three Pole Permit
Expires: 12/31/2007

AGENT FEE: \$ 2.00
PROCESSING FEE: \$ 2.30
TOTAL: \$ 26.30

SIGNATURE: _____
LICENSE NOT VALID UNTIL SIGNED
I certify under penalty of perjury under the laws of the State of Kansas that the foregoing is true and correct.

Colorado Division of Wildlife

Transaction: 103596923
Issued: 01/04/2006 10:37
Agent: 999903 Terminal: 4200028

06
Resident Since 11/1985 S
H
H

CID: 511076135
HABITAT STAMP
6060 BROADWAY
DENVER, CO 80216
(303)222-7777

Male 5'10 190lbs
Date Of Birth: 11/28/1985 DL:

LIFETIME LICENSE

John R. Doe
Lic #0000001

Privileges: A-L A+L
B-L O-L

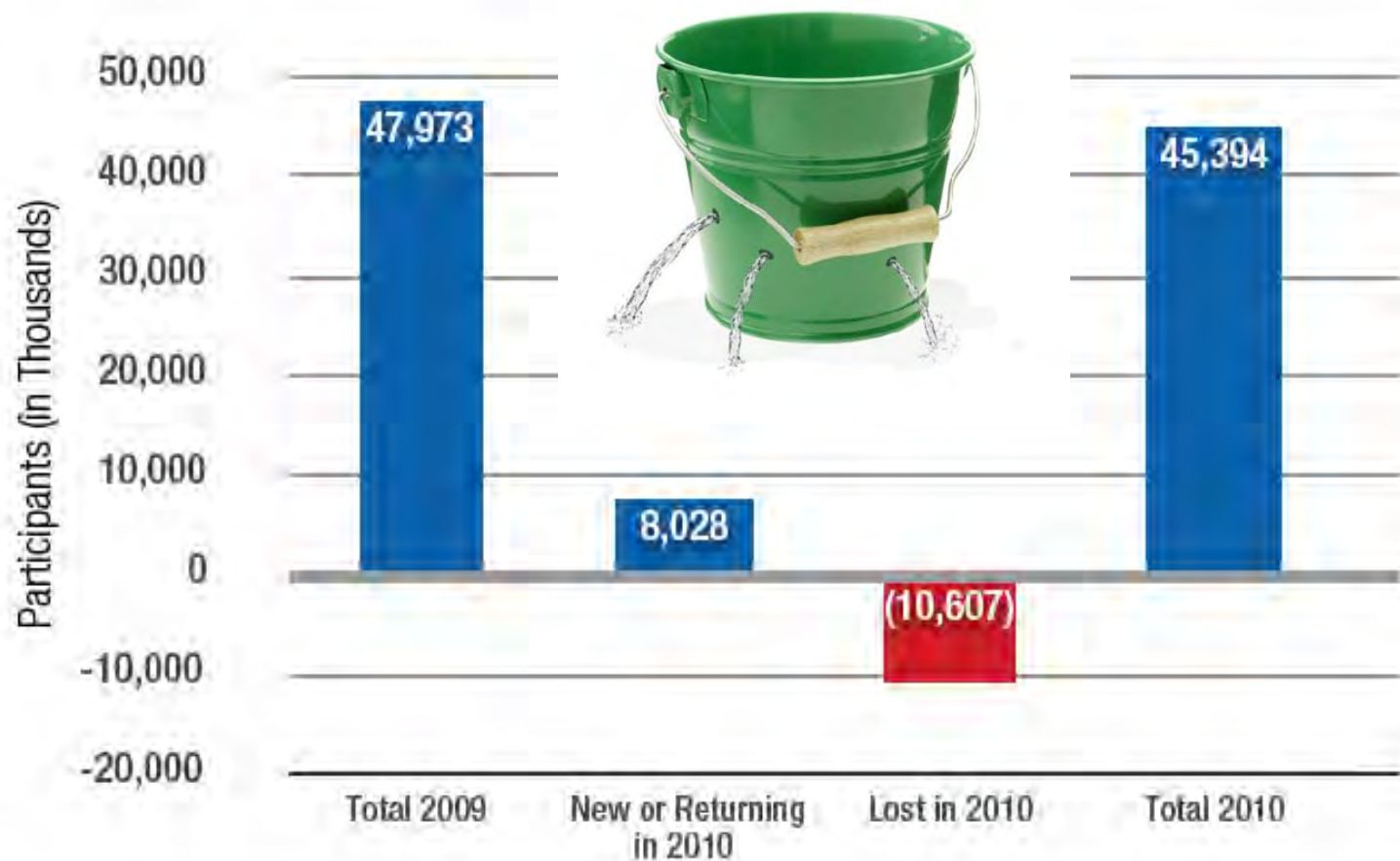
Issued: 01-01-2004

WEST VIRGINIA DIVISION OF NATURAL RESOURCES
GOVERNOR DIRECTOR

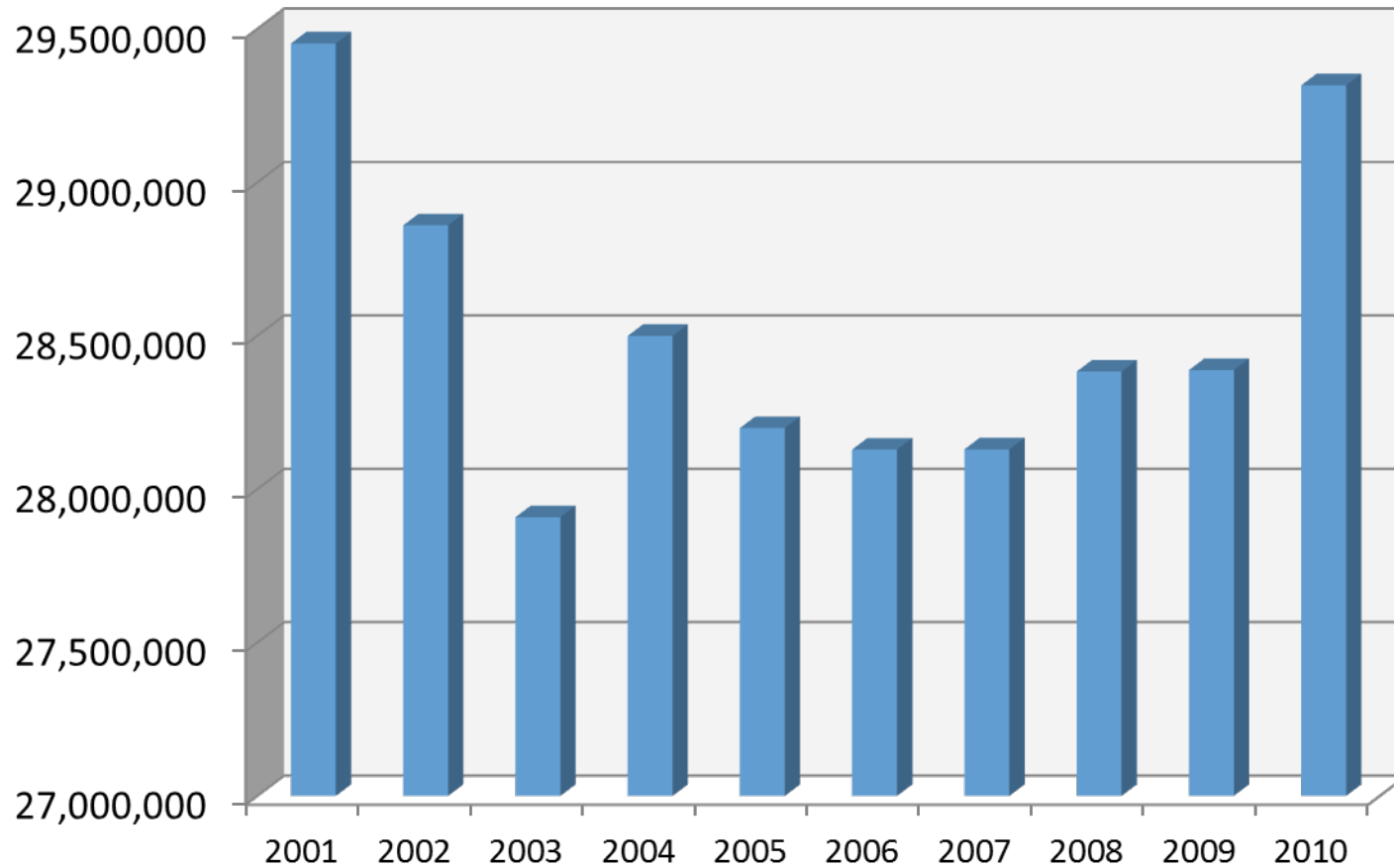


TAKE ME FISHING™

Fishing Participants, 2009-2010



Fishing License Sales



RBFF PROGRAMS THAT DRIVE LICENSE SALES



TAKE ME FISHING™

NATIONAL ADVERTISING CAMPAIGN



TAKE ME FISHING™

