



Recruiting & Retaining Anglers & Boaters

RECREATIONAL BOATING & FISHING FOUNDATION

June 25, 2013



TAKE ME FISHING



OVERVIEW

Strategic Direction

Fishing License Marketing Program

Boat Registration Marketing Program

Online Fishing License Assessment

Webinars



TAKE ME FISHING



STRATEGIC DIRECTION





OBJECTIVES

**Consumer
Engagement**

**State
Engagement**

**Industry
Engagement**



STATE ENGAGEMENT

Collaborate with state agencies to increase retention and win back of lapsed anglers and boaters.



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STRATEGIES

Expand current lapsed angler and boater program

Develop retention program

Enhance marketing and communications capacity of state agencies

Advise and assist states in improving the license and registration process



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BOAT REGISTRATION MARKETING PROGRAM



STATE PARTNERSHIPS

- 19 partners



TAKE ME FISHING

Your boat registration expired for the boat shown below.



Fee Due: \$31.00

Boat No.	Make	Year	Length
9598 GG	BAYLINER	1982	19-0

Renew now to receive your new registration.

Stephanie Hussey
RBFF
500 Montgomery St Ste 300
Alexandria, VA 22314-1657

Department of Game and Inland Fisheries
Boat Section Renewal
PO Box 11528
Richmond, VA 23230-1528



PLEASE DETACH THIS SLIP AND RETURN WITH PAYMENT

Change of address? Sold your boat? Please see reverse side of this form.

FLOAT AWAY FROM
LIFE'S WORRIES -
GO BOATING
PUT YOUR BOAT
BACK IN THE WATER...
AND PUT MORE
FUN IN YOUR LIFE.

3 Easy Ways to renew your boat registration...

1. **Renew online:** Go to <http://www.dgif.virginia.gov/boating/> and follow the instructions. While you're there, you can also update your address.
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 Division of Motor Vehicles (DMV) or the VDGI Richmond office at 4010 W. Broad St., Richmond, VA 23230.

Questions? Call the VDGI at 1-877-898-BOAT or email boat-reg@dgif.virginia.gov.



