



TAKEMEFISHING™.org

GET ON  
BOARD



A PUBLIC SERVICE CAMPAIGN FROM THE



RECREATIONAL  
BOATING & FISHING  
FOUNDATION



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# ABOUT

The Recreational Boating & Fishing Foundation (RBFF) is a national, non-profit organization that has been leading the drive for over 20 years – in partnership with industry and government, and through its brands Take Me Fishing™ and Vamos A Pescar™ – to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources.



## Learn more about the Recreational Boating & Fishing Foundation

[NEWSROOM](#)

[RBFF CORPORATE PAGE](#)

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[INFOGRAPHIC](#)

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Dear Public Service Director,

The past few years have taken a toll, leaving many of us with stress and anxiety. Mental health has never been more important. That's why the Recreational Boating & Fishing Foundation (RBFF) Take Me Fishing™ campaign is encouraging Americans to leave stress in their wake and experience the restorative power of boating and fishing.

A national non-profit organization, the RBFF has been leading the drive for over 20 years to increase participation in recreational boating and fishing. By simply participating in the sport, boaters and anglers help support and protect aquatic habitats and the wildlife that live there. That's because every dollar from a license purchase goes directly toward local conservation, helping to maintain our country's aquatic natural resources.

We hope that you will help inform your audience about the benefits of boating and fishing by airing our newest PSA "**Get on Board**" (:30). This PSA highlights the varied and fun activities that can be enjoyed out on the water and shows that the water is open to everyone. The PSA, which has no end date for use, also encourage listeners to visit [TakeMeFishing.org](http://TakeMeFishing.org) for more information.

We hope your station will air the "**Get on Board**" PSA as soon and as often as possible. In doing so, your audience will see the power of boating and fishing and how this activity can bring families together while helping them escape everyday stressors.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: [stthomas@c360m.com](mailto:stthomas@c360m.com); ph: 212-624-9187).

Thank you in advance for your support and consideration.

Sincerely,



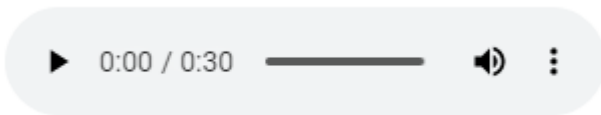
Rachel Piacenza  
Director of Marketing  
Recreational Boating & Fishing Foundation

## Get On Board

The water is open and it's time to leave stress in our wake. The Take Me Fishing™ campaign strives to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources.

To learn more, please watch our :30 PSA titled "**Get On Board.**" We ask that you please air our PSA as soon and as often as possible. **The PSA has no end date for use.**

Thank you for your consideration.



## RADIO PSA SCRIPT

[Download PSA Script](#)

### "Get On Board" (:30)

**NARRATOR 1 V/O (singing):** Get on board.

**NARRATOR 2 V/O:** The water is open. It's time to go boating and fishing and leave stress in our wake. Feel the wind as we ride and a fish on the line. Reel in our first catch and feel the sun at our backs. It's get out on the water season. It's time to get on board. Find out where to get on board near you. Visit Take Me Fishing and discover boating to learn more. And please recreate responsibly.

**NARRATOR 1 V/O (singing):** Get on board, get on board.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/rbff/>

### **No End Date For Use**

"Get On Board" (:30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=M141932>

Please let us know your preferences on receiving PSAs by contacting:

**Shaliza Thomas:** via e-mail at [sthomas@c360m.com](mailto:sthomas@c360m.com)  
or by phone at (212) 624-9187.

# 501 (c)(3) certificate

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
P. O. BOX 2508  
CINCINNATI, OH 45201

Date: JUL 02 1999

RECREATIONAL BOATING AND FISHING  
FOUNDATION  
1033 N FAIRFAX ST STE 200  
ALEXANDRIA, VA 22314

DEPARTMENT OF THE TREASURY

Employer Identification Number:  
54-1915490  
DLN:  
1705308800009  
Contact Person:  
FREDERIC D. BUNBUS ID# 52421  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Foundation Status Classification:  
509(a)(2)  
Advance Ruling Period Begins:  
October 1998  
Advance Ruling Period Ends:  
December 2002  
Addendum Applies:  
No

RECEIVED  
JUL 07 1999  
American Spiritism  
Association

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we



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