

## Recreational Boating & Fishing Foundation 2025 State R3 Program Grants

**Objective:** To fund sustainable and replicable angler and boater recruitment, retention and reactivation (R3) initiatives and plans that focus on increasing fishing license sales and boat registrations to help increase fishing and boating participation.

**Overview:** RBFF is looking to partner with state agencies on R3 strategies to increase fishing license purchases and/or boat registrations, and help to grow overall fishing and boating participation. RBFF has budgeted up to \$100,000 for 2025 for a grants program to help fund state programs that can be replicated across the country and have a focus on recruiting new anglers/boaters, retaining current anglers/boaters, and/or reactivating lapsed anglers/boaters, and promoting the long-term participation of anglers and boaters.

Proposed programs should support RBFF's consumer research results and insights, which can be found in the [Research](#) section on RBFF's corporate website, including RBFF's recently released [Psychology of Churn Research](#). Additionally, proposed programs should implement and support the key findings and recommendations from the R3 research conducted by RBFF and Responsive Management, [Actionable Strategies for Angler R3](#), as well as the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#).

RBFF and Responsive Management released research, [Angler R3 Program Funding Needs Assessment: Survey Results and Scorecard](#), to assist state agencies, organizations and industry partners in scoring grant proposals and prioritizing angler R3 programs to fund and support. The research informed the development of an [Angler R3 Proposal Evaluation Scorecard Template](#), which will be utilized in the grants selection process. In scoring grants, results indicate the importance of programs having an evaluation component, established goals and objectives, and defined metrics to measure. Program proposals will need to address these findings and scorecard criteria.

**Focus Area:** State agency grant proposals should fall into one of the following three focus areas. Multiple proposals may be submitted.

- 1) Communicate the relevance of fishing and/or boating to urban, multicultural audiences to increase participation, such as (but not limited to):
  - Promoting urban fishing programs that provide multiple fishing opportunities and/or on-water training for new boaters
  - Implementing outreach efforts to reach underrepresented demographic groups
  - Marketing local fishing and boating opportunities and places to fish and boat close to home
  - Implementing outreach efforts targeting outdoor recreationists, particularly campers and boaters, to encourage continued fishing and boating participation as part of outdoor activities
  - Fostering partnerships to promote access to fishing and boating opportunities in urban areas, such as with state tourism and/or recreation departments

- 2) Implement angler and/or boater customer engagement strategies to retain and/or reactivate anglers and boaters to increase participation, such as (but not limited to):
  - Utilizing RBFF's [Psychology of Churn Research](#) to implement marketing and outreach strategies addressing key barriers and motivations
  - Marketing local fishing opportunities and places to fish close to home to support new anglers and foster ongoing participation
  - Employing marketing strategies, like agency emails or text messages, to retain or reactivate anglers and/or boaters
  - Utilizing RBFF's [Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers Toolkit](#), the [First-Time Buyers Retention Email Campaign Toolkit](#), the [10 Steps to Create a Digital Marketing Campaign](#) and/or the [Find Your Best Self Campaign Info & Guidance](#)
- 3) Enhance the capability of agencies to develop and implement effective angler and/or boater recruitment, retention and reactivation efforts, such as (but not limited to):
  - Developing and/or implementing marketing/outreach plans to increase fishing and boating participation
  - Reconfiguring license purchase databases and/or building customer relationship management systems
  - Enhancing participant tracking and/or building email databases
  - Simplifying license/registration purchase processes, including offering e-licensing and/or auto-renewal

**Outcome:** The state programs funded will provide insights and learnings about a variety of R3 efforts and customer engagement strategies. Grantees will create a case study, with RBFF staff assistance, after the program evaluation and will share their experiences with other state agencies.

**Successful programs are expected to continue to be implemented without future funding from RBFF.**

### **Proposal Requirements:**

**To be considered for funding, submit a one to three-page proposal including:**

#### **Goals and Objectives**

- Defined goals and objectives of the R3 effort, which are SMART (specific, measurable, achievable, realistic, time specific). For example:
  - Goal: Increase fishing participation by reactivating resident lapsed anglers.
  - Objective 1: Reactivate 5% of all resident anglers who have lapsed within the past 5 years by September 2025.
- The rationale for selecting those goals and objectives.
- The goals and the objectives provided are measurable.
- A description of how the goals and objectives can be reached.
- Demonstration that the goals and objectives match the focus area(s).
- Applicable to prior grantees only: Please describe how the proposed program differs from your prior one.

### **Evaluation**

- Defined metrics for measuring success of the effort.
- A description of how those metrics will be obtained.
- A description of the evaluation strategies used in the R3 effort.

