



REACTIVATION V.S. RECRUITMENT

USING EMAIL TO SELL MORE LICENSES

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Indiana Division of Fish & Wildlife

Free Family Fishing Workshop at Munger Park



At a DNR Go FishIN Family Learn to Fish workshop, parents and children age 6 and older will learn basic fish biology and fishing techniques, followed by an opportunity to put their skills to the test. Equipment and bait are provided, but pre-registration is necessary.

2017 Family Learn to Fish Workshop at Munger Park

May 20, 9am to Noon

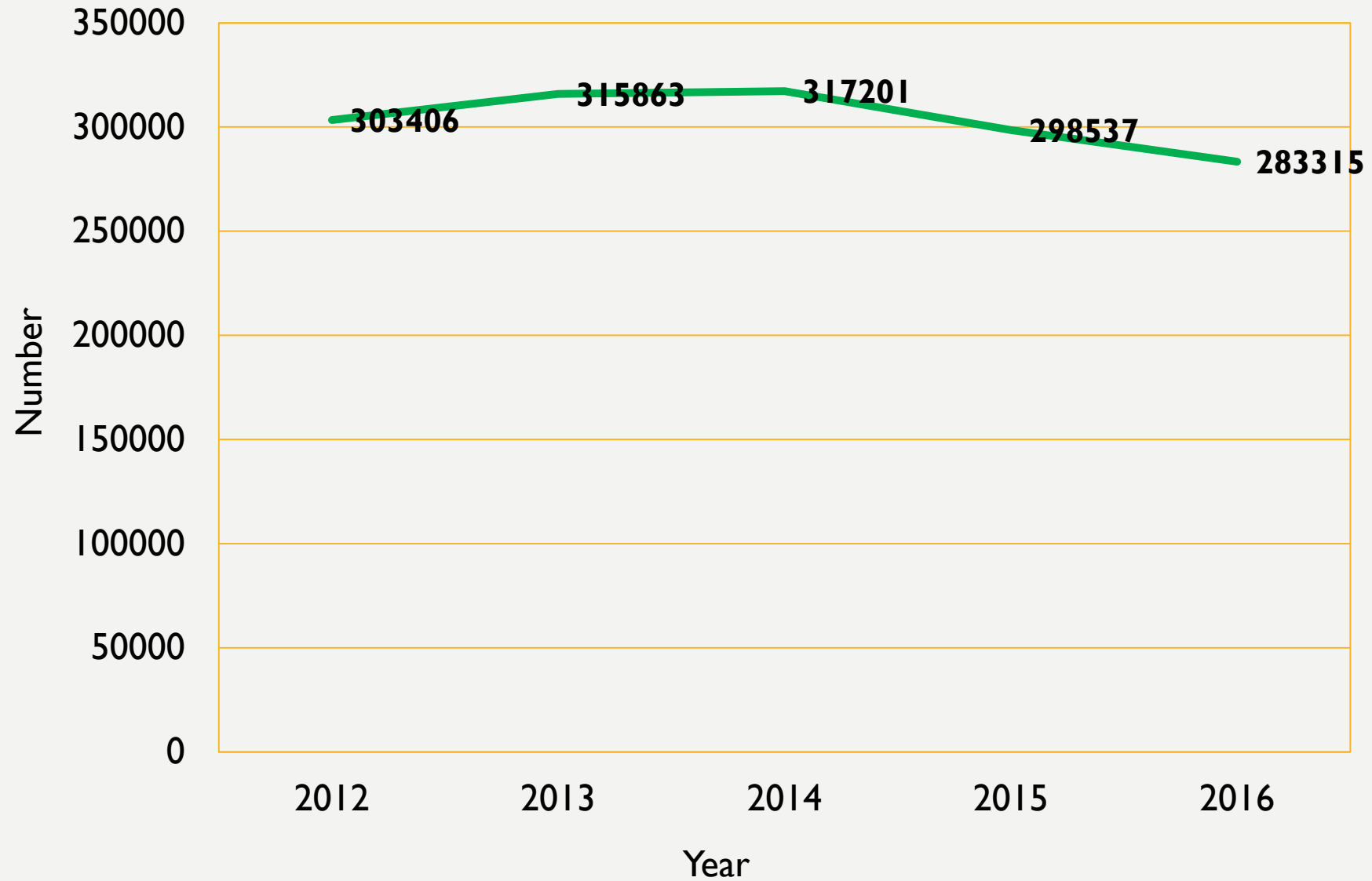
To find out more info, contact
Lafayette Parks and Recreation

