

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-2023-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: Water Sports Foundation
Grant Number: 70Z02323MO0001528
Grant Title: New Media Outreach for Boating Safety
Period of Performance: 1 year grant

Award Amount: \$120,000.00

Summary:

The *New Media Outreach for Boating Safety* project combines social media, true stories and targeted outreach in an integrated recreational boating and paddling safety campaign.

Media today is constantly shifting and remaking itself. To succeed in this new arena of short attention spans and immediate feedback, boating safety advocates must combine innovative marketing tactics with authentic and engaging content. The project combines the broad reach and credibility of America's leading boating and paddling media brands with the unique ability of social media to engage target audiences, foster conversations and influence group culture.

The project uses proven and cost-effective methods to deliver cohesive safe-boating messages across a variety of venues and formats with each element driving part of a virtuous circle: True stories create a sense of immediacy and emotional connection. Influencers exert positive peer pressure. Banner ads, e-newsletters and video pre-rolls provide presence – the sense that everyone is talking about boating safety – while social media hosts the conversation. The project's influence is thus greater than the sum of its individual parts.

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