

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-2020-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Unites States Powers Squadrons
Grant Number: 3320FAN112022
Grant Title: Boat Live 365 Pt. 4
Period of Performance: 1 year grant

Award Amount: \$50,000.00

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, a year-round safe boating initiative. This program makes timely, vetted and relevant boating safety resources, such as educational content, videos, presentations, event planning and promotion playbook, available nationally to traditional and nontraditional boating safety advocates so that they can consistently and effectively deliver education to their local community.

What the Project Will Accomplish: This grant will focus on developing resources for a new safe boating topic to be added to the Boat Live 365 program, updating current program resources to reflect the addition of this new topic as well as the promotion of these vetted resources to recreational boating advocates through social and event channels of communication.

Summary of Activities and Deliverables: Boat Live 365 will create graphics, content and tools specific to the dangers of carbon monoxide poisoning, thus expanding on eight existing critical safety topics. Current content, tools and promotional communications will be updated to reflect the addition of this ninth area of interest. All resources will continue to be made accessible through the Boat Live 365 website. Resources such as event planning and promotion playbook, tools for download and printing, videos, and presentations will continue to be promoted through social posts and event attendance.



United States Power Squadrons®

Agreement No. 1120.22

Department of Homeland Security | United States Coast Guard
National Non-Profit Organization Grant Program
09/30/21



USPS Year-Round Safe Boating Campaign Part 4

Abstract

Under the *United States Power Squadrons Boat Live 365 Campaign Part 4* grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard, the United States Power Squadrons created content to give volunteers the tools to warn the public of the dangers of carbon monoxide poisoning and improve outreach by enhancing the website and social media posts.

USPS Year-Round Safe Boating Campaign Parts 1, 2, and 3 created and tested content, created a web-based distribution system, publicized the project to assist boating safety advocates to conduct successful boating safety events and drive boaters to those events, and empowered volunteers to maintain the system. Boat Live 365 Part 4 added content about carbon monoxide poisoning including web content, a brochure, and social media posts. Further enhancements were made to the website and social media events were held to drive interest.

Since public outreach was the primary goal of the campaign, USPS used volunteer member content providers and engaged the same marketing firm to develop website content, brochures, and sample social media posts. The website allows free downloads of all the program materials and links to content and videos from other sources that inform on the areas of interest.

Description of Broader Impact upon Successful Completion: Boat Live 365 will bring together United States Power Squadrons' knowledge, experience, and nationwide network of volunteers to make it easier for local advocates throughout the U.S. to reach the evolving needs of recreational boaters across the country. Propagating these safe boating resources will encourage a recreational boating culture that helps reduce and prevent thousands of recreational boating accidents, injuries, fatalities, and property damage each year.

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