Call: 765-807-1360

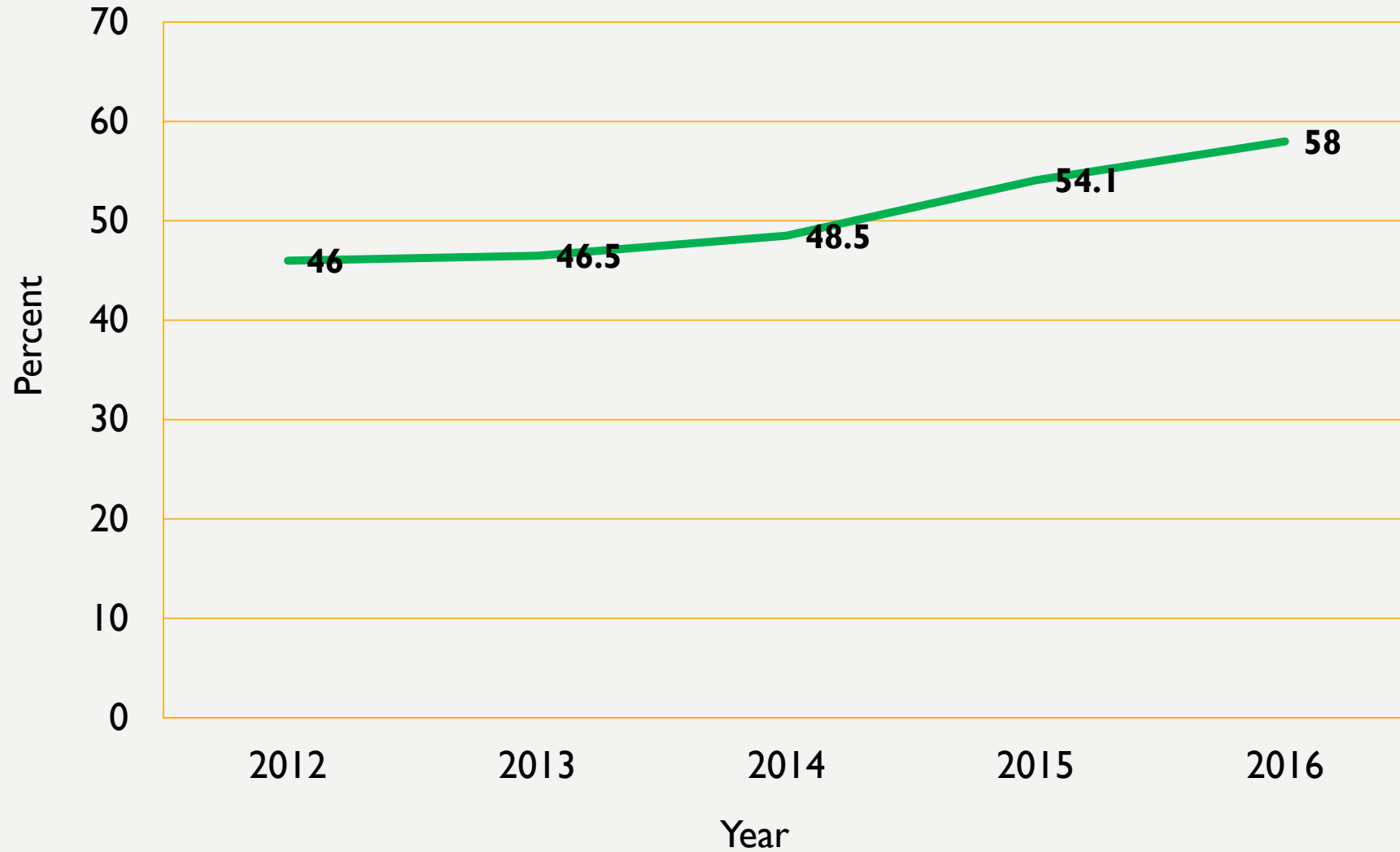
Email: tjwade@lafayette.in.gov



Resident Annual Fishing License Sales



Annual Churn Rate for Resident Annual Fishing License



- Last 6 years 852,313 people have purchased an resident annual fishing license
- Only 283,315 purchased one in 2016
- 67% (n = 568,998) DIDN'T buy a license last year in 2016
- ...that means we have over a half million people who could buy a license this year...because they did at least once before!