Take Me Fishing™ Campaign

PRINT ADS



SOCIAL MEDIA



DIGITAL ADS



TAKE ME FISHING™

Market Segmentation Research



New Areas of Focus

Core Segment –

- Outdoor Enthusiasts



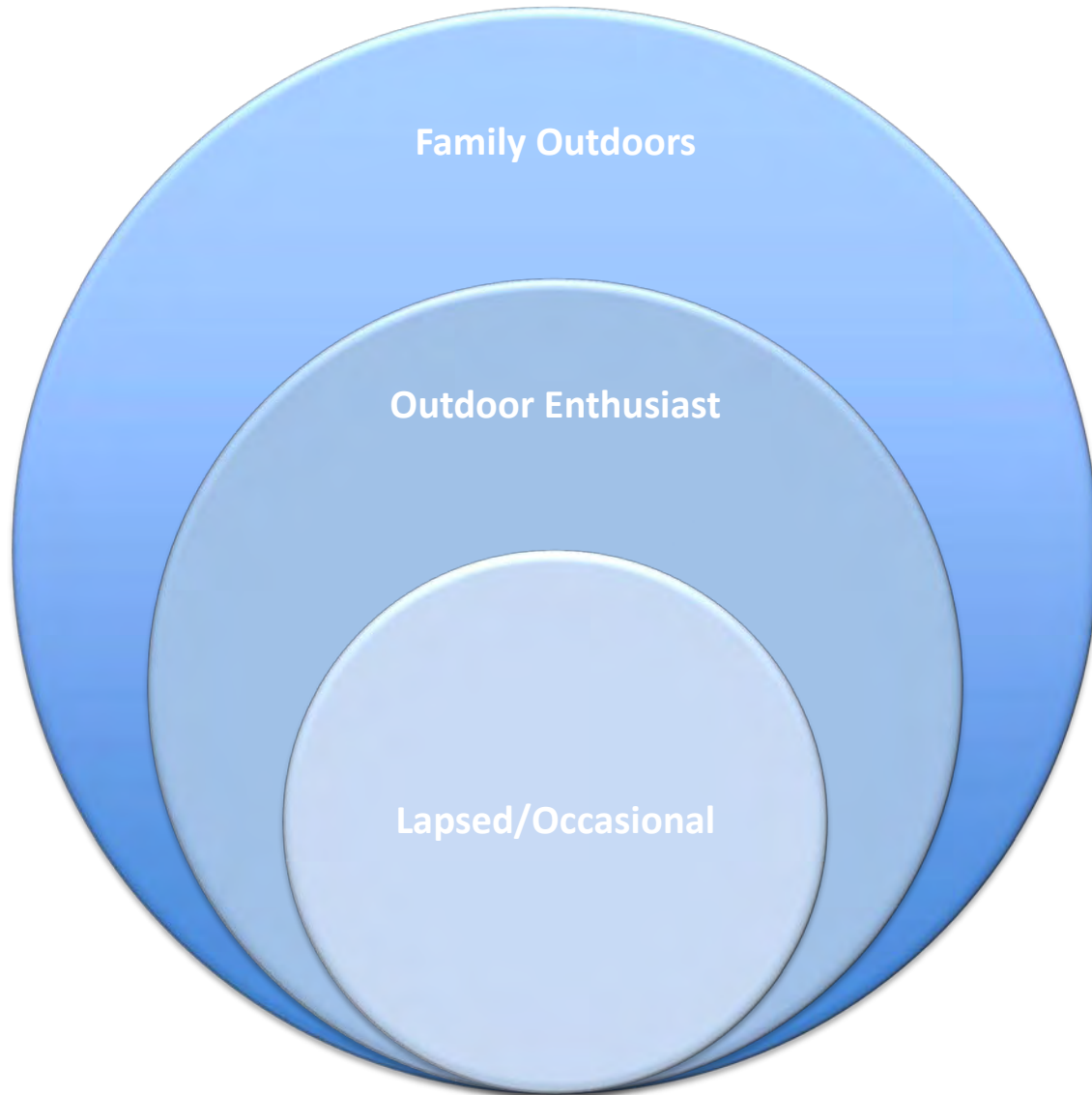
Growth Segment –

- Family Outdoors



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Target Audiences



New Creative

VISIT
MOTHER NATURE'S
WATERPARK



GET YOUR FISHING LICENSE & BOAT REGISTRATION
IT'S QUICK. IT'S EASY. IT HELPS PRESERVE THE LOCAL ENVIRONMENT.