### **Target Audience**

- Define the target audience (i.e., demographics, psychographics, geographical location).
- The rationale for selecting the target audience, including research to support the focus.
- An indication of the target audience size.

### **Program Strategies**

- An explanation of how the target audience will be reached.
  - Identify any internal/external partnerships to support the efforts.
  - Identify the communication methods, distribution channels, marketing tools and strategies.
  - Identify how RBFF materials will be used, if relevant.
- If applicable, a description of other similar efforts that have worked in the past.

### **Budget**

- A clear budget that includes line items for the various components of the effort.
  - Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions).
  - Minimum of \$10,000 and maximum of \$25,000 may be requested of RBFF. Total project budget may be greater.
  - Fishing equipment expenditures are discouraged for RBFF grant funding as can be funded via state dollars and/or industry partnerships.
  - If applicable, a description of any cost-sharing funds being provided.
  - Greater consideration will be given to proposals demonstrating a cost-sharing component.
- A calculation of the Investment per Person (IPP). This should be a simple cost per person reached as per the formula described in the Application Form.

### **Timeline**

- Defined timeline for the R3 effort, including steps to launch, launch date, end date, evaluation timeframe, recognizing program report deadlines.

### **Replicability**

- A description of how the R3 effort can be replicated in the future, or in other communities or other states.
  - What key factors support its ability to be replicated?
- An explanation of how the R3 effort can be carried on without grant funding.
  - What resources/partnerships/support will be leveraged to make it sustainable?
  - What challenges/barriers are expected or could be expected?
- Commitment to create a case study based on RBFF's template, and work with RBFF to finalize and promote case study.

**Process Timeline:**

- Request for proposals distributed by 1/06/25
- Proposals due to RBFF by 2/06/25
- RBFF staff and a Proposal Review Working Group (made up of industry Board members, Federal Agency and NGO representatives) will review and evaluate proposals based on meeting criteria
- Awardees notified by 3/27/25
- Funding to be distributed beginning 4/01/25
- Mid-progress reports due to RBFF by 6/30/25
- Final reports due by 10/31/25
  - Reports provided to RBFF will have opportunity to be considered for featured content at RBFF's State Marketing Workshop
  - Any changes to the program timeline must be preapproved by RBFF
- Case studies due by 10/31/25
  - RBFF will provide a template to be used for case studies
  - Case studies provided to RBFF will have opportunity to be considered for featured content at RBFF's State Marketing Workshop
  - Any changes to the program timeline must be preapproved by RBFF

**For questions, please contact:**

Jaime Koch, Staff Accountant/Subgrant Administrator, at 706-405-6242 or [jkoch@rbff.org](mailto:jkoch@rbff.org)



## Recreational Boating & Fishing Foundation 2025 State R3 Program Grants Application

Proposals due to Jaime Koch at [jkoch@rbff.org](mailto:jkoch@rbff.org) by Thursday, February 06, 2025.

**To apply for funding, submit a one to three-page proposal with the following format addressing the RFP's Proposal Requirements, including:**

Program Name:

Contact Name:

State Agency Name:

Contact Email Address:

Contact Phone Number:

Contact Address:

Goals and Objectives:

Evaluation:

Target Audience:

Program Strategies:

**Budget:**

*Budget table with details that demonstrate cost-effectiveness and include cost-sharing information (cash and/or in-kind, or partner contributions), for example:*

<b>Budget Category</b>	<b>Total Project Budget</b>	<b>Grant Budget Requested (\$25,000 max)</b>	<b>Matching Funds Provided (Cash)</b>	<b>Additional In-Kind Project Support</b>
Description	\$8,000.00	\$4,000.00	\$4,000.00	
Description	\$16,000.00	\$16,000.00		
Description	\$16,000.00		\$16,000.00	
Description	\$2,000.00			\$2,000.00
<i>Insert lines as needed</i>				
<b>TOTAL</b>	<b>\$42,000.00</b>	<b>\$20,000.00</b>	<b>\$20,000.00</b>	<b>\$2,000.00</b>

*Investment per Person (IPP)\* calculation, for example:*

<b>Investment per Person</b>	<b>\$25</b>
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*\*Investment per person (IPP) shows the amount spent per person reached by the effort. The formula is shown below:*

$$IPP = \text{grant amount} / \text{number of people reached}$$

*For instance, a grant of \$20,000 that expects to reach 800 people has an IPP of \$25 per person.*

$$IPP = \$20,000 / 800$$

$$IPP = \$25$$

**Timeline:**

**Replicability:**