



Media Marketing Campaign Manual and Marketing Plan

Prepared for:

National Association of State Boating Law Administrators

www.springaboard.org

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Welcome

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Dear Boating Safety Partner,

Join us as we encourage boaters to Spring Aboard! by taking a safe boating course. Spring Aboard is a national public information and education campaign to reduce boating injuries and fatalities by encouraging the boating public to take a boating safety course. The campaign combines the efforts of boating education course providers, recreational boating safety organizations, and state and local entities involved in recreational boating regulation.

The Spring Aboard campaign is designed to serve as an umbrella message for the recreational boating safety community across the country.

The campaign is enlisting this a wide variety of organizations to provide information and resources that will extend the reach of the Spring Aboard campaign now and in the future.

This Media Marketing Campaign Manual and Marketing Plan is intended to provide you with everything you need to educate potential partners, course providers and state and national contacts about their role in the Spring Aboard campaign. The Plan includes Background: Spring Aboard; Boating Education Information; Training Campaign Partners; Marketing NASBLA-Approved Courses; Partner Course Offerings and Incentives; Verified Conformity Assessment Process; and Contact/Partner List.

Please take a moment to review the Media Marketing Campaign Manual and Marketing Plan and the Spring Aboard website, www.springaboard.org . If you have questions or can't find what you need, contact us at 859-225-9487 or info@nasbla.org.

We wish you a happy – and safe – boating season!

Regards,

John Johnson, CAE
CEO
National Association of State Boating Law Administrators (NASBLA)



Background

Spring Aboard

In 2016, the Coast Guard reported 4,463 accidents that involved 701 deaths, 2,903 injuries and approximately \$49 million dollars of damage to property as a result of recreational boating accidents.

The Spring Aboard campaign is designed to address these casualties through proactive education and instruction. Where instruction was known, 77% of deaths occurred on boats where the operator did not receive boating safety instruction. Only 13% percent of deaths occurred on vessels where the operator had received a nationally-approved boating safety education certificate.

The National Association of State Boating Law Administrators (NASBLA)'s mission is to strengthen the ability of the state and territorial boating authorities to reduce death, injury and property damage associated with recreational boating and ensure a safe, secure and enjoyable boating environment. Addressing the need for boating safety education directly aligns with NASBLA's mission and its commitment to its partners.

In 2015, NASBLA was awarded a grant to support: "Advanced Boater Education and Training: The Spring Aboard National Boater Education Campaign." In the following years, NASBLA has coordinated with partners to not only implement the campaign, but include additional strategies and initiatives in its grant deliverables to strengthen both classroom and on-water boater education.

While most states have some form of mandatory education program that encourages or requires boaters to take a boating education course in person or online, even when courses are mandatory, many boaters overlook boating education requirements as the excitement and heat of summer grips them and they head to the water.

Boating trends and statistics tell us that educated boaters have fewer accidents, but convincing boaters to take a course on safe boating habits cannot just be about fear of a catastrophic incident. Boating education is about more than avoiding accidents. Educated boaters are more confident boaters and they are able to enjoy the boating experience much more.



Boating Education Info

Data suggest that boaters who have had boater education are better prepared for the risks they may face. This is why it is recommended that all boaters take a boating safety course.

The Basics

A boating safety course provides critical boating knowledge that anyone that plans to get out on the water should have and for the boat operator it is required in nearly all states. Many boating safety courses are offered throughout the country, for all type of recreational boaters and for boaters of all ages. Traditional and online courses are available. To learn more about a specific state's boating education requirement, please visit NASBLA's database of [state boating contacts](#).

Providers

Volunteer organizations, such as the [U.S. Coast Guard Auxiliary](#), [U.S. Power Squadrons](#), and other organizations sponsor many courses; many state boating agencies also provide classes, as well as sailing, boating, and paddling clubs.

Benefits

A boating safety course can save boaters money, because many boat insurance providers offer discounts to people who have successfully completed a boating safety course.

On the Water

While in classroom and online instruction provide critical boating knowledge, it should not be a substitute for on-the-water experience.

Continued Education

Why stop at the basics? Courses cover many aspects of boating safety, from boat handling and seamanship to reading the weather, from a "Water 'N Kids" class to navigation skills, and from paddling to personal watercraft.

More Resources

[Case Studies: Boating Safety Course](#)
[Fact Sheet: Boating Safety Education](#)



Training Partners

The *Spring Aboard* campaign is a nationally coordinated effort that aims to get boaters educated in boating safety *before* the boating season begins. The campaign facilitates a weeklong heightened awareness component of the year-round campaign, and takes place March 18-24 when many course providers are offering discounts or other incentives for students who enroll or complete a boating safety education course.

NASBLA has addressed the needs of Training Campaign Partners by providing Resources at www.springaboard.org. Below is a step-by-step recommendation for introducing and training Campaign Partners in the Spring Aboard Campaign.