Boat Registration Renewal Information for Your Records

BOAT NO.	MAKE	YEAR	LENGTH	FEE DUE
9598 GG	BAYLINER	1982	19-0	\$31.00

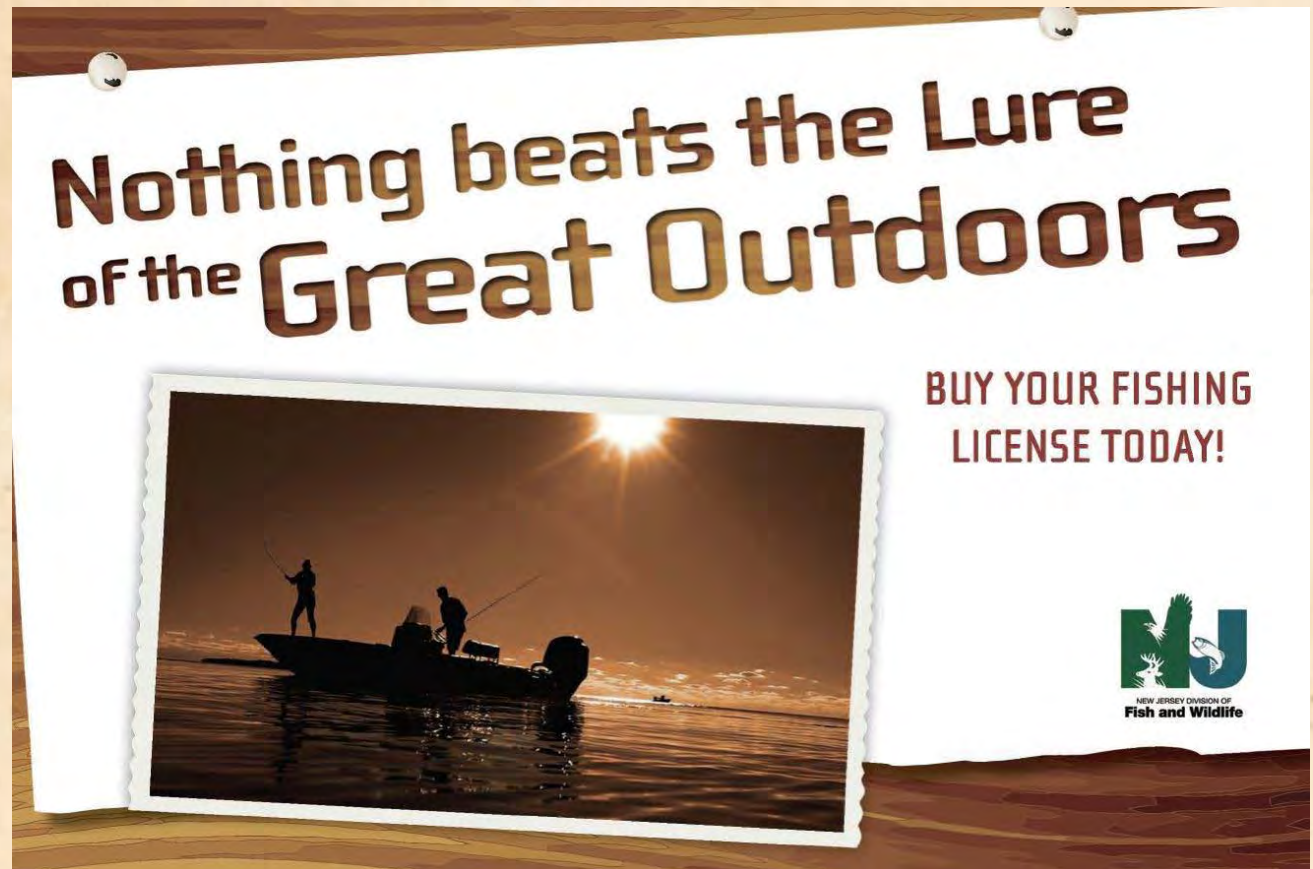


FISHING LICENSE MARKETING PROGRAM



STATE PARTNERSHIPS

- 40 partners



TAKE ME FISHING

BLACK & WHITE POSTCARD

Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314



FISHING LICENSE REMINDER

Lee Walker
VA Dept of Game & Inland Fisheries
4010 W Broad St
Richmond, VA 23230-3916



NONPROFIT
U.S. POSTAGE
PAID
45401
PERMIT NO. 661

IT'S TIME TO RENEW YOUR FISHING LICENSE.

Invest in a favorite pastime, while helping to conserve Virginia's waterways.

Thank you for your past support of Virginia's natural resources. Your license renewal does more than grant you the freedom to fish the state's many beautiful lakes, rivers and streams. The revenue generated from your fishing license goes toward conserving your local waterways today and for generations to come.

Where to renew your license:

- va.takemefishing.org
- Or call 866-721-6911
- Or in-person at local sporting goods stores around the state.



