

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-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 70Z02323MO0001521
Grant Title: Safe Boating Campaign Content Marketing
Period of Performance: 1 year grant

Award Amount: \$125,000.00

Summary:

The National Safe Boating Council, Inc. (NSBC) will lead a content marketing initiative to attract and engage boaters through printed resources and event sponsorship sharing the Safe Boating Campaign. The Safe Boating Campaign is a grassroots effort to encourage boaters to always wear a life jacket while boating and to adopt other responsible boating behaviors. By integrating strategic distribution of resources with targeted event sponsorship, the message will be amplified. Printed resources will be provided for the U.S. Army Corps of Engineers and U.S. Coast Guard Auxiliary – who combined reach millions of boaters each year. These organizations are strong partners of the Safe Boating Campaign, but they lack the budget, and updated and quality resources to share with boaters. Event sponsorship will share the Safe Boating Campaign at high-profile events. These efforts support Initiative 1 of the strategic plan of the National RBS Program to positively influence recreational boater behavior to prevent deaths and injuries of recreational boaters by achieving more media impressions of relevant boating content.

The Safe Boating Campaign has been nationally recognized by marketing and communications awards for its unique approach to connecting boaters through a shared fun boating experience to build bonds and inspire behavior change. This content marketing initiative is necessary to build on the momentum of the organic efforts to reach more recreational boaters. This approach will help build a culturally accepted norm towards life jacket wear and other responsible boating behavior.

<https://www.safeboatingcouncil.org/>