



RECREATIONAL BOATING & FISHING FOUNDATION

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Request for Proposals Contract #RBFF-11-C-239

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide management for RBFF's newly developed online advertising sales program.

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**Recreational Boating & Fishing Foundation
Request for Proposals**

I. REQUEST FOR PROPOSALS

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide sales representation for RBFF's efforts to generate revenue from the sale of online advertising.

II. SOLICITATION

Name/Address of Issuer:

Reese Teasley
Contract Manager
Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314
Phone: 703-778-5162
Fax: 703-519-9565
Email: ateasley@rbff.org

Please contact Reese with any questions you may have regarding this RFP.

Date of Issuance: **Tuesday, September 20, 2011**

Closing Date and Time: **Friday, October 14, 2011 at 4:00 pm ET**

III. BACKGROUND

RBFF is an independent, not-for-profit 501(c)(3) organization dedicated to growing participation in fishing, boating and aquatic stewardship.

RBFF was created by the Sport Fishing and Boating Partnership Council in response to the Sport Fishing and Boating Safety Act passed by Congress in 1998. By collaborating with key partners—conservation communities, state and federal agencies, recreation and tourism groups and other education and advocacy organizations—RBFF works to increase the number of people involved in fulfilling outside recreational activities. This, in turn, helps ensure the state and federal funding needed for conservation. RBFF's stated mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic resources.

Recreational Boating & Fishing Foundation Request for Proposals

RBFF's funding is administered through the U.S. Fish and Wildlife Service (the "Agency") pursuant to a cooperative agreement between the Agency and RBFF.

TakeMeFishing.org is RBFF's award-winning website for involving Americans in boating, fishing and increasing awareness of aquatic resources. In FY 2011 TakeMeFishing.org experienced continued to grow in content, interactive functionality and popularity. RBFF debuted several [mobile options](#) including a mobile version of TakeMeFishing.org, a new Boat Ramp App and a portable version of RBFF's Places to Boat & Fish map, while maintaining an impressive 82.7 percent satisfaction rate among site visitors.

Overall website statics for FY 2011 (April 1, 2010-March 31, 2011) were:

- Total site visits = 4.08 million
- Unique site visitors = 3.26 million
- Mobile site visitors = 95,502 (launched in mid-February 2011)
- Boat ramp app = 37,500 downloads

In the first five months of FY 2012 (April 1, 2011-August 31, 2011), website metrics continue to outpace previous years:

- Total site visits = 2.32 million
- Unique site visitors = 1.92 million
- Mobile site visits = 523,729
- Mobile unique visitors = 444,546
- Boat ramp app = 25,307 downloads

For more information about RBFF, please visit our organizational website at RBFF.org.

IV. PROJECT NEED

The Recreational Boating & Fishing Foundation (RBFF) is soliciting price proposals from qualified service providers that can provide turn-key sales representation for RBFF's efforts to generate revenue from online advertising.

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V. PROJECT SCOPE

Contractor shall provide turn-key sales operations from solicitation to billing, collections and delivery of net proceeds to RBFF:

- 1) Sell online advertisements for www.takemefishing.org and www.takemefishing.org/mobile.
- 2) Dedicate a national sales team to pursue endemic and non-endemic markets.
- 3) Create sales materials and appropriately educate sales force.
- 4) Manage all billing and collections on all inventories sold.
- 5) Manage all reporting to advertisers on a monthly basis based on statistical data provided by RBFF.
- 6) Deliver net advertising revenue to RBFF on a monthly basis, less contracted fees.
- 7) Maintain negotiated inventory percentage for RBFF generated partnership opportunities.

VI. CONTRACTOR QUALIFICATIONS

Contractor must:

- 1) Demonstrate a proven track record of success in online advertising sales as evidenced by numerical goal achievement, and new business generation, while having experience in selling integrated marketing solutions and sponsorships.
- 2) Specify how it recommends packaging RBFF assets and which organizations it would target.
- 3) Have experience in creating sophisticated sales presentations.
- 4) Work within a multi-disciplinary team to get the job done. Contractor will work with RBFF board and task force members, marketing agency, RBFF senior managers, etc.
- 5) Demonstrate ability to meet tight deadlines and produce deliverables according to a timeline.
- 6) Demonstrate flexibility with implementation of new CMS and resulting ad size changes.

The contractor will be selected based on the following criteria:

- 1) Business Goals: Does the proposal meet goals and requirements?
- 2) Project Design: Are RBFF business needs driving project design and methodology?

