

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: 3320FAN112024
Grant Title: Engaging Hispanics Phase III
Period of Performance: 1 year grant

Award Amount: \$125,000.00

Summary:

With the translation of our boating safety courses into Spanish, United States Power Squadrons has made these educational materials available online and through our local squadrons while helping generate awareness of the need for boating safety education among the Spanish-speaking population, a historically underserved demographic in the boating community. However, much remains to be done to bring these boaters into the classroom. To this end, USPS proposes a robust digital marketing campaign to target this community.

What this project will accomplish: This project will employ business-level direct marketing and advertising to reach these Spanish-speaking boaters, thus promoting awareness of boating safety issues and encouraging boating education and safe boating skills among the Hispanic population.

Summary of Activities and Deliverables: To disseminate our translated course materials to our target audience, USPS will create a large marketing and social media plan, which will encompass four creative campaigns and refined SEO efforts. The outreach efforts will also result in an updated Spanish website, and quarterly press releases to be released to industry and end-user media outlets. Additionally, the project will include the development of boating safety webinars and in-person classroom instruction, presented in Spanish to the targeted Hispanic boaters.

Description of Broader Impact upon Successful Completion: The immediate impacts will include an awareness of the need for a greater knowledge of boating safety and skills among Spanish-speaking boaters. Greater participation in boating education will help lead to increased federal,

state, and local regulatory and rules compliance. Ultimately, increased familiarity with safe boating practices and improved boating skills among the Hispanic population will help cultivate a larger boating public that's better prepared to engage in safer boating behaviors while reducing the number of accidents, injuries, and deaths on America's waterways.

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