

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

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| 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: Water Sports Foundation
Grant Number: 70Z02323MO0001526
Grant Title: Content Search Marketing for Recreational Boating Safety
Period of Performance: 1 year grant

Award Amount: \$120,000.00

Summary:

The *Content Search Marketing for Boating Safety* project uses sophisticated content search marketing techniques to engage the most at-risk and hard-to-reach boaters and paddlers in the United States *at the precise moment they are seeking information about the activities.*

The project enlists the nation's favorite boating and paddling media outlets to weave safety messages into custom articles and videos on subjects the target audience searches for most frequently. Instead of pushing a message to a mass audience as traditional marketing campaigns do, this project delivers information that users ask for, when they ask for it. This strategy is remarkably effective because it is *non-interruptive*. Instead of advertisements designed to draw attention away from an article or video, it presents safety information as *part of* that material. The strategy is thus more likely to gain a target audience's trust and ultimately influence their attitudes and behaviors.

This sophisticated marketing strategy has demonstrated an exceptional ability to engage the boating community. In 2022, the WSF managed a highly successful content search marketing outreach project targeting beginner kayakers. That campaign has delivered nearly four times its traffic goal and unprecedented engagement. The proposed project will replicate that success in a larger and more comprehensive outreach campaign targeting U.S. boaters and paddlers. Approximately 70 percent of project assets will target boaters and 30 percent will target paddlers. A leading U.S. Spanish-language media company will translate, publish and promote project materials in Spanish.

<https://www.watersportsfoundation.com/>