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- 3) Case Studies: Does the proposal cite specific case studies which document relevant experience, driven by a complex business problem that required both expertise and the ability to help the client apply what was learned?
- 4) Organizational Capacity: Is this a stable organization with the necessary resources and expertise to deliver expected outcomes for RBFF?
- 5) Industry/Non-Profit Experience: Does the organization have experience in the recreational boating or fishing industry or nonprofit sector?
- 6) Deliverables: Are detailed pricing, timeline, and deliverables included?

VII. DELIVERABLES AND TIMELINE

The following deadlines apply to this request for proposals:

Issue RFP:	September 20, 2011
Question Period Closes:	September 26, 2011 at 4:00 pm ET
Proposal Due Date:	October 14, 2011 at 4:00 pm ET
Finalist Interviews:	October 19, 2011
Final decision and vendor notification:	October 24, 2011
Contractor begins work:	November 1, 2011

VIII. PROPOSAL REQUIREMENTS

At a minimum, the proposal (of no more than 10 pages in length) should include the following elements:

- 1) Completed Proposal Cover Page.
- 2) Description of how your corporation/organization/team fulfills the “Contractors Qualifications” outlined in Section VI.
- 3) Include a list of clients for whom you have performed similar work within the last two years with three client references that RBFF may contact.
- 4) Background on your corporation/organization/team, including history, staff size and experience, and other relevant information. If subcontracting is required, indicate whether you intend to subcontract with small businesses, minority-owned firms, and women’s business enterprises.
- 5) Proposed cost of services.

Applicants must submit proposals in hard copy (**five copies**) and electronic copy. Proposals should be prepared simply, providing a straightforward, concise description of the Contractor’s ability to meet the requirements of the RFP.

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IX. EVALUATION FACTORS FOR AWARD

Basis for Award

The award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to RBFF. Best value is defined as the proposal that presents the best overall value to RBFF, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Evaluation Criteria

Applicants are cautioned that this is a best-value procurement and that best-value concepts apply to this solicitation. In making its best-value determination, RBFF may award a contract resulting from this solicitation to the responsible applicant whose offer conforming to the solicitation will be the most advantageous to RBFF, price and other factors considered. RBFF shall give due consideration, as appropriate, to the overall merits of the proposal (including the relative advantages and disadvantages to RBFF), the experience of the Contractor, the cost of the proposal, and the needs of RBFF. Preference, to the extent practicable and economically feasible, shall be given for products and services that conserve natural resources and protect the environment and are energy efficient.

Applicants are cautioned that discussions may not be held and that RBFF may award the contract solely on the initial proposals. Accordingly, applicants should put forth their best efforts in their initial submission. However, RBFF reserves the right to conduct discussions if later determined by RBFF to be necessary. RBFF may reject any or all offers if such action is in the best interest of RBFF; accept other than the lowest offer; and waive informalities and minor irregularities in offers received.

X. SPECIAL REQUIREMENTS

Federally Imposed Obligations

RBFF has entered into a cooperative agreement with the U.S. Fish & Wildlife Service, the general provisions of which are the Administrative and Audit Requirements and Cost Principles for Assistance Programs cited in 43 CFR, part 12, which incorporate OMB Circulars A-110, A-122 and A-133 by reference. Inspection, acceptance and procurement are governed by these requirements and principles. The successful applicant will be required to assume all applicable pass-through obligations imposed by the cooperative agreement, such as compliance with federal equal employment opportunity requirements and debarment and suspension certifications.

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Accounting Records

All accounting records of the successful applicant relating to its performance under this award shall be kept in a manner that is consistent with generally accepted accounting principles as well as any applicable provisions of OMB Circular A-133, "Audits of States, Local Governments, and Non-Profit Organizations" and OMB Circular A-122, "Cost Principles for Nonprofit Organizations," and 48 CFR part 31, "Contract Cost Principles and Procedures." Upon reasonable notice to Contractor, RBFF, the U.S. Fish & Wildlife Service, the Comptroller General of the United States, and any of their duly authorized representatives shall have access to any books, documents, papers and records of Contractor that are pertinent to this award and have the right to audit and copy such materials during the term of this award and for a period of three (3) years after its termination or expiration.

Applicant Reimbursement and Compensation Policy

RBFF will not reimburse or compensate applicants for any time, fees and costs incurred while developing their proposals. Additionally, if an applicant is asked to present its proposal in person, RBFF will not reimburse or compensate the applicant for any fees related to the presentation, including but not limited to staff time, travel and out-of-pocket costs. RBFF will not compensate any applicant for time or fees incurred while negotiating a contract.