XX01-22050-12-11-p0



TAKE ME FISHING

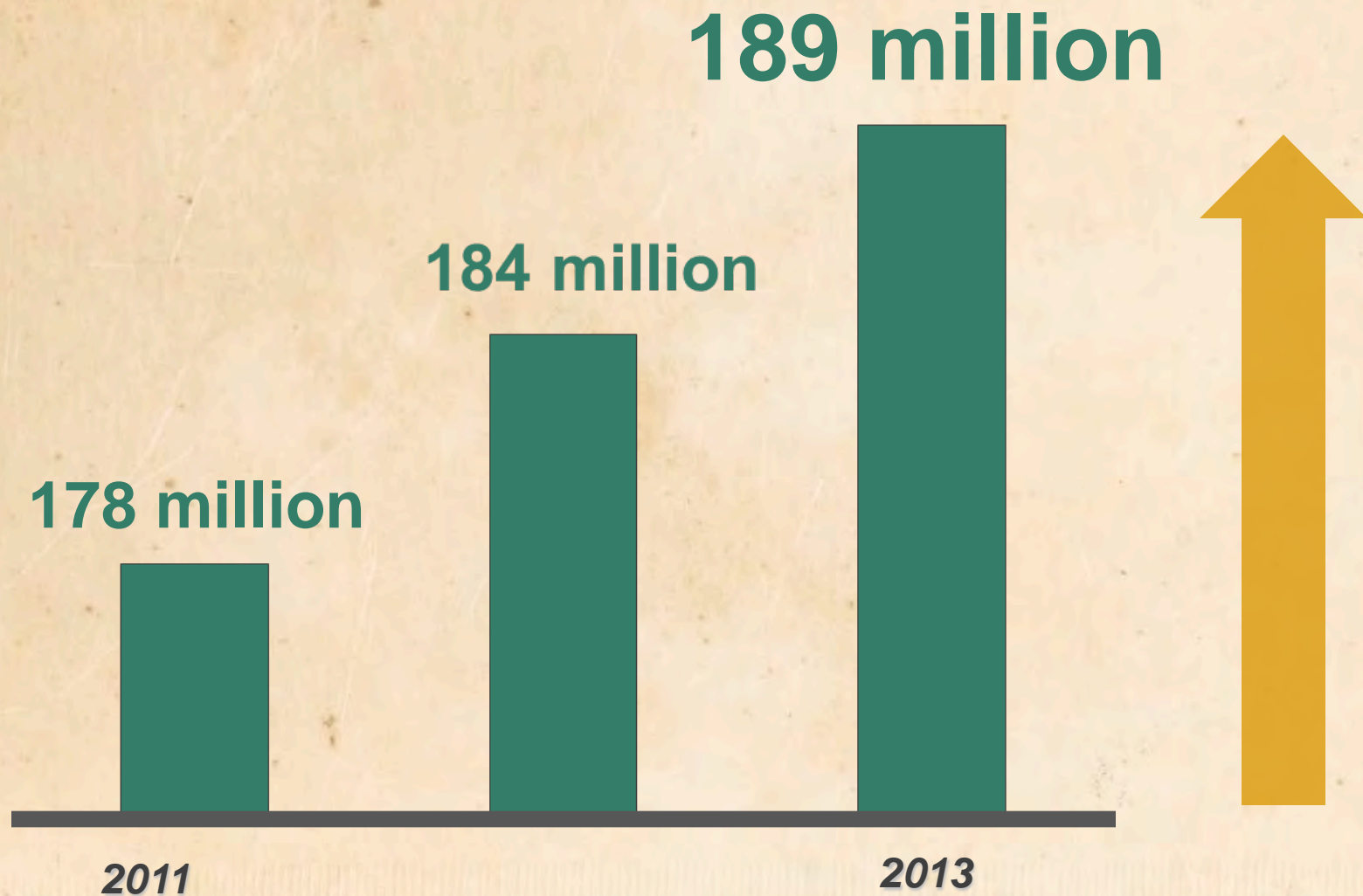


ONLINE FISHING LICENSE ASSESSMENT





U.S. ONLINE SHOPPERS



A background photograph of two people fishing from a boat on a body of water. One person in a red jacket is leaning over the side, and another in a blue and yellow jacket is standing. The water is calm with some ripples. A large orange percentage is overlaid on the image.

29%

**of recreational anglers purchased a
fishing license online in 2012.**



ONLINE FISHING LICENSE ASSESSMENT

OBJECTIVES:

- Assess online purchase process
- Provide recommendations & best practices

METHODOLOGY:

- Visit every state agency homepage
- Purchase one-day non-resident license
- Record the customer experience



ONLINE FISHING LICENSE ASSESSMENT

PHASES:

- Pre-purchase phase
- Purchase phase
- Post-purchase phase
- Customer support throughout



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NE PRE-PURCHASE PHASE EX

Outdoor Nebraska Home

Permits Home

NEBRASKA
GAME & PARKS

Update Profile | Check Order Results | Remaining Permits | Free 24 Hour Report | Hunter Ed Certificate

PARK ENTRY PERMITS

BUY!

Park Entry Permits

ATLAS	\$25	
Customer Atlas	\$12.50	
Day	\$5.00	

FISHING PERMITS

BUY!

Fishing Permits (combine with waterfowl)

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

HUNTING PERMITS

BUY!

Hunting Permits (combine with waterfowl)

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

BIGHORN SHEEP LOTTERY

No Permits in 2012

SUPER TAG LOTTERY

APPLY!

Super Tag

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

DEER PERMITS

BUY or APPLY!

Deer Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

TURKEY PERMITS

BUY!

Turkey Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

ELK PERMITS

BUY or APPLY!

Elk Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

ANTELOPE PERMITS

BUY or APPLY!

Antelope Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

PADDLEFISH PERMITS

APPLY!

Paddlefish Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

FUR HARVEST PERMITS

BUY!

Fur Harvest Permits

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

STAMPS APPRENTICE CERT, MISC

BUY!

Stamps Apprentice Cert, Misc

Season	\$40.00	\$40.00
1-Day	\$7.50	\$8.50
3-Day	\$22.50	\$27.50
Life-time Permits	\$65.00/season	

Adobe Reader is required to view permits. Download Adobe Reader.

This is a Government computer system. Unauthorized access is prohibited. Anyone using this system is subject to monitoring. Unauthorized access or attempts to use, alter, destroy or damage data, programs or equipment could result in criminal prosecution.



MAJOR FINDINGS

1 of 50 offer Spanish translation



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MAJOR FINDINGS

5 of 50 mobile-friendly websites


2 of 50 offer mobile license buying



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IA PURCHASE PHASE EX



State of Iowa | Iowa DNR

Iowa's Online Licensing Center

• License cross sale selection is required. Please make a selection.