SEARCH THE PLACES TO BOAT & FISH MAP
A DAY OF FUN IS WAITING ON THE WATER. WE'LL SHOW YOU HOW TO GET THERE.

EXPLORE OUR FISHOPEDIA SECTION
LEARN ABOUT FISH, EQUIPMENT, AND TECHNIQUES TO LAUNCH A DAY OF EXCITEMENT.



TAKEMEFISHING.org
YOUR FAMILY'S GUIDE TO GETTING OUT ON THE WATER.

OFFICIAL PARTNERS



VISIT
MOTHER NATURE'S
WATERPARK



GET YOUR FISHING LICENSE & BOAT REGISTRATION
IT'S QUICK. IT'S EASY. IT HELPS PRESERVE THE LOCAL ENVIRONMENT.

SEARCH THE PLACES TO BOAT & FISH MAP
FIND THE TOP FISHING SPOTS, BODIES OF WATER AND THE NEAREST TACKLE SHOPS.

CHECK OUT OUR MOBILE SITE
GET ON-THE-GO ACCESS TO LICENSING INFO, FISH IDENTIFIERS AND NEARBY PLACES TO FISH.



TAKEMEFISHING.org
YOUR FAMILY'S GUIDE TO GETTING OUT ON THE WATER.

OFFICIAL PARTNERS



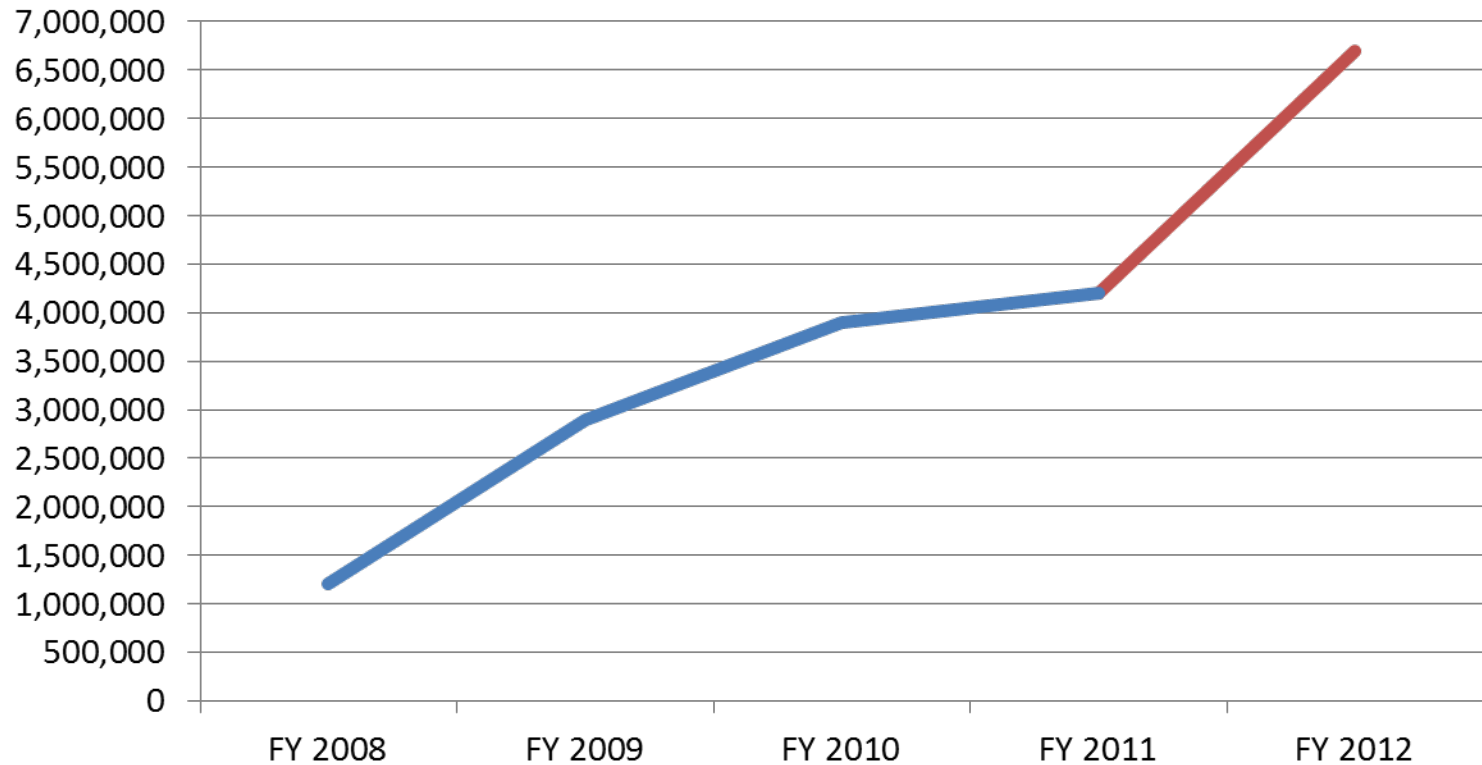
TMF.org Website and Map



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TakeMeFishing.org


Total Visits




**Includes mobile site visits*

TakeMeFishing.org


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MEET OUR TEAM OF BLOGGERS