Use of Metric System

To the extent practicable and economically feasible, all accepted products and services shall be dimensioned in the metric system of measurement.

Ownership of Work Product

- A) The successful applicant will be required to acknowledge that it has been ordered or commissioned to create or prepare a work consisting of the work effort and work product set forth herein and agree that this work is a "work made for hire," and that the applicant shall have no rights to title or interest in and to the work, including the entire copyright in the work or all rights associated with the copyright. The applicant will further be required to agree that to the extent the work is not a "work made for hire," the applicant will assign to RBFF ownership of all right, title and interest in and to work, including ownership of the entire copyright in the work and all rights associated with the copyright, and will execute all papers necessary for RBFF to perfect its ownership of the entire copyright in the work. The applicant will not have rights to or permission to use the work without the prior written permission of RBFF.

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- B) By responding to this RFP, the applicant acknowledges and agrees that all deliverable documentation under this RFP (and subsequent contract) will be transferred to the U.S. Government in accordance with RBFF's government contract. If the applicant intends to submit a notice of limited rights in technical data regarding any delivered technical data to RBFF, the notice shall include sufficient information to enable RBFF to identify and evaluate the applicant's assertions.

Original Work

The successful applicant will be required to represent and warrant that the work the applicant creates or prepares for RBFF will be original, will not infringe upon the rights of any third party, and will not have been previously assigned, licensed or otherwise encumbered.

Public Releases

Except as required by law or regulation, no news release, public announcement or advertising material concerning any subsequent contract awarded pursuant to this RFP shall be issued by any applicant without the prior written consent of RBFF; such consent shall not be unreasonably withheld.

Applicants are also directed to OMB Circular No. A-133, Audits of Non-Profits, in particular the Government's potential right to audit the Contractor's records under §§ .200 and .210 (OMB Circular No. A-133 is hereby incorporated by reference). A copy of OMB Circular A-133 is available from RBFF upon request, or can be downloaded from <http://www.whitehouse.gov/omb/circulars/a133/a133.html>.

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PROPOSAL COVER PAGE
(All applicants must submit this completed form with their proposal.)

RFP Number	
Company Name	
EIN or Social Security Number	
Contact Name & Title	
Mailing Address	
Telephone	
Facsimile	
E-mail address	
Website address	
Proposed cost	

TakeMeFishing.org Advertising Guidelines

The Recreational Boating & Fishing Foundation (RBFF) strives to make TakeMeFishing.org a valuable resource for our audiences and so the core of the Web site is its user experience. This experience is continually reinforced by its distinct look & feel, functionality, personality, and utility. Thus everything that exists within TakeMeFishing.org should conform and contribute to the overall user experience, including the advertising.

Advertising Philosophy:

RBFF is committed to protecting our user experience by keeping the site clean, uncluttered, and free from intrusive advertising. We strive to ensure the use of appropriate and tailored messages on our Web site that are based on specific boating and fishing interests and affiliated with the brands, organizations, and businesses that our users value.

RBFF provides the following guidelines to help you communicate more effectively with your desired audience. Please note that all advertising placed within TakeMeFishing.org must adhere to these guidelines, and RBFF reserves the right to reject any advertising that we deem contrary to our advertising philosophy or these guidelines. These guidelines are also subject to change at any time.

These guidelines are not intended as legal advice, but are a general statement of RBFF's advertising standards. RBFF encourages each advertiser and its agency to consult with legal counsel before seeking to place any display advertising on TakeMeFishing.org. Adherence to these guidelines a) does not guarantee acceptance of display advertising content for insertion on TakeMeFishing.org, and b) is not necessarily sufficient to meet the standards of local, state or federal laws.

NOTE: In addition to the guidelines below, all advertising on TakeMeFishing.org must comply with our [Privacy Policy](#) and [Disclaimer](#).