<< BackContinue >>FinishCancelHON CHRISTINE DOBDAY / Purchase a License

1. License Selection2. Cross Sales3. Shipping Cart4. Shipping Address5. Payment

NONRESIDENT 1-DAY FISHING\$10.50This license must be printed on your printer

License Description

#027 - NONRESIDENT 1-DAY FISHING - Nonresidents 16 years old or older are required to have a fishing license to fish or otherwise legally take, use, have possession of or transport species of fish from inland waters and boundary rivers of Iowa, as outlined by the regulations in the annual Iowa Fishing Seasons and Limits pamphlet. This license is valid for the 1 day listed on the license. Additionally, anglers must pay the Trout Fee to fish for or possess trout. Anglers 15 years old or younger may fish for or possess trout if they pay for their own Trout Fee or if they are accompanied by a licensed adult who has paid the Trout Fee and together they limit their catch to the one person daily limit of five trout.

Enter Effective Dates

This license is effective for 1 days. Please choose the starting date.

Start Date: 08/21/2012 mm/dd/yyyyEnd Date: 08/21/2012

License Cross Sale

Would you like any of the following licenses as well?
Select any one or multiple licenses. If you do not want any additional licenses, select "No Additional Licenses".


<input type="checkbox"/>	902 TURN IN POACHERS DONATION-TIP	\$2.00
<input type="checkbox"/>	No Additional Licenses	

Add to cart and continue ShoppingAdd to cart and begin checkoutBack to Licenses


<< BackContinue >>FinishCancel

DNR Home | Site PolicyLeading Iowans in caring for our natural resources.

SD PURCHASE PHASE EX



[Main](#)[Apply for License](#)[View License](#)[Change Dates](#)[Back](#)

[Log Off](#)

Department of Game, Fish, and Parks

Online License Application System

Online License Application System



Privilege Name: Nonresident 1-Day Fishing (2012)

This license allows: Nonresident fishing for one day only, and taking of one daily limit of fish only, including frogs and turtles.

Price: \$14.00

Agent Fee: \$2.00

Additional Information:

Nonresident youth under age 16 do not need a fishing license if one of their parents or a guardian has a fishing license and the youth's fish are included in the daily and possession limits of the parent or guardian. Non-resident youth under age 16 may buy a license and take their own limit.

[More Information](#)

License start date:



MAJOR FINDINGS

47 of 50 collect email



TAKE ME FISHING





MAJOR FINDINGS

3 of 50 offer family license




TAKE ME FISHING





MD POST-PURCHASE PHASE EX



Recreational License

No: L00001121966604

DNRid: 785427

DOB:

DL: C24679987

HT: WT:

Gender: M Eyes:

CRT:

Issued By: ovalta@rbff

Issued On: 08.07.2012

Licensee Signature

NR

Authorizations

Total Value: \$21.00

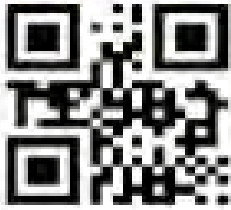
3-Day Non-Tidal Fishing \$21.00


Valid: 08/17/2012 - 08/20/2012

By signing the above license, I understand that this recreational license does not itself permit me to hunt and/or fish on private property; and if I do so without the permission of the owner, I may be subject to a fine. I certify, under penalty of perjury, that I am the person identified above and have provided correct representation of my personal information.

Save Time Next Year!

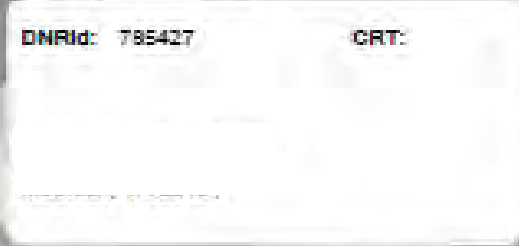
Have any DNR Regional Service Center or Agent scan the bar code below to purchase the same items for next season.





DNRid: 785427

CRT:



Visit all your outdoor needs at www.dnr.maryland.gov

This is your DNRid Card. Cut it out and carry with you to identify yourself for quick and easy license purchases in the future. Feel free to laminate for added durability.



MAJOR FINDINGS

32 of 50 offer no post

communication, thank you message



TAKE ME FISHING





MAJOR FINDINGS

11 of 50 offer option to

sign up for subscriptions or news



TAKE ME FISHING



WV CUSTOMER SUPPORT EX



WEST VIRGINIA DNR

[| Hunting Regulations](#) | [Fishing Regulations](#) | [Frequently Asked Questions](#) |
[| Customer Service](#) | [Licensing Information](#) |

Thank you!

