

Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

Fishing and Boating Communities Help RBFF Recruit New Participants

Anglers and boaters across the country are passionate about their sport, and it shows. This finding according to the Recreational Boating & Fishing Foundation (RBFF), which recently found that anglers and boaters are having a positive impact on participation in fishing and boating through its Anglers' Legacy program and Fishington—a new online community on www.TakeMeFishing.org.




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Avid Anglers' Give Back

RBFF released a survey in November 2008 that showed the [Anglers' Legacy](#) program, which asks avid anglers to Take the Pledge and commit to bring someone new fishing, continues to have a positive financial impact on the industry. In a second-year survey of Ambassadors (those who have taken the [pledge](#)), more than 5,000 respondents indicated that they purchased approximately \$140 in fishing tackle and equipment, \$153 in boating supplies and accessories and more than three fishing licenses.

“This community of nearly 90,000 Ambassadors is helping us grow the sport,” said RBFF President and CEO Frank Peterson. “The survey shows us that Anglers' Legacy already may have generated \$23 million for the boating and fishing industries and more than 150,000 new fishing licenses. Based on an average \$15 license, this figure means the program also may have contributed \$2.25 million to the states, supporting critical fish and wildlife management efforts.”

Anglers' Legacy™

A national mission from  TAKE ME FISHING™

Key findings from the survey include the following:

- Ambassadors are taking an active role in the program.
 - Nearly 90 percent of them have taken an average of 4.4 persons fishing in the past year.
 - Eighty-four percent of them are “extremely” or “very likely” to continue introducing people to fishing in the next 12 months as part of their Anglers' Legacy Pledge.
 - More than 60 percent of them have recommended that others take the Pledge too (5.5 people on average).

- Almost two-thirds of Ambassadors own a boat.
- Ambassadors fish frequently—many from a boat.
 - Almost two-thirds of them fish at least 20 times per year.
 - Nearly 90 percent of them have fished from a boat in the past year.
- Ambassadors are purchasing fishing licenses: Nearly two-thirds of them did so for the people they took fishing (3.1 average).

RBFF conducted this survey in October 2008 with 5,085 respondents. More information is available [online](#).

To learn more about the Anglers' Legacy program and how your organization can join the movement, contact RBFF Industry Growth Initiatives Director Nancy Logan at nlogan@rbff.org or (703) 778-5163.

Enthusiasts Join New Online Community

Last year RBFF launched a new online community that complements the national Take Me Fishing™ campaign and connects boaters and anglers like never before. It's [Fishington](#)—*The Fishing & Boating Capital of the Internet*, and it's taking off with the help of boating and fishing enthusiasts from all over the country.

Fishington leverages approaches from social networking platforms like MySpace, Facebook and YouTube, but

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it is tailored for boating and fishing enthusiasts. Being part of this community allows members to:

- create a profile
- find and add friends
- create and join groups
- create and post comments on message boards

- add and organize photos and videos
- save favorite hotspots from the interactive map
- control their privacy settings

Stakeholders who maintain a profile have the ability to

- connect with other local businesses, clubs and individuals
- map their location and related bodies of water
- gather feedback, photos and videos
- build fans of their facility
- understand and recruit new members or customers
- generate increased traffic to their Web sites
- spark interest in their programs and products
- invite discussion about their programs or products

So far more than 1,600 people have signed up on Fishington. Those members have created 46 different discussion groups and added 116 new fishing and boating hotspots to the database of places to fish and boat.

Fishington is directly linked to all of the great content that's on TakeMeFishing.org, including the 12,000 places to boat and fish. It can be found in the Community section on TakeMeFishing.org or at Fishington.com. Anyone who is 18 years or older can join. Get connected today!

For more information about Fishington, contact RBFF Online Strategies Manager Maria Knight at mknight@rbff.org or (703) 519-9375. ■