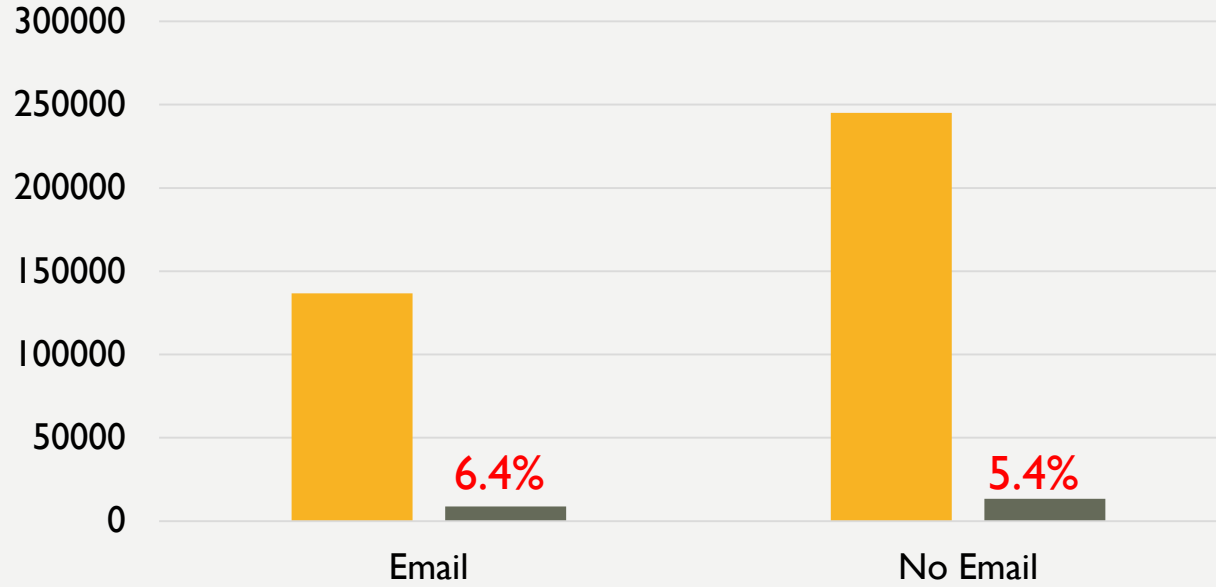
- Georgia saw ~4% bump in new recruit license sales from simply sending emails
 - Can we do this???
- Of those 568,988, an estimated 40% have an email address on file
- Trout/Salmon survey results showed that we could expect about 95% of those emails would be valid.
- $40\% \times 568,998 = 227,599 \times 95\% = 216,219$ lapsed anglers that we can send an email to and expect them to get it.
- Hitting “Send” in Outlook is much more appealing than organizing a fishing day and getting staff to participate
- We could see better results because the majority of these anglers have a better history with us (many have purchased more than one license)

METHODS

- Compiled list of ~380,000 anglers: lapsed anglers (since 2014) + 2016 new recruits
 - 136,000 with email address
 - 245,000 w/out email address
- 4 email messages
- April, May, June & August
- Most associated with free fishing days
- August during Indiana State Fair
- Emails sent to lapsed anglers that provided email addresses
- Compared to reactivation rates of lapsed anglers without email addresses

