

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

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**The Nevada Department of Wildlife
And the Recreational Boating & Fishing Foundation**

Executive Summary:

The Recreational Boating and Fishing Foundation (RBFF) partnered with the Nevada Department of Wildlife (NDOW) 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 May 1, 2008, 47,546 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 36,943 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 36,943 lapsed anglers, 2,065 purchased a fishing license during the evaluation period for an overall response rate of 5.6%. These 2,065 anglers purchased 3,643 licenses and permits. Details include:

- The top five Tapestry™ segments with the highest response rates were:
 - Tapestry 26 – Midland Crowd (mid income, rural) = 8.7%
 - Tapestry 41 – Crossroads (below avg. income, small town) = 8.6%
 - Tapestry 14 – Prosperous Empty Nesters (above avg. income, suburban) = 6.9%
 - Tapestry 17 – Green Acres (above avg. income, rural) = 6.8%
 - Tapestry 3 – Connoisseurs (upper income, metro cities) = 6.7%

The program respondents generated \$63,544 in gross program revenue during the evaluation period. NDOW and RBFF invested \$46,399 in the program, resulting in net program revenue of \$17,145 and an ROI of 37%. Additionally, an estimated \$15,467 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Nevada 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.