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AMERICAN
SPORTFISHING
ASSOCIATION

REQUEST FOR PROPOSALS
ASA – FISHAMERICA FOUNDATION R3 GRANT
Application Deadline: January 15, 2026

The FishAmerica Foundation is soliciting proposals to support the sportfishing community's efforts to Recruit, Retain and Reactivate anglers. The purpose of this effort is to support American Sportfishing Association member retailers and ASA members working with retailers to implement community programs that build the sportfishing community, expand retailer engagement and create new revenue opportunities, with preference given to scalable programs that emphasize Retention.

Grant Amount: \$500 to \$10,000.

Grant Period: Projects are expected to be completed within 1 year of award.

Reporting Requirements: A comprehensive final report, including outcomes and lessons learned, will be due upon project completion along with photos of the efforts being conducted. A brief update may be required midway through the project.

Funding: In most cases, funds will be provided on a reimbursable basis.

Eligibility Criteria: Only ASA member retailers or ASA members working with any retailer can apply. We encourage members to work with community organizations and/or state/federal conservation agencies on the proposed R3 program.

Program Objectives:

- **Recruitment:** Attract new anglers to the sport.
- **Retention:** Keep existing anglers engaged and active, thereby developing long-term customers for our industry. **Preference will be given to programs that emphasize retention.**
- **Reactivation:** Encourage former anglers to return to fishing.

Application Process:

- Complete an online application, including ASA member verification, on the FishAmerica Foundation website: fishamerica.org.
- Additional Documentation: W9 or IRS letter of Determination (for nonprofit organizations) if selected for funding.
- Helpful but not required: Letter of support from state natural resources agency and any program partners.

Application Deadline: Applications will be accepted up until midnight (eastern time) on January 15, 2026. This deadline may be extended at the discretion of the FishAmerica Foundation.

How Much Total Funding is Available? FishAmerica is seeking to support 10 to 20 projects with a maximum award of \$10,000 per project.

How Do I Get More Information? Application materials may be attached to this announcement or available at fishamerica.org. Questions may be directed to fafgrants@asafishing.org