1. Content restrictions

We do not accept advertising from entities debarred or suspended from doing business with the federal government (<http://www.epls.gov/>). In addition, we do not accept advertising referencing, facilitating or promoting the following:

- Liquor, beer, or wine
- Tobacco products
- Adult or dating sites with a sexual emphasis
- Medical or pharmaceutical products and services
- Drugs or drug paraphernalia
- Adult products, including adult films, magazines, Web sites, toys or physical/sexual enhancement products

- Gambling or gambling portals and educational sites, including without limitation any online casino, sports books, bingo, or poker
- Lotteries (other than official state lotteries sponsored by a U.S. state, e.g. Illinois State Lottery)
- Inflammatory religious content
- Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities
- Political content, political agendas or political issues for commercial use
- Hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation or language of such individual or group
- Web cams or surveillance equipment
- Web-based non-accredited colleges that offer degrees
- Ringtones
- Software downloads, freeware, or shareware
- Scams, illegal activity and/or illegal contests, pyramid schemes, or chain letters
- Loan products which require upfront fees

2. Advertising language and image content

- Provocative images will not be accepted.
- Advertising images may not contain, facilitate or promote adult content, including nudity, sexual terms or activities that are excessively suggestive or sexual.
- Advertisements may not contain, facilitate or promote offensive, profane, vulgar, obscene, or inappropriate language.
- Advertisements may not contain, facilitate or promote defamatory, libelous, slanderous and/or unlawful content.

3. Copy representation

- Advertising copy must directly relate to the content on the landing page that it links to.
- Advertising copy must clearly state and represent the company, product, or brand that is being advertised.

4. Copyrights and trademarks

- Advertisements must not include any content that may be deemed as infringing upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right, or that is deceptive or fraudulent.
- Advertiser must have intellectual property rights to the advertising copy and images and be permitted to display such copy and images as advertising on TakeMeFishing.org.

5. Downloads

- No advertisement is permitted to contain a link, whether directly or indirectly, to a site that contains software downloads, freeware, or shareware.

- No advertisement is permitted to facilitate or promote (or contain a link to a site that facilitates or promotes):
 - (1) Collection of demographic and usage information from a user's computer without the user's expressed consent,
 - (2) Collection or request of usernames or passwords from any user,
 - (3) Proxying user names or passwords for the purpose of automating logins to the TakeMeFishing.org Community network,
 - (4) Any software that (i) "sneaks" onto a user's system and performs activities hidden to the user, (ii) may alter, harm, disable or replace any hardware or software installed on user's computer without express permission from the user, (iii) is bundled as a hidden component of other software whether free or for fee, (iv) automatically downloads without RBFF's express prior approval, (v) presents any download dialog boxes without a user's expressed action, or (vi) may violate or infringe upon the intellectual property rights of any third party, including copyright, trademark, patent or any other proprietary right

6. Grammar, spelling, and capitalization

- Advertising copy must be in logical sentence form and contain grammatically correct spacing.
- Advertisements must use correct spelling.
- Advertisements may not include unnecessary capitalization (such as 'FREE'). Acronyms may be capitalized.
- Advertisements may not include excessive repetition.

7. Incentives

- No advertisement may offer incentives to viewers for submitting personal information (cell phone numbers, social security numbers, physical addresses, or email addresses), or for performing any other related tasks.

8. Landing pages / Destination URLs

- Advertisements that contain a URL or domain in the copy must link to that same URL or domain.
- All users must be sent to the same landing page when an advertisement is clicked.
- The advertiser's landing page must match the offer being made in the advertisement and must provide detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible.
- Landing pages that generate a pop-up (including "pop-overs" and "pop-unders") when a user enters or leaves the page are not allowed.
- Advertisements cannot use "fake" close behavior (i.e. when a user clicks the 'close' icon on the page, the page should close down and no other behavior should result).
- Advertisements cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or present additional/unexpected behavior (for example: another advertisement or page).

- No advertisement may require viewers clicking on the advertisement to submit personal information (cell phone numbers, physical addresses, or email addresses) on the landing page in order to obtain the information promoted in the advertisement.
- A secure server connection (https) must be used when collecting personal information from users.

9. Prices, discounts, and free offers

- No advertisement may be deceptive or fraudulent about any offer it makes.
- If an advertisement includes a price, discount, or 'free' offer, the destination URL that is referenced must link to a page that clearly and accurately offers the exact deal displayed in the advertisement.
- If an advertisement includes a price, discount, or 'free' offer, the advertisement must clearly state what action or set of actions is required to qualify for the offer.

10. Punctuation and symbols

- The use of all symbols, numbers, or letters must adhere to the true meaning of the symbol.
- Repeated and unnecessary punctuation or symbols is not permitted.
- Symbols may not be used to substitute for letters (e.g., "\$ave" instead of "save").

