



RBFF Update

MIDWEST AFWA DIRECTOR'S MEETING

June 29, 2015



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AGENDA

- **CONSUMER ENGAGEMENT**
- **STATE ENGAGEMENT**
- **RESOURCES**



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CONSUMER

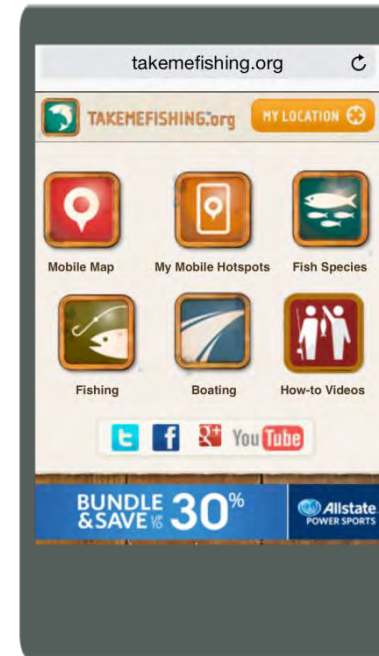
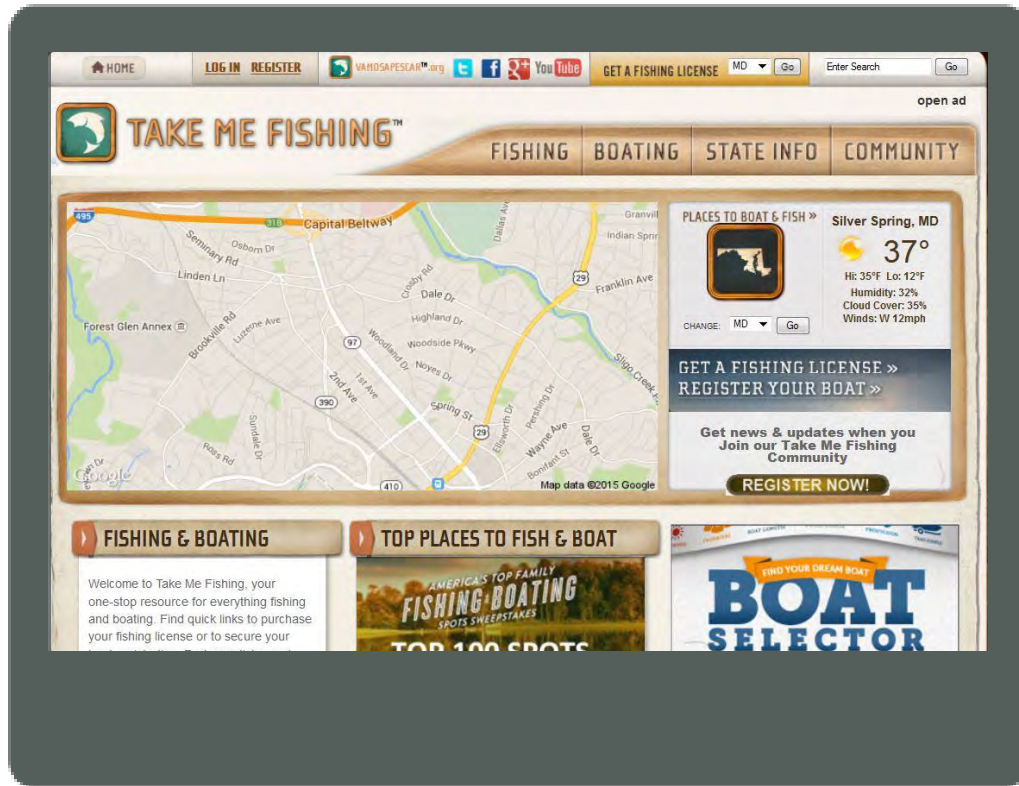
ENGAGEMENT



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9.1m Total Visits

INTEGRATED MARKETING



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#FirstCatchSweeps

Show us your first catch and you could win an all-new Evinrude® E-TEC® G2™ powered Ranger® Bass Boat.