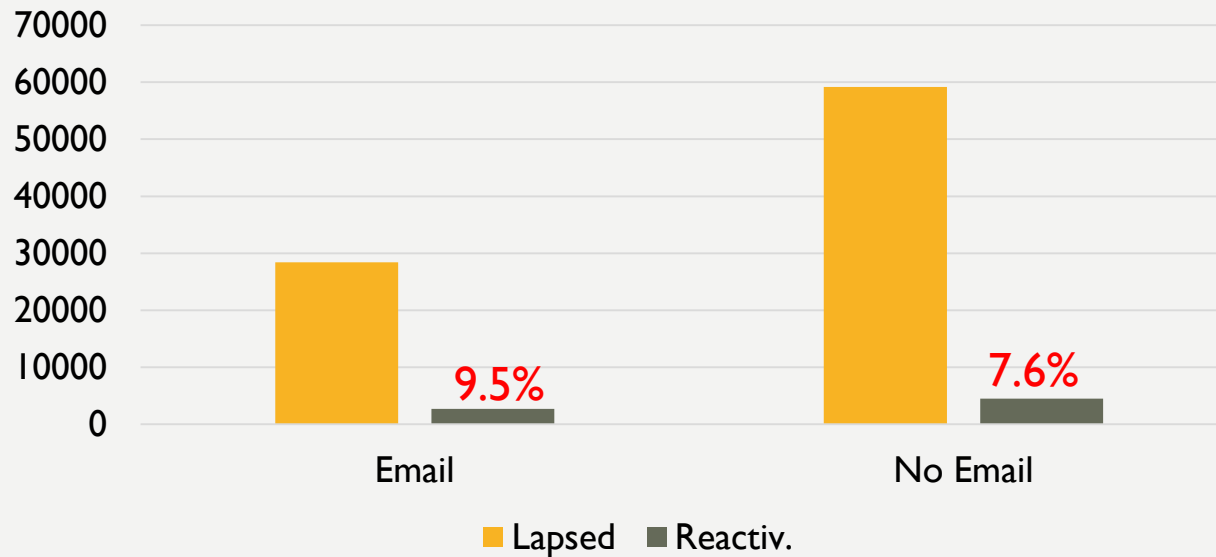
April 13 – May 12

April: Lapsed Anglers



Bump = 1.0%

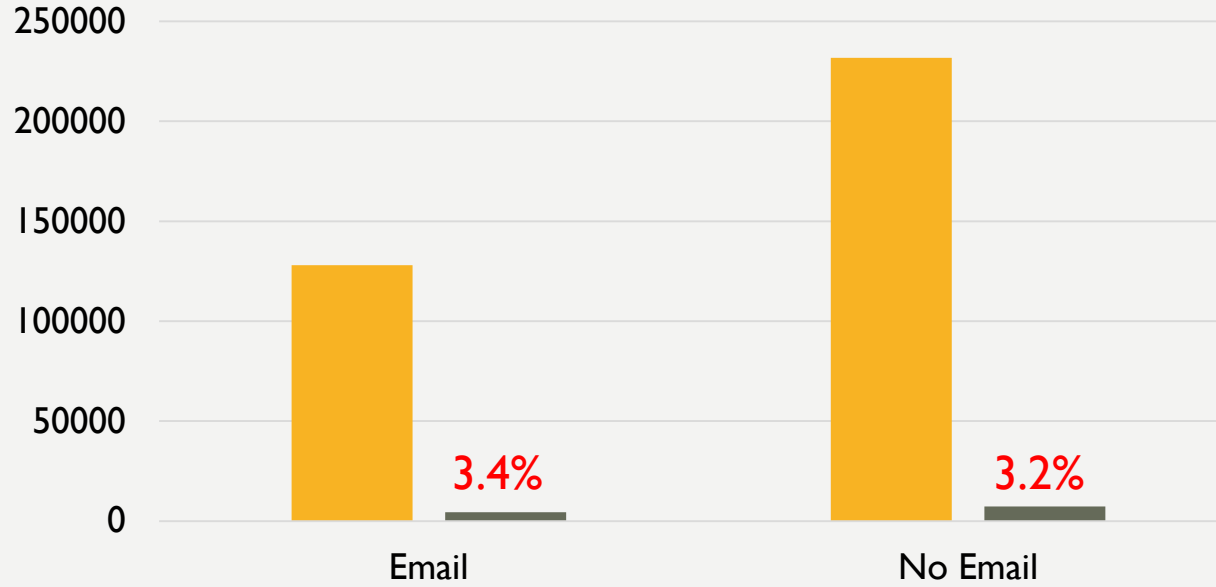
April: New Recruits



Bump = 1.8%