Here meet the latest tips, tricks, and trends at the TakeMeFishing blog!



PLACES TO BOAT & FISH »

Alexandria, VA
72°
Hi: 82° Lo: 70°
Humidity: 98%
Cloud Cover: 100%
Winds: NE at 10mph

CHANGE [VA](#) [MD](#)

GET A FISHING LICENSE »


REGISTER YOUR BOAT »


Sign up for news and updates


Full Name:
Email Address: [Submit](#)

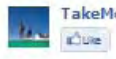
COMMUNITY

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 Some of the year's best fishing is ahead! For most parts of the country th...

 Which photo is your favorite?

 Given our recent weather, here are some tips to keep in mind when boating ...




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Posted by: September 7th, 2011

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Posted by: September 8th, 2011

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GoFISHn posted 1000-Plus Pound Tuna ...
[The folks at Blood! Decis shared this amazing photo...](#)

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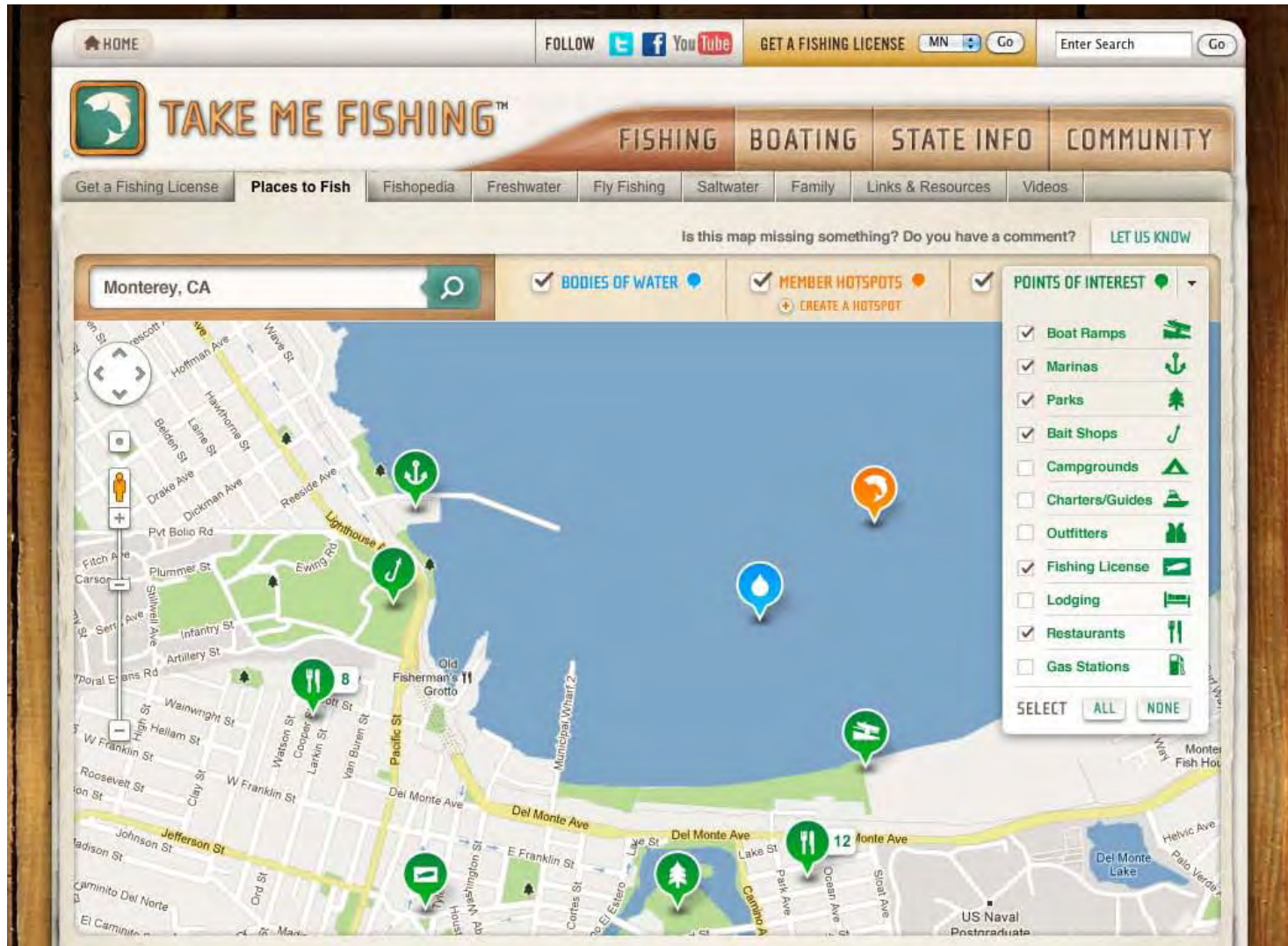
- Protect Our Waters
- Respect the Resource