11. Rich Media advertisements

- All rich media advertisements, including third-party advertisements, MUST be operationally tested prior to submission for placement on TakeMeFishing.org.
- HTML sniffer code must be implemented in order to detect whether a user's browser is capable of displaying the Shockwave Flash file. A back-up banner should be displayed if the user cannot accept Shockwave Flash and is required for all rich media advertisements.
- A banner may not produce audio without user initiation. Once audio begins, there must be a clear "pause" or "stop" button.
- An advertisement may not display false functionality or contain graphics that simulate interactivity where no such interactivity exists.

12. Spam

- No advertisement may contain, facilitate or promote 'spam' or other advertising or marketing content that violates applicable laws, regulations or industry standards.

13. Take Me Fishing references

- Advertisements are not permitted to mention or refer to TakeMeFishing.org, its site or its brand in any manner, including in the title, body, image, or destination URLs.
- Advertisements must not use Take Me Fishing™ logos, trademarks, or site terminology (including Anglers' Legacy and other RBFF graphics, logos, designs, or icons).
- TakeMeFishing.org site features may not be emulated.

Advertiser Responsibilities

It is the advertiser's responsibility to ensure that:

- All advertising it seeks to place on TakeMeFishing.org complies with all applicable federal, state, and local laws or regulations;
- An advertisement does not violate the intellectual property rights of third parties;
- Offers included in any advertising message include all material terms that an ordinary person would require in making an informed decision about whether to purchase the product or service being offered;
- All claims made in an advertisement have been substantiated before the advertisement is scheduled to appear on TakeMeFishing.org;
- Advertising that includes warranties, guarantees, or other types of assurances to the user complies with all applicable laws, regulations or guidelines regarding such assurances, including but not limited to those set forth by the Federal Trade Commission ("FTC"); and
- Users are not deceived into providing personal information without the user's knowledge, under false pretenses, or to companies who resell, trade, barter or otherwise misuse that personal information.

RBFF Rights

RBFF reserves the right, but is not under any obligation to:

- Review or request changes to any advertisement scheduled for insertion on TakeMeFishing.org;
- Accept, retract, or reject, at any time, any advertisement submitted for placement on TakeMeFishing.org, in its sole discretion, whether on the basis of these guidelines, advertising format, targeting criteria, or for any other reason;
- Review any advertisement to determine the appropriateness of the advertisement for the TakeMeFishing.org user audience; or
- Modify these guidelines or its standards governing advertising on TakeMeFishing.org at any time without notice.

Specifically, RBFF reserves the right to reject or retract, at any time, any advertising deemed to, in RBFF's sole opinion:

- Be misleading, deceptive, false or untrue;
- Use "bait and switch" tactics, i.e. advertising that promotes an unavailable product, service or price as a means of luring the user into purchasing a different product
- Promote or glorify violence, crime, obscenity, the illegal use of weapons, or to provide instructions on how to "get away" with crimes or unlawful activity;
- Stereotypes, inaccurately portrays or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or handicap;
- Be offensive or disturbing to users of TakeMeFishing.org, or likely to cause outrage, general disapproval, or negative opinion within the community; or

- Portray minors (or persons who, in RBFF's opinion, appear to be underage) in a manner that is sexually suggestive or otherwise age-inappropriate.

C-MAP[®]
by JEPPESEN

Free when you buy or update your MAX card.

YES, I want to catch more fish!

JEPPESEN.



TAKE ME FISHING™

FISHING

BOATING

STATE INFO

COMMUNITY

PLACES TO FISH AND BOAT

Near Brainerd, Minnesota [View Map »](#)

FISHING REPORTS »



CHANGE VA Go

Alexandria, VA

97°

Hi: 101°F Lo: 80°F

Humidity: 52%

Cloud Cover: 35%

Winds: S at 10mph

[GET A FISHING LICENSE »](#)[REGISTER YOUR BOAT »](#)

Sign up for news and updates

Full Name

Email Address

SUBMIT

COMMUNITY

[Sign in](#) or [Join](#) Fishington

Be mindful if you're fishing in the heat to stay well-hydrated, use plenty of sunscreen and



Do you fish? Have you taken the Angler's Legacy Pledge? Share the sport we love with



What do you do if you are by yourself, trying to haul your boat up or down a slippery ramp, no

LATEST BLOG

[Slip Sliding Away](#)

Posted by July 21st, 2011

It's rare to find a boat ramp in perfect condition. Concrete cracks and

[Tips for Grasshopper Fly Fishing](#)

Posted by July 27th, 2011

It's rare to find a boat ramp in perfect condition. Concrete cracks and

[Read more posts in our blog »](#)FISHING BEGINNERS GUIDE
TOP 3 TIPS FOR YOUR 1ST DAY
ON THE LAKE »

TakeMeFishing.org on Facebook

Like You like this.

