



RECREATIONAL
BOATING & FISHING
FOUNDATION

Universal Strategies for Retention and Reactivation

Identity Expansion

What Does This Mean:

- Help people **better identify as/see themselves as anglers & boaters.**



How To Take Action:

Present **broader and more inclusive imagery** of what it means to be an angler/boater:

- **Piggybacking other activities** with fishing or boating in marketing efforts helps to **expand the definition of an angler/boater.**
- **Tie boating & fishing to the desire for nostalgic experiences**, both great memories from the past and creating new ones. During times of uncertainty, people seek nostalgia for comfort.
- Offer fishing or boating as **a solution for achieving a goal** they may already have, such as becoming more mindful or protecting the environment.
- **Amplify or create groups** that tie people together with **similar interests and identities** outside of fishing or boating and incorporate the activities.

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