[CORPORATE](#)

- About RBFF
- Programs & Materials

[OPEN](#)

Places to Boat & Fish Map



Mobile Tools

Mobile Site*

616,955 unique visitors

838,126 total visits

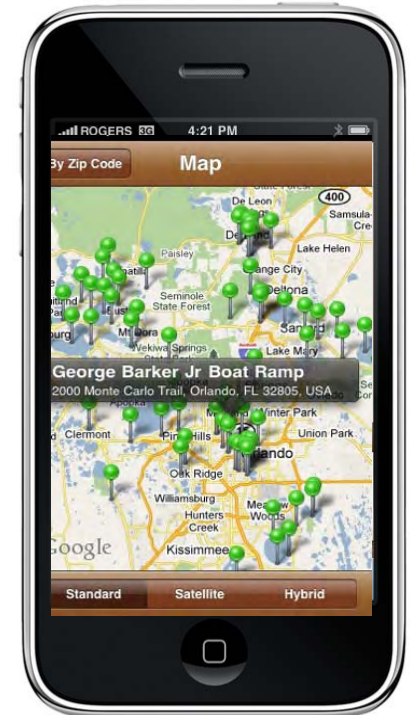
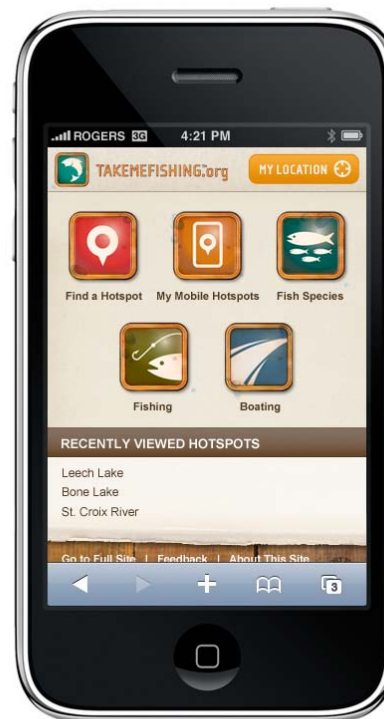
Boat Ramp App