NO PURCH. NEC. 48 US & DC, 18+. Ends 5/25/15, Click for Official Rules.



My first catch wasn't a football.

It was a bullhead catfish. Across the road from the house I grew up in, there was a little bend in the creek where the water ran deep. This was my favorite spot to fish. My brother and I would spend our summer days there, pulling fish out by the dozens. What can I say? I guess I'm just good at catching things.

Jordy Nelson
Jordy Nelson



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#FirstCatch

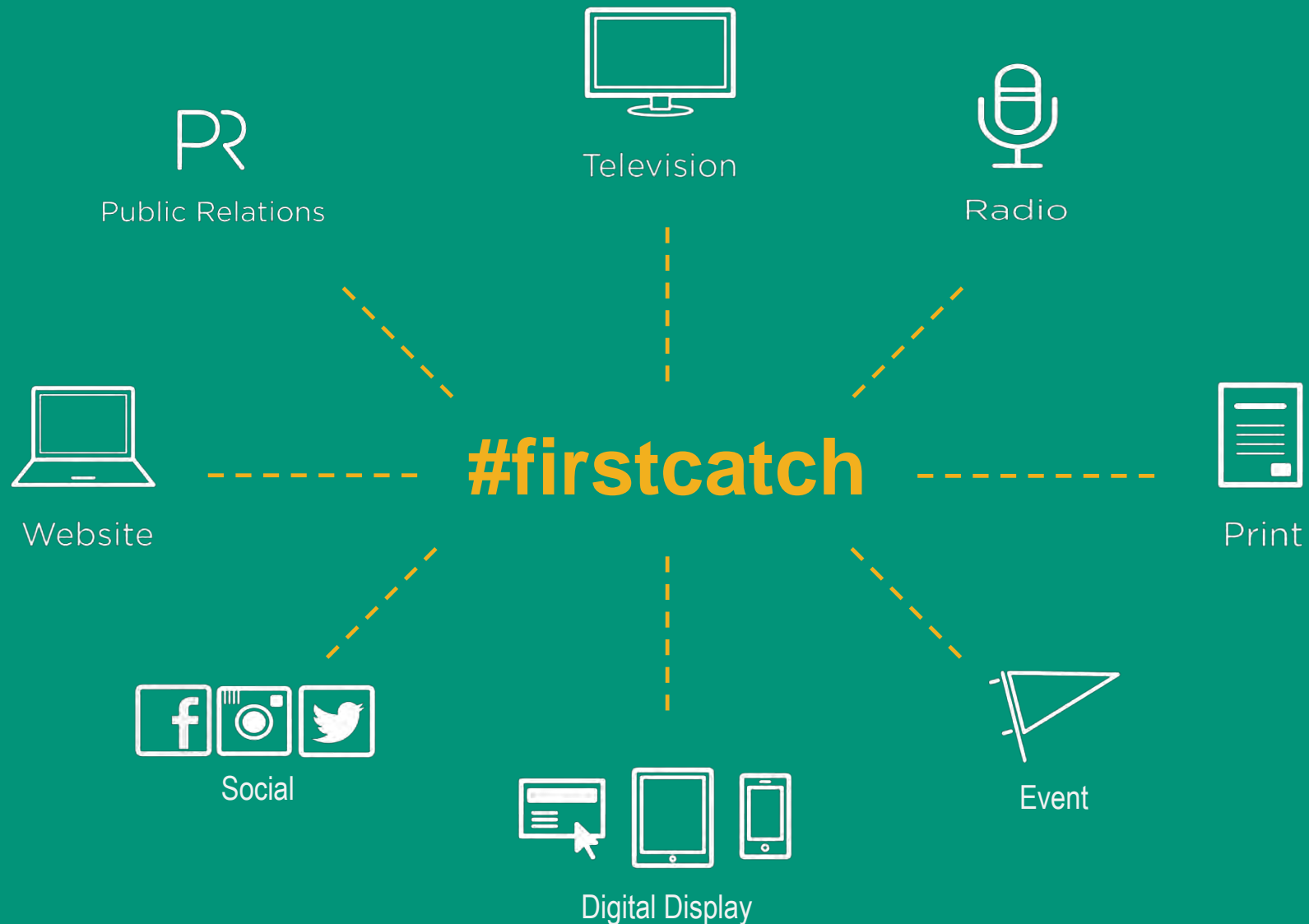


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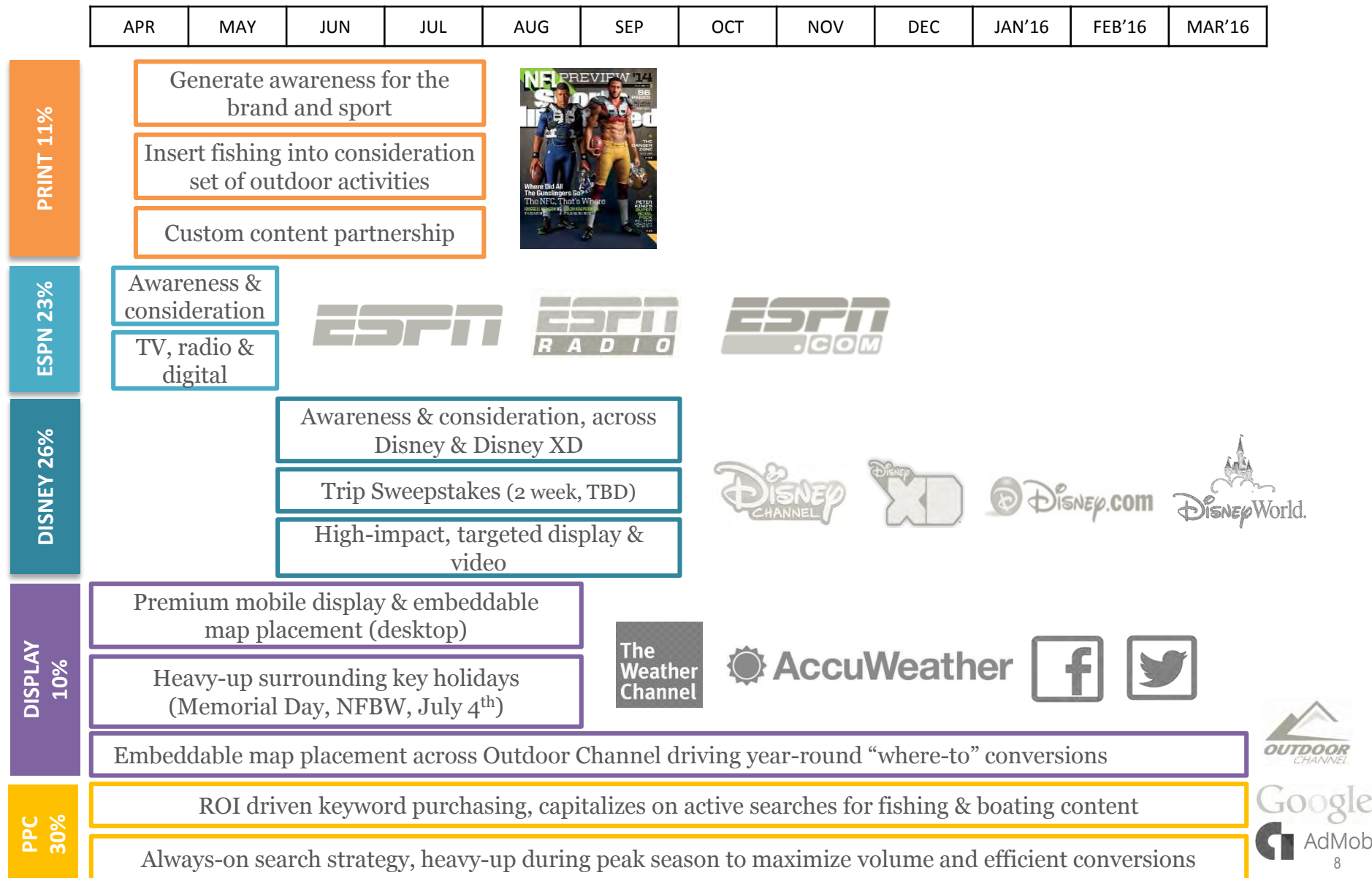


