

Evaluation Results: 2008 Lapsed Angler Direct Mail Marketing Program

The Louisiana Department of Wildlife and Fisheries and the Recreational Boating & Fishing Foundation

Executive Summary:

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Louisiana Department of Wildlife and Fisheries (LDWF) 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 May 30, 2008, 71,849 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On July 17, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 66,010 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 66,010 lapsed anglers, 17,319 purchased a fishing license during the evaluation period for an overall response rate of 26.2%. These 17,319 anglers purchased 20,903 licenses and permits. Details include:

- Priority tier one experienced an above average response rate:
 - Tier 1 (bought a license four years straight before lapsing) = 35.0%
 - Tier 2 (bought a license three years straight before lapsing) = 24.1%
 - Tier 3 (bought a license in '03, '05 and '06 before lapsing) = 23.0%
 - Tier 4 (bought a license in just two previous years before lapsing) = 17.3%
 - Tier 5 (bought a license in '03, '04 and '06 before lapsing) = 22.9%
- The top five Tapestry™ segments with the highest response rates were:
 - Tapestry 6 – Sophisticated Squires (upper income, suburban) = 28.4%
 - Tapestry 17 – Green Acres (above avg. income, rural) = 27.8%
 - Tapestry 42 – Southern Satellites (below avg. income, rural) = 27.7%
 - Tapestry 41 – Crossroads (below avg. income, small town) = 27.1%
 - Tapestry 33 – Midlife Junction (mid income, suburban) = 27.0%

The program respondents generated \$160,164 in gross program revenue during the evaluation period. LDWF and RBFF invested \$110,580 in the program, resulting in net program revenue of \$49,583 and an ROI of 44.8%. Additionally, an estimated \$129,719 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Louisiana was a successful 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.