



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# Universal Strategies for Retention and Reactivation

## Community Building

### What Does This Mean:

- Provide lapsed participants with a **welcoming community of anglers and/or boaters** that brings people together, provides support, and can be a source of knowledge.

### How To Take Action:

Promote socialization and community-building:

- Create **shared experiences**.
- Organize or build awareness of **fishing/boating social events**.
- **Amplify or create groups that tie people together with similar interests and identities**, possibly based on past-looking or forward-looking **nostalgia**.
- This can take place **in-person or virtually**, via **one-on-one communication or online communities**.

