

**Evaluation Results:
2008 Lapsed Angler Direct Mail Marketing Program**

**The Alabama Department of Conservation and Natural Resources
And the Recreational Boating & Fishing Foundation**

Executive Summary:

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Alabama Department of Conservation and Natural Resources (ADCNR) as part of a national effort with thirty state fish and wildlife agencies to implement a new direct mail marketing program targeting resident lapsed anglers to increase fishing license sales.

The program included two separate direct mailings with coinciding local radio and online advertising. On April 9, 2008, 73,934 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On May 19, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 68,659 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 68,659 lapsed anglers, 6,878 purchased a fishing license during the evaluation period for an overall response rate of 10%. These 6,878 anglers purchased 7,365 licenses and permits. Details include:

- Higher priority tiers had higher response rates:
 - Tier 1 (bought a license two years straight before lapsing) = 16.5%
 - Tier 2 (bought a license in 2006 only) = 8.7%
 - Tier 3 (bought a license in 2005 only) = 5.6%

- The top five Tapestry™ segments with the highest response rates were:
 - Tapestry 12 – Rural Resort Dwellers (upper income, rural) = 12.5%
 - Tapestry 17 – Green Acres (above average income, rural) = 11.4%
 - Tapestry 42 – Southern Satellites (below average income, rural) = 11.0%
 - Tapestry 41 – Crossroads (below average income, small towns) = 11.0%
 - Tapestry 26 – Midland Crowd (mid income, rural) = 10.7%

The program generated \$104,135 in gross program revenue. ADCNR and RBFF invested \$108,440 in the program, resulting in a net program loss of \$4,305 and an ROI of -4%. However, an additional estimated \$51,516 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Alabama was an informative first-year effort to encourage lapsed anglers to again buy a license. The results will be used to improve next year's marketing efforts with a goal of increasing the overall return on investment and maximizing license sales.