

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-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 3321FAN201114
Grant Title: Get Connected
Period of Performance: 1 year grant

Award Amount: \$100,000.00

Summary:

The Get Connected campaign – is a concentrated effort to educate boaters on the use of an engine cut-off switch (ECOS) through an integrated digital and social marketing campaign. Get Connected encourages boaters to use an engine cut-off switch, explains the different types of ECOS, and how this technology can proactively make a day on the water safer. The U.S. Coast Guard Authorization Act of 2019 (H.R.3409) mandated the use of an engine cut-off switch when powerboats operate on plane or above displacement mode. As a continuation to the NSBC's Get Connected outreach campaign, new and existing social media images, infographics, and more will be delivered to boaters in an integrated digital and social marketing campaign. Using an engine cut-off switch is an action every responsible powerboater should take to eliminate propeller and vessel strike risks.

Activities and deliverables will focus on getting information about the mandatory use of an engine cut-off device to boaters through social media marketing and limited fulfillment. The NSBC will review and update existing Get Connected materials and create a library of new complimenting content (e.g., public service announcements, social media images, flyer, signage). These materials will be the foundation for a social media marketing campaign to reach boaters online and through environmental advertising in select markets.

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