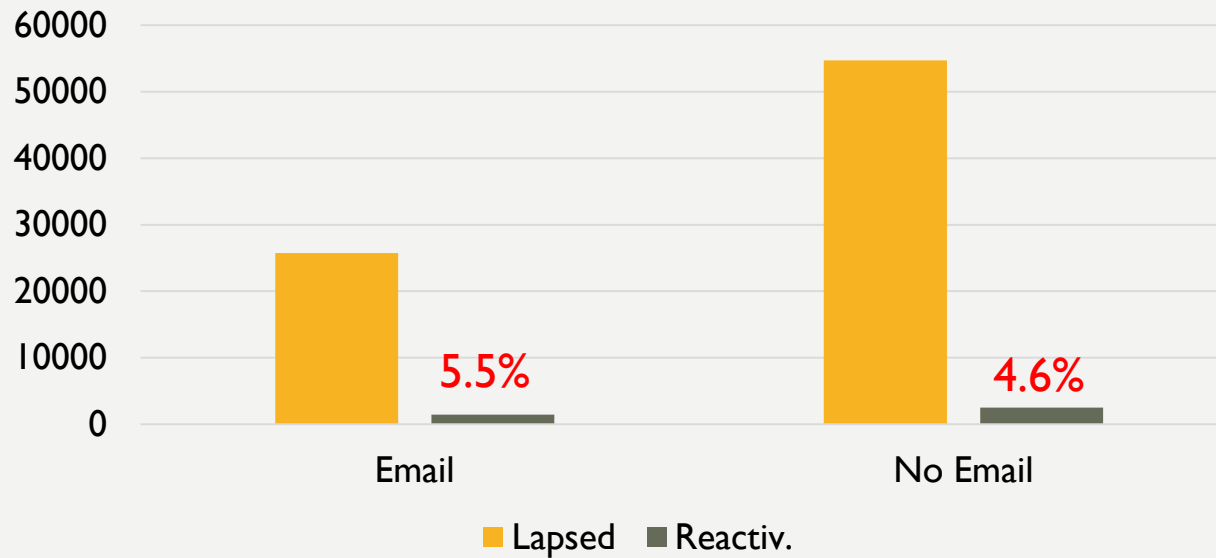
May 13 – June 1

May: Lapsed Anglers



Bump = 0.2%

May: New Recruits

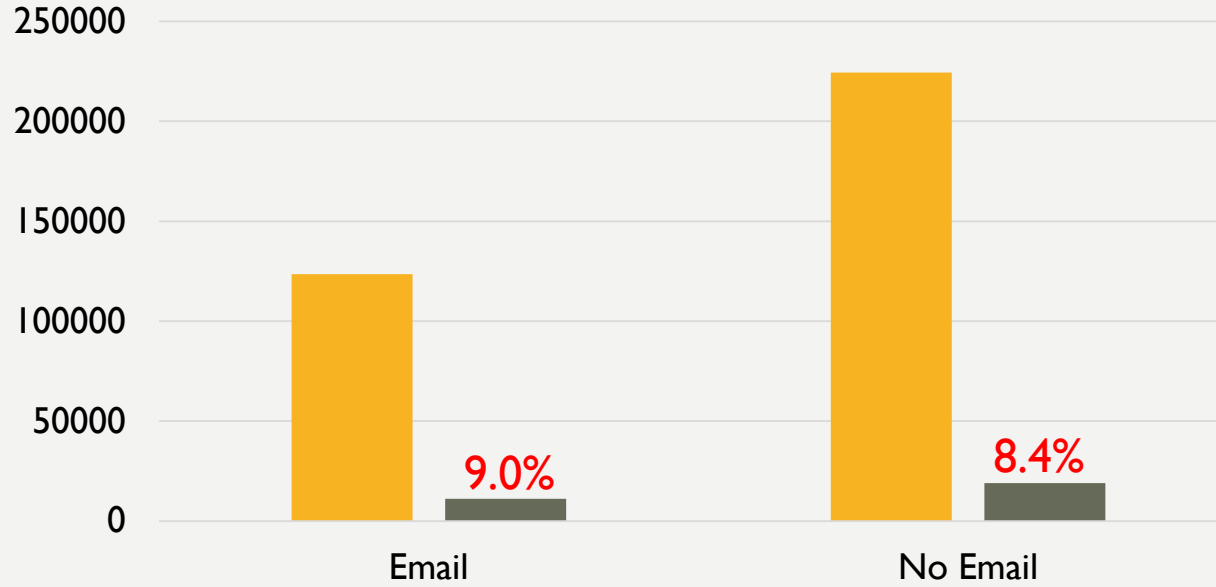


Bump = 0.9%

■ Lapsed ■ Reactiv.