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A HOLISTIC PROGRAM SUPPORTING THE INITIATIVE



MEDIA ACTIVATION OF #FIRSTCATCH



This year, we want everyone to show us their #FirstCatch.

When you use #FirstCatch on your social channels, we're able to automatically pull your content onto our website and share it, which will help us spread the movement.

We're grateful for your participation, your ongoing commitment to recreational boating and fishing, and your dedication to the conservation and restoration of our most cherished national resources.

UPLOAD

a photo or video of a first catch experience with a short description.

TAG

include the hashtag #FirstCatch and #FirstCatchSweeps (during the boat giveaway).

SHARE

your tweet, Facebook or Instagram post.

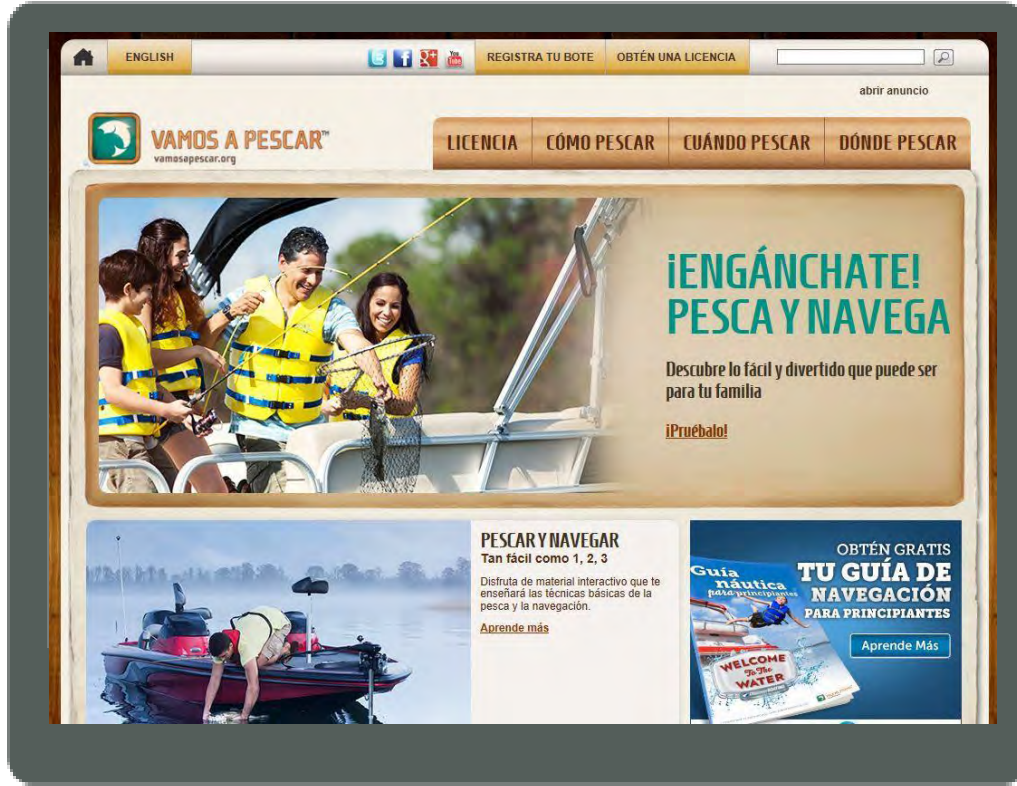




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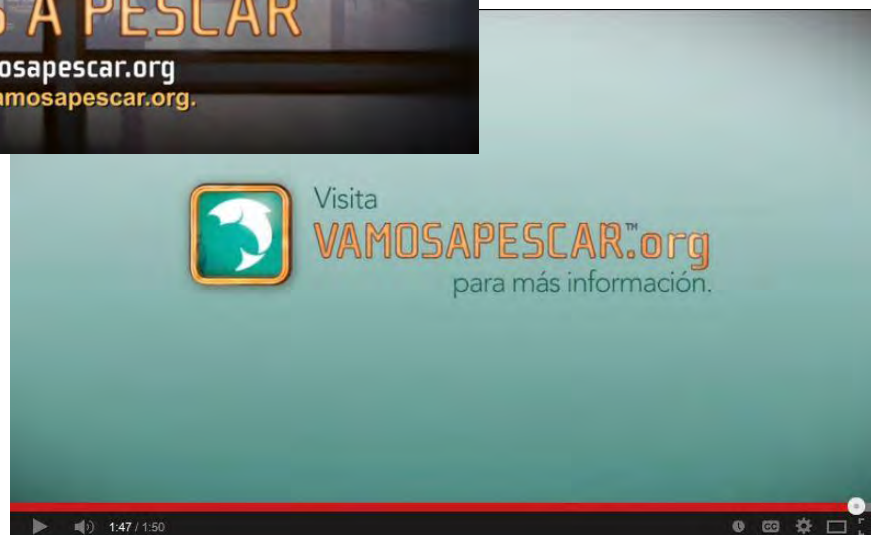


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400k Total Visits

INTEGRATED MARKETING



AWARDS



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TOP PLACES PROMOTION



TOP PLACES PROMOTION



**AMERICA'S TOP FAMILY
FISHING & BOATING
SPOTS SWEEPSTAKES**

Enter now for a chance to win
a memory-making experience from Take Me Fishing™:

**A 3-Night, 4-Day Stay for 4 at the
Walt Disney World® Resort, including
a Guided Fishing Excursion.**

Whether at the local park or on a once-in-a-lifetime vacation, everyone knows the best family memories happen on the water. That's why we're on a search to find the top 100 family-friendly parks for fishing or boating in America. And we need your help. Vote for your favorite places and you could be headed to one of our favorite places!

Enter your email address to begin: *

Email address

CONTINUE ►



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TOP PLACES PROMOTION

Here are the sweeps results based on total number of registrants per state:

Top 10 States*

- 1) Florida – 1,989
- 2) Nebraska – 1,851
- 3) Pennsylvania – 1,806
- 4) California – 1,155
- 5) Texas – 1,069
- 6) Georgia – 1,008
- 7) New York – 1,002
- 8) Illinois - 836
- 9) Ohio - 794
- 10) New Jersey – 751

* Based on total number of registrants per state



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TOP PLACES PROMOTION



FAMILY-FRIENDLY PLACES TO BOAT AND FISH ARE:

