REACTIVATION VS. RECRUITMENT

USING EMAIL TO SELL MORE LICENSES

Matt Burlingame
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

Year

Number


303406 315863 317201 298537 283315
Annual Churn Rate for Resident Annual Fishing License

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>46</td>
</tr>
<tr>
<td>2013</td>
<td>46.5</td>
</tr>
<tr>
<td>2014</td>
<td>48.5</td>
</tr>
<tr>
<td>2015</td>
<td>54.1</td>
</tr>
<tr>
<td>2016</td>
<td>58</td>
</tr>
</tbody>
</table>
• 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

Email:
- Lapsed: 6.4%
- Reactiv.: 5.4%

No Email:
- Lapsed: 7.6%

Bump = 1.0%

April: New Recruits

Email:
- Lapsed: 9.5%
- Reactiv.: 7.6%

No Email:
- Lapsed: 5.4%

Bump = 1.8%
May 13 – June 1

**May: Lapsed Anglers**

- Email: 3.4%
- No Email: 3.2%

**May: New Recruits**

- Email: 5.5%
- No Email: 4.6%

Bump = 0.2%

Bump = 0.9%
June 2 – August 10

### June: Lapsed Anglers

- **Email**: 9.0%
- **No Email**: 8.4%

**Bump = 0.6%**

### June: New Recruits

- **Email**: 13.1%
- **No Email**: 11.4%

**Bump = 1.7%**
August: Lapsed Anglers

August 11 – August 31

Bump = 0.2%

August: New Recruits

Bump = 0.5%
April 13 – August 31

**Overall: Lapsed Anglers**

- Email: 18.8%
- No Email: 17.1%

Bump = 1.7%

n = 2,379

**Overall: New Recruits**

- Email: 26.9%
- No Email: 26.0%

Bump = 0.9%

n = 269
# RESULTING REVENUE

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

Staff costs: ~$2700

Net Revenue: $85,183
COMPAARED TO RECRUITEMENT...

<table>
<thead>
<tr>
<th>License</th>
<th>Number</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-Day</td>
<td>2</td>
<td>$36.00</td>
</tr>
<tr>
<td>Apprentice H/F</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>DAV 10YR Fish</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>DAV 10YR H/F</td>
<td>1</td>
<td>$55.00</td>
</tr>
<tr>
<td>DAV Fish</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>DAV H/F</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td>Fish</td>
<td>29</td>
<td>$754.00</td>
</tr>
<tr>
<td>Hunt/Fish Combo</td>
<td>10</td>
<td>$820.00</td>
</tr>
<tr>
<td>Senior FFL</td>
<td>1</td>
<td>$26.00</td>
</tr>
<tr>
<td>Senior Fish</td>
<td>0</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>43</td>
<td><strong>$1,691.00</strong></td>
</tr>
</tbody>
</table>

- 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???