Step 1: Spring Aboard Plan for Success Webinar

Learn how you can participate in the national marketing effort which promotes opportunities for boaters to enroll in a classroom, online, and/or hands-on course. For potential partners, we recommend introducing them to this pre-recorded recording in October/November. The webinar is posted at www.springaboard.org under WEBINAR. This will give them approximately six months before Spring Aboard to begin developing their own marketing and communications efforts; secure funding for advertising and outreach; and begin getting engaged with other partners.

Step 2: Review Resources at www.springaboard.org

Resources include:

- Communications Plan
- Social Media Plan
- Media Marketing Campaign Manual and Marketing Plan
- Guidance for Campaign Measurements of Success/Analytics
- Spring Aboard Logos

Step 3: [Register](#) with NASBLA

By registering as an official “Spring Aboard Partner,” NASBLA will:

- Keep you informed on the campaign
- List you as a partner on www.springaboard.org and social media
- Provide updates on activities and resources
- Provide you with an online evaluation survey to capture ideas, feedback, input and data regarding campaign effectiveness

Step 4: Get Ready to Spring Aboard!



Offerings and Incentives

One of the ways the *Spring Aboard* campaign is encouraging boaters to take a boating safety course is to help make courses affordable for everyone. In addition, many states have implemented Mandatory Education for specific types of boats or age groups. To see a comprehensive listing of Mandatory Education in every state, click [here](#).

During the heightened awareness week of the *Spring Aboard* campaign, many partners offer additional incentives or discounts to entice boaters to take a boating safety course.

Private Course Providers

Many private course providers offer discounts on their boating safety courses the week of the Spring Aboard Campaign. Taking an online course is an easy way to quickly get up to speed on the most important boating knowledge. Boaters that choose to take online courses will learn that the courses aren't just convenient, they're also a lot of fun. Course providers have thousands of reviews from boaters telling us how much they enjoyed taking their online courses.

Learn which Private Course Providers are NASBLA-approved [here](#).

State Agencies

Nearly every, but not all, state agencies, offer safe boating courses both in classroom and online settings that are approved by NASBLA. To see the list of state agencies that have received NASBLA-approval for their safe boating courses, click [here](#).

With support from state agencies and other partners, NASBLA encourages boaters to not only enroll in a safe boating course, but to visit the state agency's website to find out the most up-to-date information about safe boating education in their state. A list of every state agency's website can be found on NASBLA's website [here](#).

Internet Courses

Many boaters express an interest in taking safe boating courses online: they're convenient, they often fit in with the boater's schedule and they can be done at the boater's own pace. NASBLA ensures that internet course providers are held to the same standard as the traditional classroom course providers and must also apply to be approved by NASBLA. Click [here](#) for a list of NASBLA-approved internet course providers.



Conformity Verification

With support from the U.S. Coast Guard, a voluntary third-party conformity assessment process is available to verify if an on-water skills course meets American National Standards for Power, Sail, and Human-Propelled. Successful completion will include the award of a uniquely-numbered “Verified Course” mark indicating “The content of this course conforms to the American National Standard for on-water skills as verified through an independent third-party assessment process.”



Recognized by the American National Standards Institute as American National Standards, the On-Water Power, On-Water Sailing, and On-Water Human-Propelled standards identify fundamental skills that entry level recreational boat operators should be able to demonstrate after receiving instruction. The standards are freely available for voluntary application by organizations providing recreational boating instructional programs. More information about these standards can be found at www.abycinc.org or www.onwaterstandards.org.

Course Providers earning the Verified Course mark will sign a Terms and Conditions agreement to provide numeric and survey data needed to evaluate the USCG National Recreational Boating Safety Strategic Plan. This information includes:

- numeric data of numbers of students enrolled in and completing the Verified Course;
- distribution to students of an online survey link (provided) to evaluate the level of recognition and influence on a student’s decision to enroll in a course due to the Verified Course mark;
- the course provider’s agreement to provide the course content as submitted; and,
- course provider’s agreement to provide feedback on the overall program.

Current Providers of the Third-Party Conformity Assessment process include:

- National Association of State Boating Law Administrators - Third-party conformity assessment at NO COST through a U.S. Coast Guard administered grant program for a limited time. Information at <https://www.nasbla.org/education/verified>.
- *(Other organizations added as announced.)*



Contact/Partner List

A Contact/Partner List is presented to you in Excel format. This format allows you to easily search for the partner(s) you'd like to link to, tag in Facebook posts or tweets or just visit their own websites to learn more about their Spring Aboard and safe boating efforts.

The Contact/Partner List is separated into two tabs at the bottom of the Excel document. Tab 1 lists all the **State Agencies**, their website and their social media accounts. Tab 2 links to all **Boating Organizations** and links to their website and social media accounts.