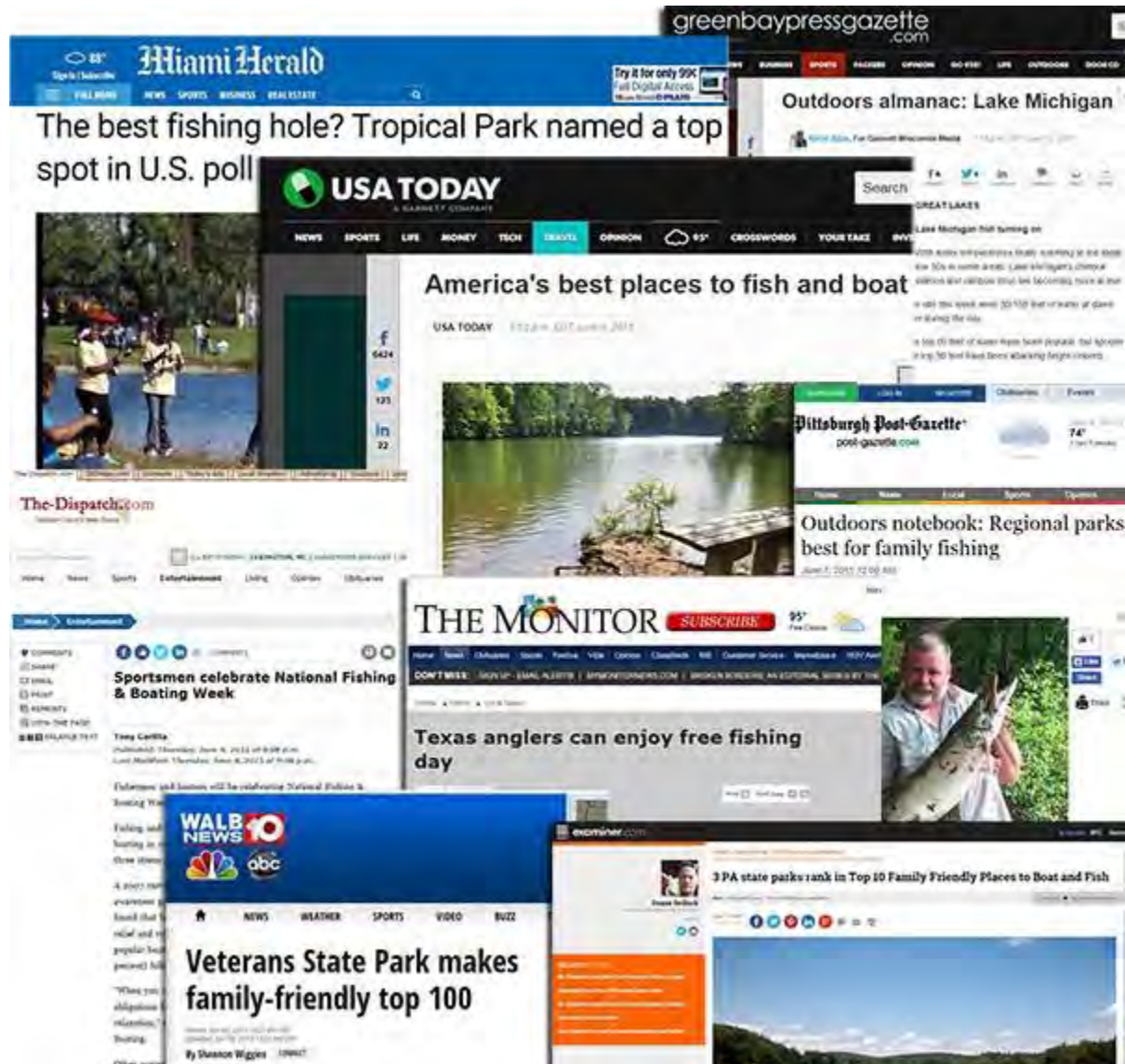


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TOP PLACES PROMOTION



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STATE



ENGAGEMENT

STATE MARKETING PROGRAMS

- ✓ State Fishing License Marketing Program
 - New in 2015, email only

**IT'S TIME TO RENEW
YOUR FISHING LICENSE.**

- ✓ State Boat Registration Marketing Program



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RETENTION PILOT

- Email based retention program
- Targets first-time purchasers
- Tests email communication versus no communication
- Tests messages with a discount versus messages without a discount



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Go Fish Georgia!



GEORGIA
DEPARTMENT OF NATURAL RESOURCES
WILDLIFE RESOURCES DIVISION

Georgia's waters offer anglers some of the most diverse fishing opportunities in the southeast with more than 500,000 acres of reservoirs, 12,000 miles of warm water streams and over 4,000 miles of cold water trout streams.



Where to Go Fish Georgia!

