

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

### **The Wisconsin Department of Natural Resources And the Recreational Boating & Fishing Foundation**

#### **Executive Summary:**

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Wisconsin Department of Natural Resources (WDNR) 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 28, 2008, 49,924 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On June 10, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 41,322 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 41,322 lapsed anglers, 11,231 purchased a fishing license during the evaluation period for an overall response rate of 27.2%. These 11,231 anglers purchased 11,238 licenses and permits. Details include:

- Priority Tier 1 responded better than Tier 2:
  - Tier 1 (bought a license four years straight before lapsing) = 27.4%
  - Tier 2 (bought a license three years straight before lapsing) = 22.6%
  
- The top five Tapestry™ segments with the highest response rates were:
  - Tapestry 26 – Midland Crown (mid income, rural) = 30.8%
  - Tapestry 42 – Southern Satellites (below avg. income, rural) = 29.9%
  - Tapestry 50 – Heartland Communities (lower income, small towns) = 29.0%
  - Tapestry 49 – Senior Sun Seekers (lower income, small towns) = 28.9%
  - Tapestry 46 – Rooted Rural (lower income, rural) = 28.7%

The program respondents generated \$221,892 in gross program revenue during the evaluation period. The WDNR and RBFF invested \$90,440 in the program, resulting in net program revenue of \$131,451 and an ROI of 145%. Additionally, an estimated \$84,120 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Wisconsin 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.