



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# Universal Strategies for Retention and Reactivation

## Goal Orientation & Adding to Current Routines

### What Does This Mean:

- Reinforce how **higher-order goals**, such as health and wellbeing, are **addressed by fishing & boating**.
- **Adopting and sticking with hobbies** has been shown to both **reduce anxiety & depressive symptoms** and enhance life satisfaction.



\***Piggybacking** is attaching one activity to another.

### How To Take Action:

Emphasize the mental, physiological, and social benefits of engaging in outdoor activities:

- **Piggyback\* fishing and boating onto activities they're currently doing**, given lapsed individuals are 'creatures of habit', such as partnering with a golf course to include fishing after a game, adding fishing to a planned community picnic by the river, suggesting times of the week when a customer might find the local waterways less busy for a relaxing post-work boat cruise.
- **Piggyback\* current socialization activities** with fishing & boating, such as a book club that meets for occasional fishing outings, a dinner club on a boat, a yoga class that goes fly fishing.
- Help lapsed participants embed new fishing and boating habits, and strengthen existing ones, by **piggybacking\* onto other familiar outdoor activities**, outdoor locations, and common indoor activities.