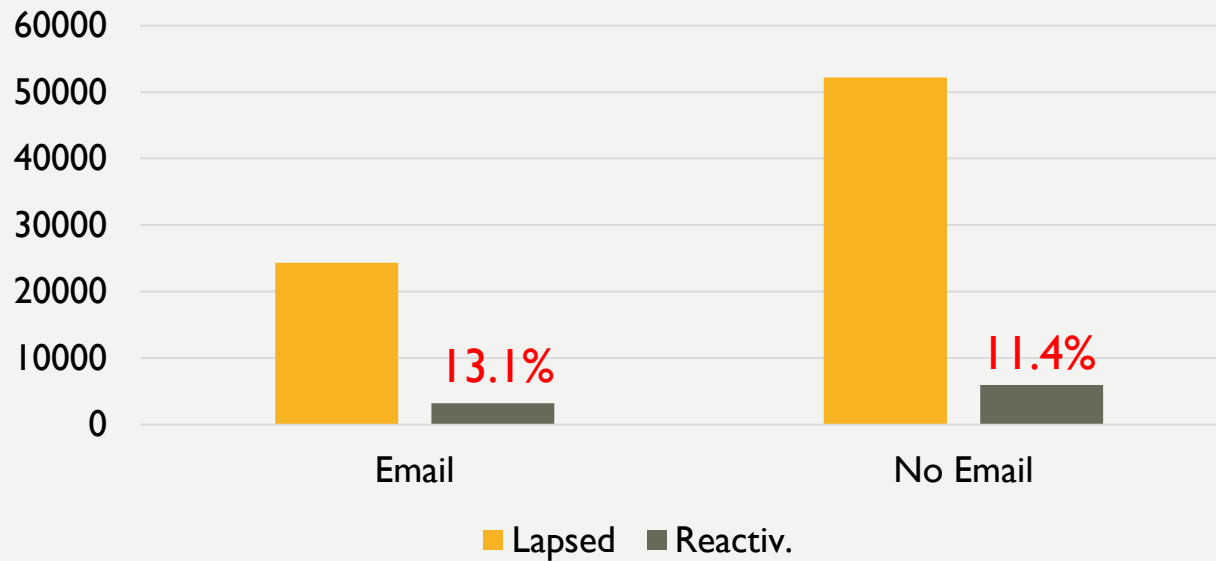
June 2 – August 10

June: Lapsed Anglers



Bump = 0.6%

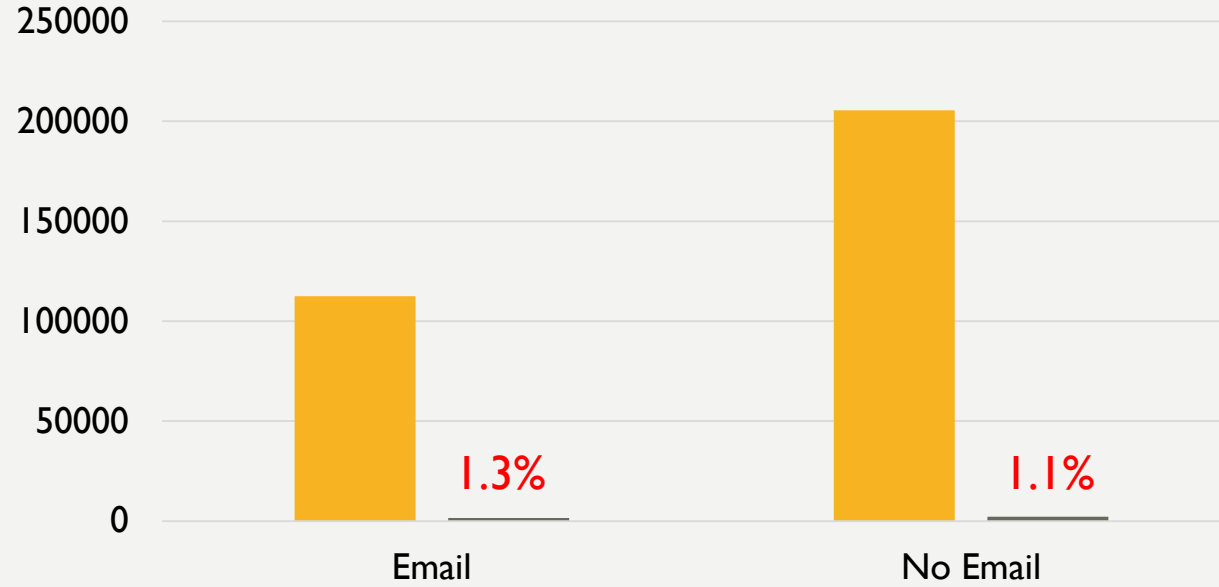
June: New Recruits



Bump = 1.7%

