

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 70Z02322MO0005111
Grant Title: Boating Safety on YouTube and Google
Period of Performance: 1 year grant

Award Amount: \$75,000.00

Summary:

This project is an outreach safe boating campaign that will target boaters and paddlers with boating safety information to reduce recreational boating casualties. It informs, persuades and reminds the boating public to practice safer boating behaviors, thereby increasing public awareness of safer boating practices.

The Water Sports Foundation (WSF) will use the advertising services of YouTube, a brand owned by the Alphabet Corporation, to target boaters. This project will increase the awareness of safer boating behaviors. It will remind boaters of those behaviors with entertaining content about practicing safer boating.

This project will contract with Google Ads to place video PSA advertisements on YouTube. As Americans consume content on YouTube, the WSF's video PSA advertisements will populate on user's devices. This placement will be precision-targeted based on individual user interests, age, location, search and viewing habits.

The campaign specifically targets boaters and paddlers exclusively by using optimized keywords serving the messages to people who have previously consumed boating and paddling content, signaling to YouTube's algorithms that they are likely to enjoy boating related content. The precision-targeting makes this project highly efficient. WSF's production team will produce a series of short video PSA messages on a variety of high priority safety subjects using the WSF's existing library of U.S. Coast Guard approved video PSAs. As Americans use YouTube to

search for content, the platform will serve the WSF's video PSAs as additional content in the form of pre-roll skippable video ads.

The objective of the Boating Safety on YouTube campaign is to continue to reduce boating casualties by informing the boating public with millions of targeted safety message impressions about the inherent risks associated with boating, persuading the boating public to adopt safer boating behaviors, and continuously reminding them of these behaviors.

Analytics provided by YouTube will quantitatively measure the effectiveness with informative reports on the number of impressions, views, clicks and follow up activities. The WSF's annual attitudes and behaviors study will gauge the campaign's qualitative measurements.

OVERVIEW OF PROJECT ACCOMPLISHMENTS –This project will deliver a year-round powerful and highly targeted safety messaging campaign to boaters and paddlers, causing them to adopt safer boating behaviors.

STATEMENT OF MERIT – WSF funded a proof-of-concept pilot campaign in January 2022 to demonstrate this project's ability to deliver boating safety messages via YouTube advertising. The pilot program delivered a 15-second video PSA generating 387,558 impressions and 204,792 video views in just 14 days with a budget of only \$1,850.00.

STATEMENT OF BROAD IMPACT – Empirical evidence developed as part of the WSF's projects shows that informing the public about inherent risks, persuading them to adopt safer behavior and constantly reminding them to practice safer boating behaviors results in reduced property loss and casualties, including fewer accidents, injuries and deaths. Based the pilot program's results, the proposed project will produce millions of impressions and video views.

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