

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

**Colorado Division of Wildlife
And the Recreational Boating & Fishing Foundation**

Executive Summary:

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Colorado Division of Wildlife (DOW) 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 and online advertising. On April 7, 2008, 49,989 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On May 9, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 34,371 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of these 34,371 lapsed anglers, 4,133 purchased a fishing license during the evaluation period for an overall response rate of 12%. These 4,133 anglers purchased 6,121 licenses and permits. Details include:

- Higher ranked priority tiers responded better than lower ranked ones:
 - Tier 1 (bought a license three years straight before lapsing) = 13.5%
 - Tier 2 (bought a license two years straight before lapsing) = 9.7%
 - Tier 3 (bought a license in '04 and '06 before lapsing) = 8.6%

- The top five Tapestry™ segments with the highest response rates were:
 - Tapestry 41 – Crossroads (below average income, small towns) = 13.6%
 - Tapestry 28 – Aspiring Young Families (mid income, metro cities) = 13.1%
 - Tapestry 24 – Main Street, USA (mid income, urban outskirts) = 13.0%
 - Tapestry 31 – Rural Resort Dwellers (mid income, rural) = 12.8%
 - Tapestry 36 – Old and Newcomers (below avg. income, metro cities) = 12.8%

The program respondents generated \$111,045 in gross program revenue during the evaluation period. The DOW and RBFF invested \$58,295 in the program, resulting in net program revenue of \$52,750 and an ROI of 90.5%. Additionally, an estimated \$30,954 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Colorado 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.