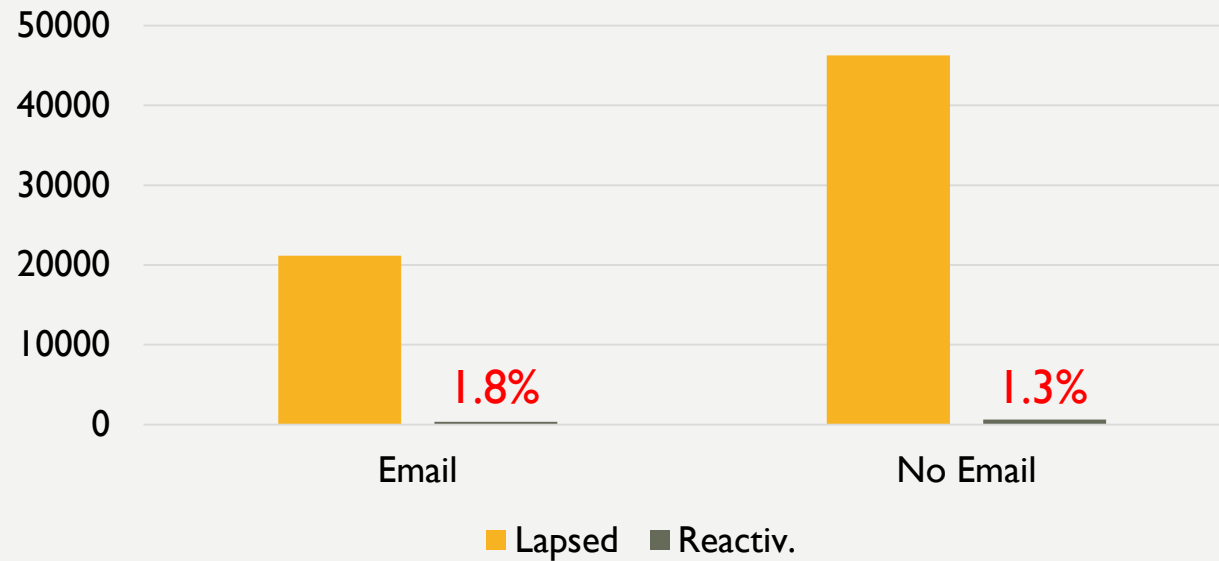
August 11 – August 31

August: Lapsed Anglers



Bump = 0.2%

August: New Recruits

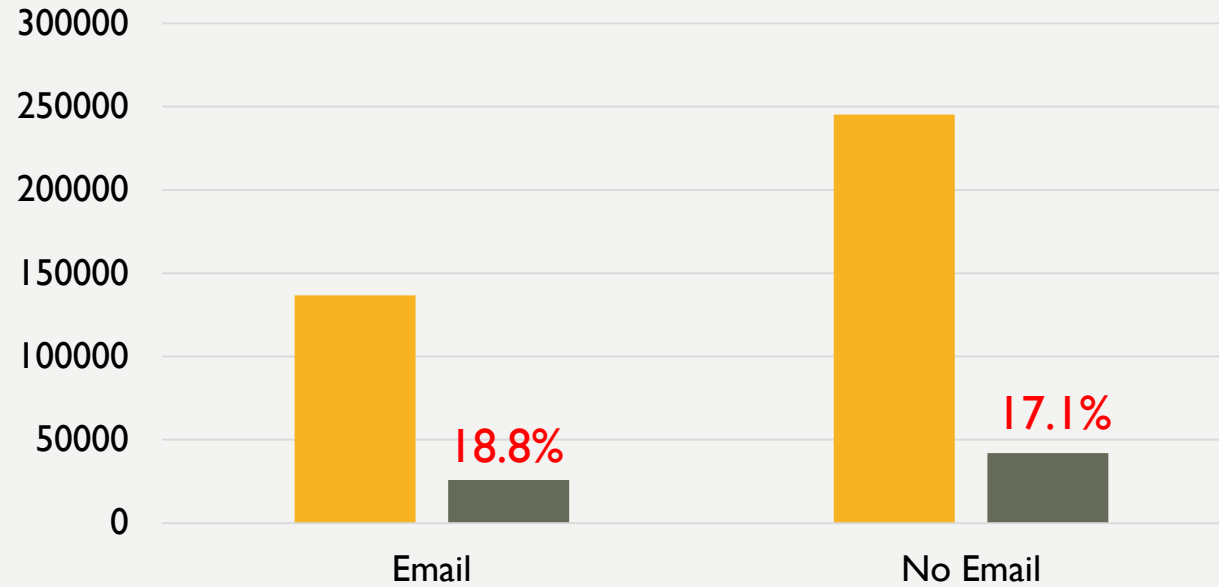


Bump = 0.5%

■ Lapsed ■ Reactiv.

