

## **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: United States Power Squadrons  
Grant Number: 3321FAN201123  
Grant Title: Boat Live 365 5.0  
Period of Performance: 1 year grant

Award Amount: \$87,145.00

### **Summary:**

This project will focus on developing resources for and recruiting new commercial entities to the Boat Live 365 program, thus expanding the number of partners and safe boating advocates who will help spread this safe-boating initiative across the country and raise awareness of safe boating behaviors. This Boat Live 365 program makes timely, vetted, and relevant boating safety resources, such as educational content, videos, presentations, and an event planning and promotion playbook, available nationwide to traditional and nontraditional boating safety advocates as well as commercial entities so that they can consistently and effectively deliver education to their local community.

This grant will focus on developing resources for and recruiting new commercial entities to the Boat Live 365 program, thus expanding the number of partners and safe boating advocates who will help spread this safe-boating initiative across the country and raise awareness of safe boating behaviors.

Boat Live 365 will create graphics, content, and tools specific to commercial entities and their recruitment, thus expanding outreach to the public. Current content, tools and promotional communications will be updated to reflect the addition of new potential partners. All resources will continue to be made accessible through the Boat Live 365 website.

<https://www.usps.org/>

<https://boatlive365.org/>



## United States Power Squadrons®

Agreement No. 2011.23

Department of Homeland Security | United States Coast Guard  
National Non-Profit Organization Grant Program  
09/30/22



### **Boat Live 365 5.0 (2011.23)**

### **September 30, 2022, Final Report**

The Boat Live 365 Campaign 5.0 goal is to enhance Boat Live 365 by recruiting new commercial entities to the Boat Live 365 program expanding the number of partners and safe boating advocates. Objectives are to create recruiting tools, promote the program to the boating industry, and maintain and enhance the BoatLive365 website. This final report includes a summary of progress for the Boat Live 365 5.0 grant project as of September 30, 2022, produced under a grant from the Sport Fish Restoration and Boating Trust Fund and administered by the U. S. Coast Guard.

#### **July – September 2021**

Boat Live 365 5.0 started in July 2021. In the third quarter, the Boat Live 365 strategy group met to discuss tactics, Boat Live social media began following commercial marine entities, USPS Chief Commander Mary Paige Abbott attended the National Marine Manufacturers Association meeting, and social posts from Boat Live 365 reached 1,826 individuals.

- Website Updates
  - Technical updates to website
- Social Media Feeds
  - Every parent knows life jackets save lives - Life jacket Laws, K9 Grace, repost, 77% of deaths occurred on boats where the operator did not receive boating safety instruction - boating stats.
- Chief Commander attended NMMA meeting

#### **October 2021 – March 2022**

In the fourth and first quarters, the Boat Live 365 strategy group met to discuss tactics and an email campaign targeting the commercial recreational market was created. Further, Boat Live social media posted 14 times reaching 886 people, and updates were made to the website. Finally, Boat Live was promoted during IBWSS 2022.

- Website Updates
  - Safe Boating Council Calendar
  - Content updates and link corrections
- Social Media Feeds
  - January: Cold Water, IBWSS, Dockwa, Proper Lookout
  - February: Valentine's Day with a Safety Twist, Boating Education, America's Boating Course Online
  - March: Online Education, Navigation Safety, Virtual and Interactive Seminars
- Email Campaign Targeting Commercial Recreational Market
- IBWSS

## **April – June 2022**

In the second quarter, the Boat Live 365 website was updated, an email campaign targeting the commercial recreational market was launched. Further, Boat Live social media posted 12 times reaching 1346 viewers. In the first half of the year, Pinterest posts had 40,000 impressions. The Navigation Rules posts reported 33,000 views alone

- Website Updates
  - New Partners added
  - Content updates and link corrections
- Social Media Feeds
  - April: 3 posts: Posted statistics along with 406 day reminder to encourage use of life saving beacon; promoted life jacket fit and styles accompanied with a link to find the proper fit; shared Pinterest board for further reach.
  - May: 5 posts: Shared content to encourage boaters to commit to the WEAR IT pledge; shared content leading up to and during #NationalSafeBoatingWeek; celebrated Memorial Day.
  - June: 4 posts: Catch the big one and stay onboard!! Find safe boating tips at [boatlive365.org](http://boatlive365.org) #NationalFishingandBoatingWeek (June 4-12) June 8 #NationalBestFriendsDay - Teach them some new tricks - push to education
- Pinterest
  - Navigation, Navigation Rules, Carbon Monoxide, and Social Distancing
- Email Campaign Targeting Commercial Recreational Market

## **July – September 2022**

In the third quarter, the United States Power Squadrons/Americas Boating Club completed the requirements of the grant. The Boat Live 365 website was updated and there were eight social media posts with an average of just under 10,000 views per month. USPS/ABC represented Boat Live at the September National Association of Boating Law Administrators (NASBLA) conference.

- Website Updates
  - New Partners Grady White and PropGuard added
  - USCG 2021 statistics added
  - Life jacket content page updated
- Social Media Feeds
  - July: 4 posts: welcome aboard new partners, drowning prevention, boating safety statistics, and July 4th
  - August: 2 posts, both on drowning
  - September: 2 posts: engine cut off and life jackets

Extended public outreach is needed to drive down boating accidents and fatalities. The Year Round Safe Boating Campaign, Boat Live 365, gives boating safety advocates the tools they need to not only put on quality events but to drive the public to their events.

Boat Live 365 provides through its website a playbook, tools for promotion, and tools for execution, as well as volunteer training tips, videos, webinars, and feedback mechanisms. The key to success is planning, tools, and volunteer training.

The need to expand outreach to the commercial sectors of the boating community is clear. Part 5 sought to bring commercial entities into the Boat Live community. The partner section of the website was expanded, new social media content was created, and new partners were added. New web content, including original content and links to other sources were not created. Part 5 social media posts, including those recognizing new partners, reached 6,869 people and Pinterest posts exceeded 40,000 views.