

## **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: United States Power Squadrons  
Grant Number: 70Z02323MO0001524  
Grant Title: Boat Live 365  
Period of Performance: 1 year grant

Award Amount: \$180,000.00

### **Summary:**

United States Power Squadrons proposes to increase recreational boater safety on the water and strengthen the boating safety culture nationwide by expanding the content and promotion of the Boat Live 365 program. As a one-stop, year-round resource designed to support traditional and nontraditional boating safety advocates, we will enable a greater number of leaders to protect their community waterways and citizens.

To inspire, direct, and support safe boating advocates, we will launch new promotional strategies and tactics by prioritizing communications with the boating public. These communications will include a promotional video to introduce the intent and value of this centralized resource; an email campaign to encourage our opt-in contacts and activate our research-acquired contact database; a digital advertising campaign to test alternative channels; a success story roundup to exhibit the flexibility and applicability of our resources; and the introduction of the “Boating Safety Advocate of the Year” recognition to celebrate and make available the achievements of emerging safety voices. Additionally, we will continue to maintain and expand the boatlive365.org website and social properties.

To support these promotional strategies, we will make educational updates to the existing eight safety topic resources and add two new safety topic sets including icons, brochures, and overviews. All resources and referring links will continue to be available at no charge to advocates and the boating public.

Boat Live 365 will make it easier for advocates to reach the evolving needs of recreational boaters. Propagating these safe boating resources will encourage a safe boating culture that helps reduce and prevent accidents, injuries, fatalities, and property damage each year.

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