More than 73K downloads

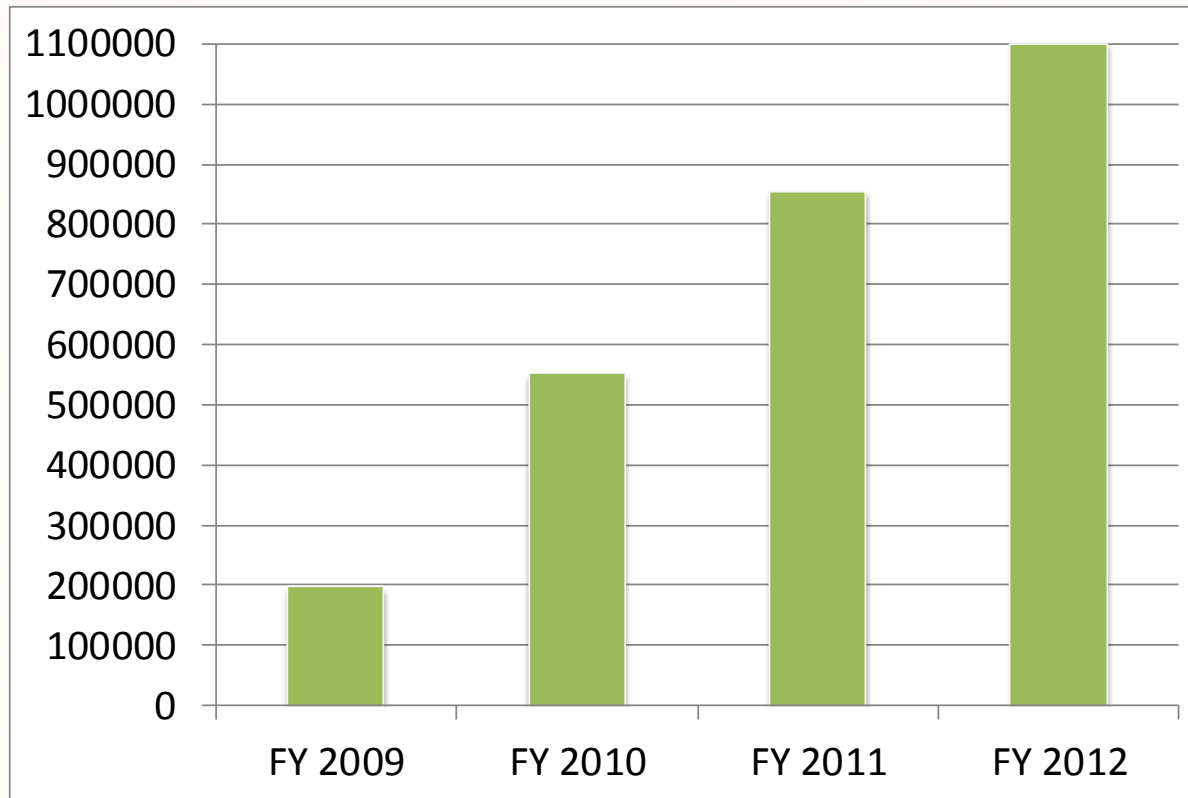
More than 1.2MM queries

(since roll-out in July 2010)

Mobile Site & Boat Ramp App



Annual Referrals To State Fishing License Pages



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**Includes mobile site referrals*

Annual Referrals To State Boat Registration Pages



TAKE ME FISHING™

**Includes mobile site referrals*

FISHING LICENSE MARKETING PROGRAM



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Fishing License Marketing Program



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1 MILLION FISHING LICENSES SOLD!

Pre-Workshop Survey Results

- Biggest challenge in implementing the program:
 - Time (16.2%)
 - Staff (13.5%)
 - Budget (13.5%)
 - Combination of two or more
 - Internal approval process; new administration
- How can RBFF help overcome challenges:
 - #1 answer = provide more funding



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Fishing License Marketing Program

- RBFF 100% funded direct mail program
- RBFF manages production, printing and mailing
 - April 2 launch date; 2.59 million pieces nationally
- New print/mail vendor offers greater in-house and technical capabilities
 - Leverage non-profit postage rate
- States customize program direct mail pieces
- States receive 100% of the revenue from the program



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2012 Fishing License Marketing Program



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2012 State Partners

STATE FISHING LICENSE MARKETING PROGRAM



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Next Steps & Recommendations

- Conducting evaluations this summer
- Collect e-mail addresses at POS or via other methods
- Contact anglers with a valid email address in your state
- Employ angler engagement strategies



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