



The FishAmerica Foundation is pleased to add a new R3 grant program for ASA member retailers and ASA members working in partnership with retailers to build the sportfishing community, expand retailer engagement and create new revenue opportunities. The program seeks to identify and fund innovative programs in the United States focusing on **Recruitment** of new anglers, **Retention** of existing anglers and **Reactivation** of lapsed anglers. Preference will be given to scalable programs that emphasize **Retention**, as it offers the greatest return to the sportfishing community.

Grants will be scored on the following criteria:

- Goals and objectives - 10 points
- Clear roles, responsibilities and budget - 10 points
- Reach and scalability - 10 points
- Recruitment, Retention and Reactivation (R3) - 10 points
- Ability to track anglers and measure long-term success - 10 points

Please complete the application below to be considered for a grant of \$500 to \$10,000.

### Applicant Information

**ASA Member:\***

Grants are only available to ASA member retailers and ASA members working in partnership with one or more retailers on programs in the United States. Is the organization applying for the grant an ASA member?

X Clear choice

☐ Yes

☐ No

**Organization Name:\***

Name of the organization applying for the grant.

Organization Address:<sup>\*</sup>  
Address of the organization applying for the grant.

Street Address	
Street Address Line 2	
City	State
Zip Code	Country
Organization Website	

Program Contact

Contact Name:<sup>\*</sup>  
First and last name of the primary contact for this grant application.

First*	Last*
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Contact Title:

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Contact Phone:<sup>\*</sup>

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Contact Email:<sup>\*</sup>

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Is the Organization Applying for the Grant a Retailer?<sup>\*</sup>  
Grants are only available to ASA member retailers and ASA members working in partnership with one or more retailers. If the organization is not a retailer, you must provide information on a retailer you are working with for the grant.  
X Clear choice

<input type="radio"/> Yes	<input type="radio"/> No
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Will You be Working With a Partner Organization on This Grant?<sup>\*</sup>  
X Clear choice

<input type="radio"/> Yes	<input type="radio"/> No
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## Partner Organization

### Partner Organization Name:\*

Name of the partner organization with which the grant application organization will be working.

### Partner Organization Address:\*

Address of the partner organization with which the grant application organization will be working.

### Partner Organization ASA Member:\*

Is the partner organization an ASA member?

X Clear choice

☐☐

### Executive Summary:\*

Please describe how your event/program will support fishing participation, with particular emphasis on retention of existing anglers. Include past program results if available.

### Organization Background:\*

Please tell us about your organization, its history and what makes your organization well suited to operate the R3 program for which you are seeking funding.

### Community Background:\*

Please tell us a little about your organization's community (size, demographics, access to fishing, etc.)

### Target Audience:\*

Please describe your target audience and reason you are targeting the audience.

### Outreach:\*

Please describe how you plan on reaching your target audience.

### Recruitment & Reactivation:\*

While grant emphasis is on retention, will your program also address recruitment and reactivation? If so, please explain how.

### Goals & Objectives:\*

Please list your event/program goals in order of priority.

### Activities & Strategies

### Event/Program Title:\*

What is the name of your event/program?

### Event/Program Date(s):\*

When will your event/program be held? Please list all proposed dates or range of dates.

### Event/Program Location(s):\*

Where will your event/program be held? Please list locations for each proposed date.

### Estimated Number of Youth Participants:\*

How many youth (age 18 and younger) participants do you expect at each event and/or throughout the program?

### Estimated Number of Adult Participants:\*

How many adult (age 19 and older) participants do you expect at each event and/or throughout the program?

### Event/Program Description:\*

Please describe your event/program in detail. How will it work? Be sure to include a list of partners that will be involved in the program.

### Will Participants be Invited to Attend other Events/Programs?\*

X Clear choice

☐ Yes

☐ No

### Please Describe the Follow-up Events/Programs to Which Participants will be Invited:\*

Please describe your follow-up events/programs in detail. How will they work?

### Evaluation:\*

How will you follow up with participants after each activity and track their continued participation? What is the process for collecting participant contact information?

## Grant Funding Request:\*

How much funding are you requesting? The request can be \$500 to \$10,000.

## Budget:\*

How will FishAmerica Foundation R3 Grant funds be used? Please provide a detailed budget.

Personnel =  
Fringe =  
Travel =  
Equipment =  
Supplies =  
Contractual =  
Other (Explain) =  
Total Budget =

## Budget Narrative:\*

Explain the above budget line items. For example, "Equipment includes rods and reels to be used by event participants and will be retained for use at future events."

## Partial Funding:\*

If you only receive partial funding, would you be able to do a scaled down version of your program? Please explain.

## Supporting Material:

Please upload and supporting material that you would like considered when evaluating this grant request.

Choose files or drag here

I certify that my answers are true and complete to the best of my knowledge, and I understand that, if selected for funding, I will be required to provide a progress report at the halfway point of the program and a comprehensive final report following completion of the program using templates provided by the FishAmerica Foundation.

Signature:\*

Please sign, then click Submit Application.

Submit Application

Save for later

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