Looking for a great place to get online fishing tips for Georgia reservoirs and rivers? Look no further! [These pages give anglers of all skill levels in-depth](#)



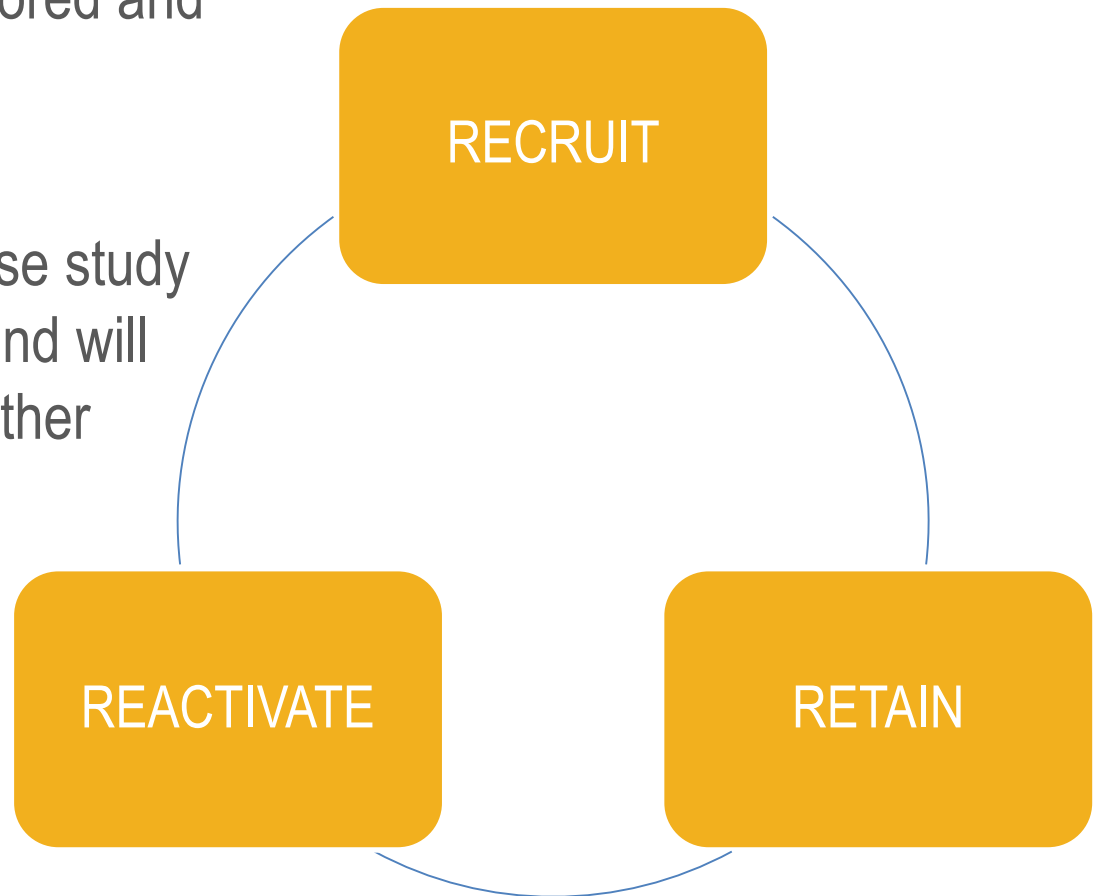
Why Your License Purchase Counts!

By purchasing a license as well as fishing equipment and related items, you

INNOVATIVE R3 PROGRAM GRANTS

Funding for innovative marketing strategies that can also be tailored and replicated across the country.

Grantees will help create a case study after the program evaluation and will share their experiences with other state agencies.