Your purchase helps support programs that are vital to wildlife conservation in West Virginia.

Your credit card statement will show charges from **WV TREASURY**. If you have questions about this transaction, please call the DNR License Unit at (304) 558-2758, not the phone number shown for the WV Treasury.

This is your credit card receipt for the purchase of the items shown below.

Name on card
Card number
Address

Class	Description	Cost
FEE	License Fee	\$2.00
CSLE	Non-Resident Conservation/Law Enforcement Stamp	\$13.00
LL	1-day Fishing - License valid from 8/22/2012	\$3.00
Total charge to your credit card		\$18.00

A link to your license is being emailed to
tmf2012@rbff.org
Please save this information and refer to it
anytime you require a reprint of your license.


Continue

click [Continue](#) to view and print your license

KY OVERALL CASE STUDY

Kentucky.gov

KY Agencies | KY Services | Fish and Wildlife for Search Go

 Kentucky Department of Fish and Wildlife Resources

Buy Licenses | Events | Kentucky Afield | Salato Wildlife Center | Our Agency | For Kids | Publications | Careers | News | FAQ | Contact Us

Hunting, Trapping & Wildlife | Fishing & Boating | Habitat Improvement | Education & Outdoor Activities | Licenses & Permits | Enforcement, Seasons, & Laws | Maps & Online Services

Home

[GUIDES AND PUBLICATIONS](#)

[PRINTABLE HARVEST LOG](#)

[AVAILABLE LICENSES](#)


Online License and Permit Agent

Welcome

Welcome to the Kentucky Department of Fish and Wildlife Resources Online License and Permit Agent site. This site will allow you to purchase Elk Lottery Permits, Hunting Licenses, Fishing Licenses, and various permits, for yourself or as a gift for others, 24 hours a day 7 days a week. Our intent is to increase customer service and make the license buying process easier and more convenient for our customers. Licenses may also be purchased by visiting any of our [license agent locations](#) statewide or by phone at 1-877-KYTAG-01 (877-598-2401).

Before You Start

Licenses and permits purchased on this site are issued in the form of a printable license image. **Customers will not receive a paper license or permit in the mail.** An authorization number will also be issued for customers without access to a printer and will serve in lieu of a printed license. Any customer using an authorization number must carry a photo ID while performing the act authorized by the license or permit. You will need a Visa, MasterCard, or Discover card to make a purchase.



Start

This web site will allow you to purchase licenses, permits, elk lottery permit applications, KY Afield subscriptions, and voluntary donations. You must provide a social security number for each person.

Hunting and Fishing License Year:

☒ Current - March 1, 2012, through February 28, 2013

Continue >>

Contact Us | Site Map

Privacy | Disclaimer | Individuals with Disabilities

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RECOMMENDATIONS

address agencies children communication continue
customers department educate email encourage engage family
family-focused final fishing follow-up generations help hispanics
homepage important information license likely marketing
message mobile natural offer opportunity
participation percent personal possible process promote provide
purchase resource screen segment spanish sport
state technology terms thank together translation
unacculturated



TAKE ME FISHING



1. GO MOBILE

48% of users say they feel
frustrated and annoyed when site is
not mobile-friendly

SnapHop

Only 5 states offered mobile-friendly websites.

2. REQUIRE EMAIL ADDRESS

WHY?

- Efficient and inexpensive



WHEN?

- Immediately after purchase and regular basis

WHAT?

- News updates, events and promotions, tips, survey

Only 25 states required email address.



3. SAY “THANK YOU”



32 states did not offer a ‘thank you’ message.



4. FOLLOW UP & EDUCATE

- State rules and regulations
- Fishing info
- Local waterways info

11 states offered option for subscriptions.



5. FOCUS ON FAMILIES

6% of states offer the opportunity for family members to fish together on one license

46% of outdoor families are lapsed anglers or interested in trying the sport (of fishing)

RBFF Market Segmentation

Only 3 states offered a family fishing license.



6. OFFER SPANISH



Only 1 state offered information in Spanish.



RESOURCES & NEXT STEPS

- **White Paper & National Report**
- **State Results for Each State**
- **Collaborate with AFWA**
- **Incorporate Best Practices**



TAKE ME FISHING



The Connected Angler:
Six Ways to Improve
Anglers' Online License
Purchase Experience

March, 2013





WEBINARS





WEBINARS

- Quarterly webinars
- Topics of interest include:
 - **Email** marketing
 - **Mobile** marketing
 - **Social media**



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Thank You



TakeMeFishing.org/corporate