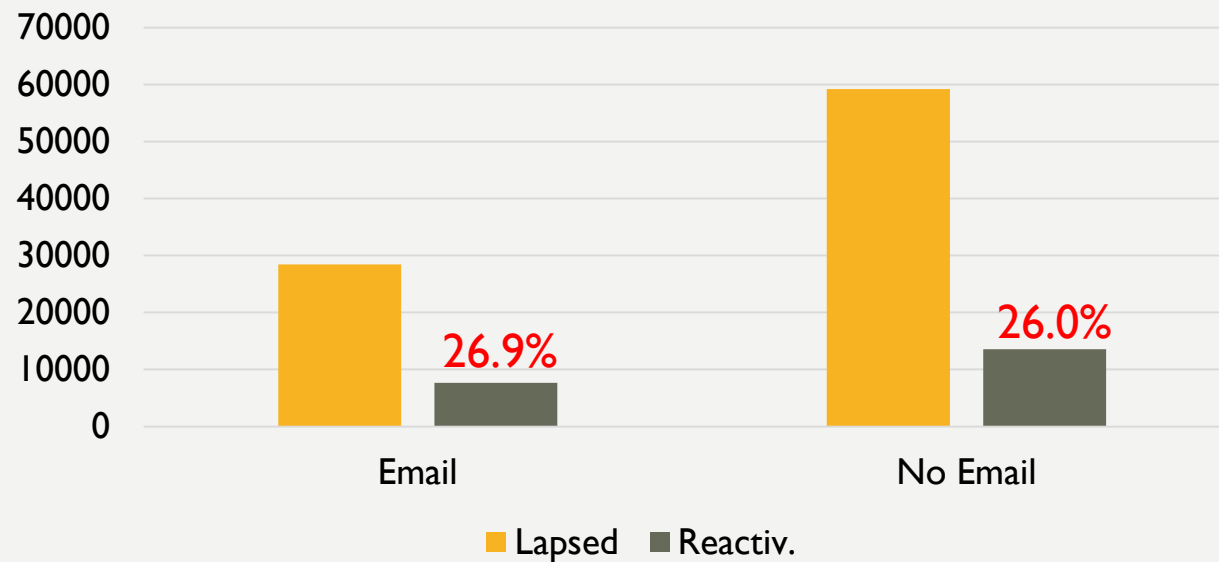
April 13 – August 31

Overall: Lapsed Anglers



Bump = 1.7%
n = 2,379

Overall: New Recruits



Bump = 0.9%
n = 269

RESULTING REVENUE

License	Number	Total
1-Day	28	\$504.00
Apprentice H/F	6	\$492.00
DAV 10YR Fish	2	\$73.00
DAV 10YR H/F	3	\$253.50
DAV Fish	3	\$35.25
DAV H/F	3	\$179.25
Fish	1,799	\$46,774.00
Hunt/Fish Combo	462	\$37,884.00
Senior FFL	58	\$1,508.00
Senior Fish	15	\$180.00
Total	2,379	\$87,883.00

Staff costs: ~\$2700

Net Revenue: \$85,183

COMPARED TO RECRUITMENT...

License	Number	Total
1-Day	2	\$36.00
Apprentice H/F	0	\$0.00
DAV 10YR Fish	0	\$0.00
DAV 10YR H/F	1	\$55.00
DAV Fish	0	\$0.00
DAV H/F	0	\$0.00
Fish	29	\$754.00
Hunt/Fish Combo	10	\$820.00
Senior FFL	1	\$26.00
Senior Fish	0	\$0.00
Total	43	\$1,691.00

- 962 participants
- 34 events
- 38 DFW work units
- ?? Dozens of volunteers

Staff costs: ~\$44,700

Net Revenue: -\$43,009

WHAT'S NEXT?

- Did this on a whim...
 - Very little planning
 - Has been effective...ESPECIALLY considering effort
- **Plan of Attack for 2018...have a plan!**
 - Getting more emails each year with new licensing system
 - Expand to all license types, not just Resident Annual Fish
 - Look at details of Georgia & Alabama efforts...AND New York
 - RBFF messaging
 - 3 messages that they recommend
 - Get outside & fish
 - License dollars power conservation
 - 100% of license dollars go to Fish & Wildlife
 - When to send emails?
 - Nice weather weekends, Free Fishing weekends, Holiday weekends???



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