

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: National Safe Boating Council (NSBC)
Grant Number: 70Z02322MO0005086
Grant Title: Safe Boating Campaign
Period of Performance: 3 year grant

Award Amount: \$375,000.00

Summary:

The National Safe Boating Council, Inc. (NSBC) will conduct a three-year grassroots outreach campaign to educate new and returning boaters on the importance of always wearing a life jacket and adopting responsible boating behaviors that create a safe boating culture for everyone. The Safe Boating Campaign will reach users of recreational watercraft 21-feet or less with innovative marketing materials that leverage the recognized brand – Wear It – via a robust resource hub, social media marketing, and paid advertising. Materials will be distributed to a network of boating safety partners who directly reach recreational boaters (e.g., U.S. Coast Guard Auxiliary, state agencies, community organizations, and others). These will include video/radio/print public service announcements, co-branded marketing materials, posters, signage, educational items, and social media materials.

At its heart, the Safe Boating Campaign is a grassroots effort that collaborates with a network of recreational boating safety partners to share safe boating practices in their local communities. The NSBC will create innovative marketing resources based on survey feedback from recreational boaters and campaign partners and distribute these materials via a centralized resource hub. Through annual events, such as Wear Your Life Jacket at Work Day, National Safe Boating Week, NMMA boat shows, and other local efforts, the partner network will reach boaters around the nation. The NSBC will lead a social media marketing and advertising campaign to reach boaters with responsible boating safety messaging throughout the year.

In 2021, the U.S. Coast Guard counted 4,439 accidents involving 658 deaths, 2,641 injuries, and approximately \$67.5 million dollars of damage to property as a result of recreational boating

accidents. This shows the critical need for the Safe Boating Campaign and its focus of reaching recreational boaters of all skill levels with the important message to always wear a life jacket and boat responsibly while on the water. Drowning was the reported cause of death in four out of every five recreational boating fatalities in 2020, and 86 percent of those who drowned were not wearing life jackets. The Safe Boating Campaign will educate millions of boaters and challenge them to choose to wear a life jacket and boat responsibly.

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