




## PRODUCT FEATURES & BENEFITS

PROGRAM/PRODUCT	FEATURES & BENEFITS
<p><b>Anglers' Legacy™</b> Anglers' Legacy asks avid anglers to share their passion for boating and fishing and "Take the Pledge" – a promise to introduce at least one newcomer to the sport each year.</p>	<p>Anglers' Legacy Program Partners (manufacturers, retailers, fishing clubs and state organizations) can use the following resources to encourage outdoor enthusiasts to introduce someone new to the sport through retail, event or Web promotions, in-store signage and more. These Pledge drives provide the opportunity to partner – and build relationships with – local businesses, retailers, manufacturers or clubs. Anglers' Legacy provides additional tools to communicate with new anglers and boaters in your state. More information is available at <a href="http://AnglersLegacy.org">AnglersLegacy.org</a>.</p> <ul style="list-style-type: none"> <li>• <b>Pledge Drive Kit:</b> Leverage our national campaign to increase traffic to your Web site, encourage anglers to "Take the Pledge" at tournaments, state fairs or club events -- and in the end help preserve the outdoor traditions we love. Our Partner Pledge Drive Kit includes all the promotional materials you need to run an effective Pledge drive.</li> <li>• <b>Print Public Service Announcements (PSAs):</b> Our PSAs (at right) reflect the program's increased efforts to encourage anglers to "Make a Difference" by showing someone new how to fish.</li> <li>• <b>Television PSAs:</b> The Anglers' Legacy TV PSAs feature many top fishing pros.</li> <li>• <b>Web Banners:</b> Place one of our animated Web banners on your Web site and show your support of the Anglers' Legacy program.</li> <li>• <b>Logos:</b> Display an Anglers' Legacy logo to let others know you support the program.</li> </ul> 
<p><b>Take Me Fishing™</b> Take Me Fishing is the boating and fishing community's national advertising campaign, all about capturing the excitement and memories associated with boating and fishing. Through this campaign, RBFF utilizes a comprehensive approach to reach boaters and anglers of all ages and experience levels in order to help increase participation in boating and fishing and fulfill our mission.</p>	<p>Use the Take Me Fishing materials and images in your own promotional efforts and leverage the momentum of a major national consumer campaign. The following materials are available:</p> <ul style="list-style-type: none"> <li>• <b>TakeMeFishing.org:</b> This one-of-a-kind Web site is supported by the Take Me Fishing national advertising campaign and media outreach efforts. The site serves as a one-stop-shop for those seeking boating and fishing resources, links to each state's license and registration information and safety and conservation tips. Stakeholders can: <ul style="list-style-type: none"> <li>○ List their <b>boating and fishing events</b>. Use our event submission form to let the Take Me Fishing community know about it</li> <li>○ Submit links to their own online boating and fishing resources</li> </ul> </li> <li>• <b>Marketing Guide:</b> Customizable marketing materials to help with boating and fishing outreach initiatives, including magazine and newspaper ads, radio &amp; print PSAs, Web banners, posters, event banners and more.</li> <li>• <b>Fishington.com:</b> Fishington - <i>The Fishing &amp; Boating Capital of the Internet</i> - is an online community tailored specifically to boating and fishing enthusiasts. Fishington allows stakeholders to create a profile, map their location and related bodies of water, share photos and videos, build fans of their facility or service and allow for feedback. Create a profile and start connecting today! <ul style="list-style-type: none"> <li>○ Fishington <b>Web Banners</b> are available for your Web site.</li> </ul> </li> </ul> 

<p><b>Education/Event Planning</b></p> <p>RBFF.org provides several tools to help aquatic educators and event planners host successful boating and fishing events.</p>	<ul style="list-style-type: none"> <li>• <b>Best Practices:</b> Provides the tools and insights into how to deliver better programming. It is not content or curricula, but a systematic way of making sure that organizations have addressed the myriad factors that may keep their program from being successful. Materials include a Best Practices Workbook, trainer’s guide, information sheets, PowerPoint presentation and evaluation tool. <i>**this document is being updated and a new version may be available later this year</i></li> <li>• <b>Event Planning Kit:</b> A step-by-step guide on RBFF.org to planning, promoting, and hosting successful fishing, boating and aquatic stewardship events. Kit materials include planning strategies, guide to working with the media, resource lists, print ads, flyers and posters and publicity materials.</li> <li>• <b>Passport to Fishing &amp; Boating:</b> An introduction to a lifetime of recreation for families with little or no previous fishing and boating experience. By participating in the program, participants have fun while learning some basic skills and needed techniques to begin fishing and boating in their communities. Six different "hands-on" stations with activities focused on fishing, boating and aquatic stewardship are fun and easy to teach. The <i>Passport Program</i> includes strong stewardship messages as part of each learning activity and can be downloaded at RBFF.org.</li> <li>• <b>Tip Sheets:</b> Provide details on how to be a successful and safe angler or boater. The tip sheets are available on RBFF.org and serve as a great teaching tool that can be easily downloaded, printed and shared. Topics include kids and freshwater fishing, basic boat care, finding bait in your backyard, fishing terminology, how to tie basic fishing knots, how to hook bait, basic freshwater baits and when to fish.</li> </ul>
<p><b>Newsletters</b></p> <p>RBFF produces two newsletters to make sure news about our programs, products and partnerships reaches stakeholders and consumers in a timely way.</p>	<ul style="list-style-type: none"> <li>• <b>NewsWaves:</b> Monthly e-newsletter for stakeholders with timely information about RBFF programs, products and partnerships that help increase participation in boating and fishing. Visit RBFF.org to subscribe.</li> <li>• <b>Anglers’ Legacy Quarterly:</b> “Take the Pledge” at AnglersLegacy.org and you’ll receive this e-newsletter for outdoor enthusiasts with valuable stories and tips to improve your time on the water.</li> </ul> 
<p><b>Research</b></p> <p>RBFF has commissioned primary research and compiled secondary research related to recreational boating and fishing, aquatic resource stewardship and program evaluation.</p>	<p>Anyone can search through the reports and links provided on RBFF.org. We also encourage businesses and organizations to share their own results to help inform others and advance our understanding of what works.</p> <ul style="list-style-type: none"> <li>• <b>RBFF Research:</b> Primary research commissioned by RBFF and secondary research compiled for RBFF.</li> <li>• <b>RBFF Program Evaluation:</b> Primary research commissioned by RBFF in order to evaluate its programs.</li> <li>• <b>Related Research:</b> Other secondary research compiled by various organizations.</li> <li>• <b>Related Links:</b> Web site links to recreational boating and fishing and aquatic resource stewardship sources of information.</li> </ul>

FOR MORE INFORMATION ABOUT RBFF’S PROGRAMS AND PRODUCTS, PLEASE VISIT [RBFF.ORG](http://RBFF.ORG) OR CONTACT STEPHANIE HUSSEY AT [SHUSSEY@RBFF.ORG](mailto:SHUSSEY@RBFF.ORG) OR 703-778-5152.