

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: 70Z02322MO0005117
Grant Title: Wake Responsibly: Boating Safety Outreach to Water Sports Enthusiasts
Period of Performance: 1 year grant

Award Amount: \$75,000.00

Summary:

This project informs, persuades and reminds boaters and water sports enthusiasts to practice safer behaviors, thereby increasing public awareness of safer boating. This project targets boaters and water sports enthusiasts exclusively, maximizing outreach resources by delivering safety messages with maximum efficiency.

The Water Sports Foundation (WSF) will contract with the Water Sports Industry Association to deliver boating safety content relative to the WSIA's tenets of the Wake Responsibly campaign. These include reminding boaters to always wear a life jacket, to use engine cutoff switch lanyards, to avoid platform dragging, to maintain a capable observer at all times, and to avoid impairment, just to name a few.

The WSF will contract leading boating and water sports media companies to reach boaters and water sports enthusiasts exclusively. As part of the program, the best and most respected water sports content creators will develop safety articles and "snackable" video PSAs to remind the public about safer boating and water sports practices. Additional content distribution will be supplied through precision-targeted YouTube ad campaigns.

The safety content will be developed as video PSAs, written articles, e-newsletter banner ad content, website display ads delivered by the industry thought leaders Boating, Wake Boarding and Alliance Wakeboard.

The project will employ the awesome marketing power of Google Ads for video ad campaigns on YouTube. Their ability to precisely target groups of users allows the WSF to reach boaters and water sports enthusiasts more effectively and efficiently including new boaters.

The objective of the Wake Responsibly: Boating Safety Targeting Water Sports Enthusiasts campaign is to continue to reduce boating casualties by informing the boating public about the inherent risks associated with boating, persuading the boating public to adopt safer boating behaviors, and continuously reminding them of these behaviors.

OVERVIEW OF PROJECT ACCOMPLISHMENTS – This project will deliver a minimum of 1.9 million precision targeted boating safety media impressions encouraging boaters to adopt safer boating behaviors.

STATEMENT OF MERIT – Evidence-based proof from annual boating market studies has shown that persuasive safety messaging radiating on a continuous, national basis has affected a positive culture shift toward safer boating behavior. This project will continue to inform and remind the public, adding momentum to the ongoing positive culture shift toward safer boating.

The 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 through project-supplied research 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 accidents, injuries and deaths.

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