12,977 people like TakeMeFishing.org.



Carlos



David



Mike



Mike



Dan



Lisa



Bethany



John



Amber



Craig

Facebook social plugin

KEEP IN THE KNOW WITH THE

Anglers' Legacy[™]
NEWSLETTERLorem ipsum dolor situr adipiscing elitoto dolor im.
Nulla sem risus, aliquet sit ame.TAKE THE
PLEDGE

EXPLORE

News

Featured Video

Most Popular

Polls

Boat Hulls

Which of the following is NOT a type of hull?

☐ Planing Hulls☐ Round-Bottom Hull☐ Jutting Hull☐ Displacement Hull

VOTE

SEE FATHER NATURE'S
FAMILY PHOTO ALBUMROLL OVER
TO SEE

FISHING

Freshwater Fishing

Saltwater Fishing

Fly Fishing

Fishing With Family

BOATING

Boating Basics

Boat Explorer

Buy Smart

Boat Safety

CONSERVATION

Protect Our Waters

Respect the Resource

Stop Aquatic Hitchhikers

Water Pollution

CORPORATE

About RBFF

Programs & Materials

Research & Evaluations

Press Room



Free when you buy or update your MAX card.

YES, I want to catch more fish!

JEPPESEN.



TAKE ME FISHING™

FISHING

BOATING

STATE INFO

COMMUNITY

Get a Fishing License

Places to Fish

Fishopedia

Freshwater

Fly Fishing

Saltwater

Family

Links & Resources

Videos

FISHING



POLL

Fishing Techniques

» more

What does "chumming" mean?

- ☐ To drop bait/scent into the water to attract fish
- ☐ To pal around with your best fishing buddy
- ☐ To stir the water to catch a fish's attention
- ☐ To use two different types of bait on a hook

Vote

BLOG



Casting with the Wind

» more

Tom K. on August 25th, 2011

I've had some of my best fishing days when the wind has been blowing hard. It never ceases to amaze me that though I can't cast very far into a strong headwind, the fish oftentimes wind up right at my feet. The water can be bumpy. It can get roiled on a river and choppy on a lake or on the ocean. Working with the wind is critical, and truth be told, a tailwind helps me cast into...

LEARN



Fishopedia

» more

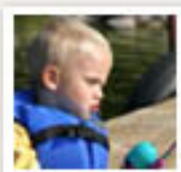
Bass. Sailfish. Trout. Find out everything you ever wanted to know about any fish. And what it takes to catch them.



How to Fish

» more

Besides patience, fishing requires a few things. Find out what you need to get out on the water, and techniques that can help you catch any kind of fish.



Little Lunkers

» more

A club for little anglers, where they can learn new things and get ready to head out on the water with fun, fish-related games.



Fishing & Conservation

» more

Learn more about how you can help protect the places we all love to fish.



Fishing With Your Family

» more

A day on the water is a great way learn new skills, have fun and connect with the people who matter most.

PLAN



Get a Fishing License

» more

When you purchase a fishing license, you help protect, preserve and enhance the sport of fishing for generations to come.



Fishing Reports

» more

Where are the fish biting you ask?



Places to Fish

» more

Search our interactive map to find fishing hotspots all throughout the United States. Who knows, there might be one right near you.



Downloads

» more

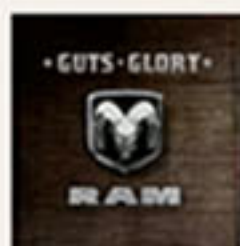
Get prepared before you head out on the water. Find out exactly what you need in order to catch whatever you're fishing for.



Online Sources

» more

Whatever type of fishing gear you're looking for, we can point you in the right direction.

SEE FATHER NATURE'S
FAMILY PHOTO ALBUMROLL OVER
TO SEE

FISHING

Freshwater Fishing

Saltwater Fishing

Fly Fishing

Fishing With Family

BOATING

Boating Basics

Boat Explorer

Buy Smart

Boat Safely

CONSERVATION

Protect Our Waters

Respect the Resource

Stop Aquatic Hitchhikers

Water Pollution

CORPORATE

About RBFF

Programs & Materials

Research & Evaluations

Press Room