Refer back to Spring Aboard's **Social Media Plan** for social media Best Practices and the Spring Aboard **Social Media Ideas** to complement the Contact/Partner List when developing your own social media outreach efforts.

Contact/Partner Excel file available at www.springaboard.org/resources:

Organization/Website Hyperlink	Facebook	Twitter	Twitter Handle	YouTube	Instagram	Other
1 U.S. Coast Guard	https://www.facebook.com/uscgastguard	https://twitter.com/USCG	@USCG			https://twitter.com/uscgastguard
2 American Boat & Yacht Council Inc	https://www.facebook.com/abcinc	https://twitter.com/ABC_Safety	@ABC_Safe	https://www.youtube.com/user/ABCAnnapol	https://www.instagram.com/ABC_CoastSafety	
3 ACAI Canoe, Kayak, SUP, Bail - Rescue	https://www.facebook.com/acairesort	https://twitter.com/AmericanCanoe	@AmericanCanoe	https://www.youtube.com/user/AmericanCanoe	https://www.instagram.com/acaiadlesports	https://www.pinterest.com/acaiadlesports
4 American White Water	https://www.facebook.com/AmericanWhiteWater	https://twitter.com/amerwhitewater	@amerwhitewater	https://www.youtube.com/user/AmericanWhiteWater		
5 BoatUS Foundation	https://www.facebook.com/BoatUSFoundation	https://twitter.com/BoatUSFdn	@BoatUSFdn	https://www.youtube.com/user/BoatUSFoundation		https://www.pinterest.com/boatusfdn
6 Coast Guard Auxiliary Association	https://www.facebook.com/CGAuxA	https://twitter.com/cgauxa	@cgauxa	https://www.youtube.com/channel/UC1W32y2h306-2AFpG-CrT-1m30Aw9	https://www.instagram.com/cg_auxiliary_association	
7 JSI Research	https://www.facebook.com/jsiresearch	https://twitter.com/jsiresearch	@jsiresearch	https://www.youtube.com/channel/UCDe3UkCf_1w0Gh3c29h	https://www.instagram.com/jsiresearch	
8 National Association of State Boating Law Administrators	https://www.facebook.com/NASBLA	https://twitter.com/NASBLA	@nasbla.org			
9 NASBLA Spring Aboard	https://www.facebook.com/boatingcourse	https://twitter.com/springaboard	@springaboard			
10 National Marine Manufacturers Association	https://www.facebook.com/NationalMarineManufacturersAssociation	https://twitter.com/nmma	@therealmma			
1 National Safe Boating Council	https://www.facebook.com/NationalSafeBoatingCouncil	https://twitter.com/natsafeboatscouncil	@safeboatcouncil	https://www.youtube.com/user/OutreachNSBC	https://www.instagram.com/boatingcampaign	https://www.pinterest.com/nsbc
2 NSBC Website	https://www.facebook.com/natsafeboatcouncil	https://twitter.com/boatingcampaign	@boatingcampain			
3 NSBC Website	https://www.facebook.com/natsafeboatcouncil	https://twitter.com/natsafeboatcouncil	@NSBCWebsite	https://www.youtube.com/channel/UCu3Stu4h2d1-0N3AHQ		
4 National Water Safety Congress	https://www.facebook.com/NationalWaterSafetyCongress	https://twitter.com/NWSCon	@NWSCon	https://www.youtube.com/user/takemefishing		
5 Recreational Boating and Fishing Foundation	https://www.facebook.com/RecreationalBoatingandFishingFoundation	https://twitter.com/RecreationalBoatingandFishingFoundation	@RecreationalBoatingandFishingFoundation			
6 Take Me Fishing	https://www.facebook.com/TakeMeFishing	https://twitter.com/TakeMeFishing	@Take_Me_Fishing	https://www.youtube.com/user/takemefishing	https://www.instagram.com/take_me_fishing	https://www.pinterest.com/takemefishing
7 Sea Tow Foundation	https://www.facebook.com/SeaTowFoundation	https://twitter.com/SeaTowFdn	@SeaTowFdn			
8 The Corps Foundation	https://www.facebook.com/USAILING	https://twitter.com/ussailing	@USSailing	https://www.youtube.com/user/ussailing2	https://www.instagram.com/ussailing	
9 US Sailing	https://www.facebook.com/ussailing	https://twitter.com/ussailing	@ussailing	https://www.youtube.com/user/ussailing2		
10 United States Power Squadrons	https://www.facebook.com/usspsquadrons	https://twitter.com/usspsquadrons	@usspsquadrons	https://www.youtube.com/user/usspsquadrons		
11 Water Sports Foundation	https://www.facebook.com/WaterSportsFoundation	https://twitter.com/wsihq	@wsihq		https://www.instagram.com/wsihq	



Reference in this Social Media Campaign Messaging Plan to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.

For more information, visit www.USCGBoating.org.



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