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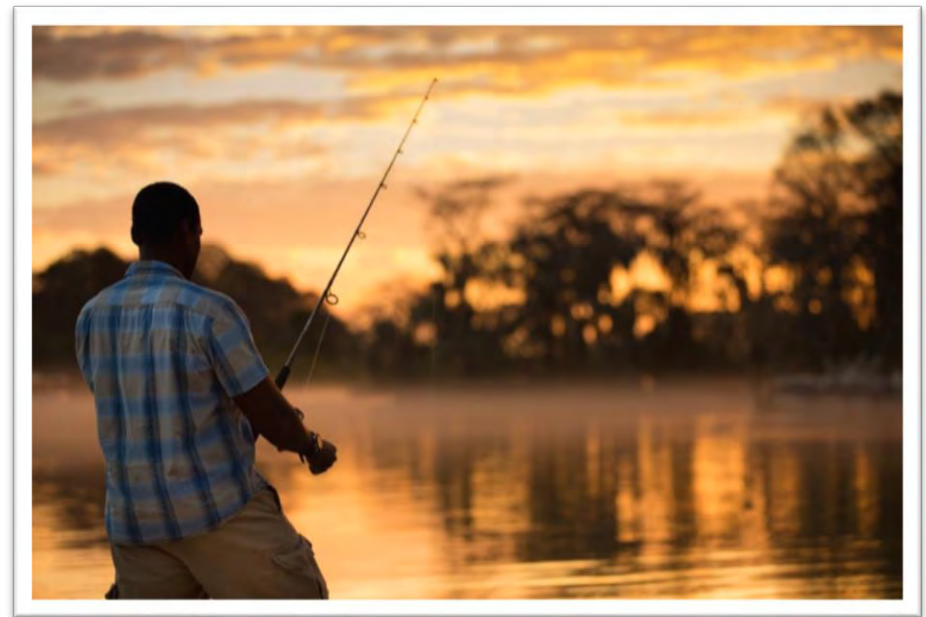


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INNOVATIVE R3 PROGRAM GRANTS

Proposal criteria:

- An innovative marketing effort
- Encouragement of individuals to take action
- Furthering the message of conservation
- Use of new and innovative techniques
- An evaluation plan
- Capability to be replicated



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INNOVATIVE R3 PROGRAM GRANTS



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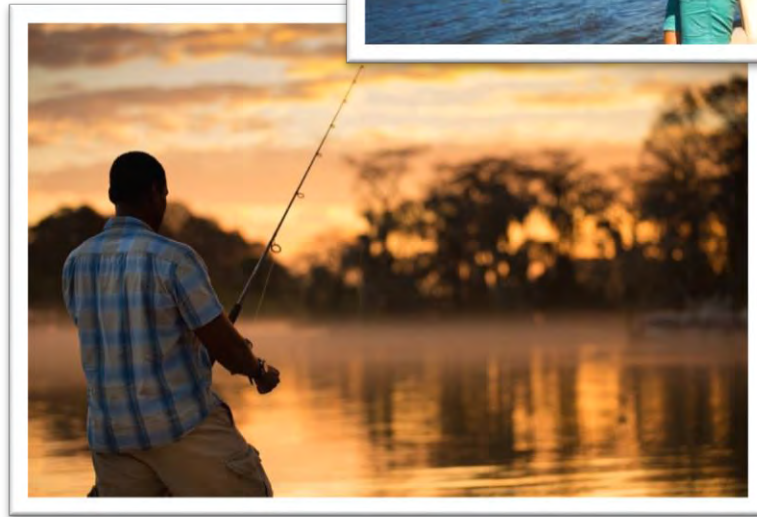
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RESOURCES



RESOURCES FOR YOU

- ✓ NewsWaves
- ✓ Marketing Materials
- ✓ Photo Library
- ✓ Research
- ✓ Webinars



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TakeMeFishing.org/corporate
“Resource Center”

THANK YOU

A man in a blue and white plaid shirt is fishing with a rod and reel. He is standing on a boat or pier, looking out over a body of water towards a sunset. The sky is filled with orange and yellow clouds, and the water reflects the light. The background is slightly blurred, emphasizing the man and the fishing activity.

More Info:

TakeMeFishing.org/corporate