

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-2022-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Corp Foundation
Grant Number: 70Z02322MO0005070
Grant Title: Life Jackets Worn - Nobody Mourns Campaign
Period of Performance: 3 year grant

Award Amount: \$150,000.00

Summary:

The Corps of Engineers Natural Resources Education Foundation, doing business as the Corps Foundation, is seeking funds to continue expanding the award-winning “Life Jackets Worn...Nobody Mourns” year-round boating and water safety campaign targeting high-risk, adult boaters nationwide. This grant proposal is for three years. In this grant, we are proposing campaign products and digital marketing initiatives to educate the boating public. Also, we want to place campaign advertisements in various media outlets. Our goal in all these efforts is to cultivate a boating public nationwide that is better prepared to engage in safer boating behaviors and thereby save more lives on our nation’s waters.

Our primary partner in promoting this campaign is the U.S. Army Corps of Engineers (USACE). They are the largest Federal provider of water-based outdoor recreation managing more than 400 lake and river projects in the U.S. that attract 250 million visits annually. USACE employees involved in making educational contacts continue to provide us with first-hand knowledge that campaign promotional materials have been very influential in changing boater behavior and increasing life jacket wear in our target market of adult males.

The plan for future campaign digital marketing contract work will be to focus only on social media ads, giveaways, blogs, and news blasts that educate and attract attention to “Please Wear It” on Facebook, Twitter, and Instagram and not on managing other social media content. Campaign blogs and news blasts will be developed that promote the importance of life jacket wear, boater education, engine cut-off switch use, cold water awareness, consequences of

irresponsible behavior on the water, the importance of required boating equipment, new life jacket labels, voluntary vessel departure hazards, etc.

Our digital marketing contractor also maintains the Life Jacket Video Contest website. We are requesting grant funds to continue awarding prize money to winners of this contest. This contest has attracted attention from people with filmmaking and boating safety interests. Many of the entrant's videos from three years of promoting this contest have been edited and used to promote the campaign online.

Additional custom-printed products with the campaign slogan or logo on them that adults can use while boating will be the focus of future giveaway products. These campaign promotional products will be distributed through social media giveaways, by USACE employees, and others who support the campaign. USACE employees promote this campaign through "I Got Caught" initiatives. They give the campaign promotional products to adults they catch wearing life jackets, and word spreading about that, helps encourage others to wear life jackets.

We are requesting funds to expand campaign advertisements in areas that have high rates of boating and water-related fatalities. These ads will target first-time boaters, inexperienced operators, and the boat rental market. Ads will be designed to persuade people to adopt safer boating behaviors. Advertisements could be included in state fishing guides, movie theaters, convenience stores, and on outdoor advertising (i.e., billboards, gas pumps, digital media etc.).

According to risk management communication experts, the campaign slogan, especially the "nobody mourns" has proven to create an emotional appeal that helps motivate some boaters to wear life jackets. As promotion of this campaign continues to grow in new directions, the boating public nationwide will be better prepared to engage in safer boating behaviors.

<https://corpsfoundation.org/>