



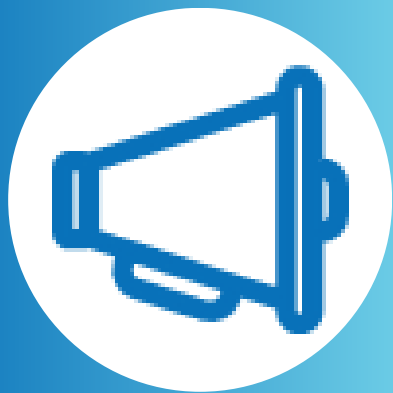
RECREATIONAL
BOATING & FISHING
FOUNDATION

Universal Strategies for Retention and Reactivation

Fresh Starts & “Second First Chance” Initiatives

What Does This Mean:

- The fresh-start effect refers to people **viewing new beginnings as a place to consciously disrupt themselves.**
- We can use fresh starts **year-round** to re-engage past participants in the activities.



How To Take Action:

Provide new opportunities and fresh experiences:

- Create **lapsed-specific events or programs.**
- Offer a **fresh, new experience** involving angling or boating.
- Include **beginner-level activities, refreshers,** opportunities to receive tips/guidance, all-equipment included, etc. to re-spark their interest.
- Take advantage of the **seasonality of spring and summer** (or other fresh starts in their life) to reengage lapsed groups.
- Fresh starts could take place at the **start of a new season, during a holiday, while making a change within oneself,** etc. The possibilities are endless.