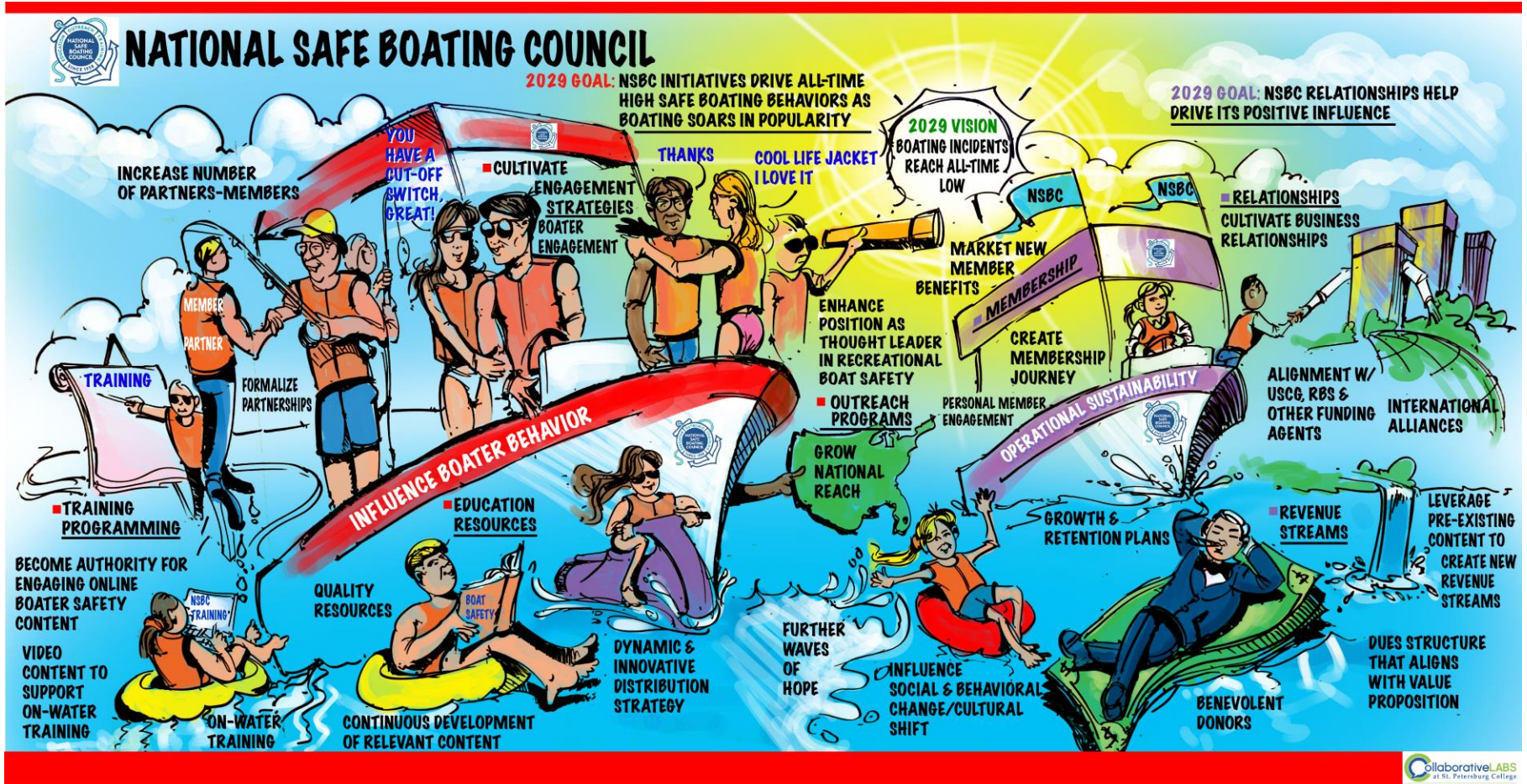




# National Safe Boating Council 2025-2029 Strategic Plan

September 17, 2024

## 2029 Vision: Boating Incidents Reach All-time Low!





## FOREWORD

The National Safe Boating Council (NSBC) exists to make recreational boating safer for all who enjoy the waterways. The community we serve includes organizations, agencies, and companies, as well as volunteers and individuals, who influence and impact recreational boating safety.

The NSBC engages all aspects of the recreational boating community in relevant, compelling, and continuous opportunities which improve safety and reinforce enjoyment of recreational boating. This includes connecting with, listening to and involving everyone who lives, works, or plays within the recreational boating community. The NSBC promotes the advancement of a cultural shift relative to safe boating behaviors and life jacket wear to minimize the loss of life, personal injury, and property damage.

The NSBC builds trust, seeks common ground, and drives productive dialogue within the recreational boating community to understand what matters most to our members, and to raise public awareness about the importance of recreational boating safety. Working in partnership with the recreational boating safety community, we support exploration and implementation of new and innovative ideas and seek continuous improvement in all efforts.

The NSBC fosters a boating safety culture by uniting the boating community, building alliances, providing resources, empowering our partners, influencing and strengthening programming, and messaging to recreational boaters. The Council's actions prove the value of active membership, encourage increased levels of commitment to safe boating practices, and fuel even greater collective success.

The NSBC's 2025-2029 strategic plan supports the U.S. Coast Guard's National Recreational Boating Safety Program in their mission to ensure the public has a safe, secure, and enjoyable recreational boating experience. The strategic plan continues our updated objectives, strategies, and progress measurements that have been proven successful over time, all while closing gaps identified in the most recent review of the strategic plan.

Thank you to the NSBC board, membership, and greater recreational boating safety community for your support in implementing the 2025-2029 strategic plan.

**VISION:** Cultivating a safe boating experience for recreational boaters.

**MISSION:** The NSBC serves as a national catalyst for developing a safe boating culture by providing educational resources, outreach programming, and training opportunities for industry partners and the boating community to influence safe, secure, and responsible boating.



## STRATEGIC OVERVIEW

To advance recreational boating safety, the NSBC’s 2025-2029 strategic plan includes two goals:

**Goal 1. Influence Boater Behavior:** Foster a boating safety culture by connecting people to each other and providing educational resources, outreach initiatives, and training programs.

**Goal 2. Operational Sustainability:** Cultivate relationships to increase engagement, grow membership, and diversify revenue streams to accomplish our mission.

Each goal is followed by objectives, strategies, and progress measurements to support the NSBC in serving as a national catalyst for recreational boating safety. NSBC staff will continuously monitor progress in meeting the goals.

**Influence Boater Behavior**  
**2029 Goal: NSBC initiatives drive all-time high safe boating behaviors as boating soars in popularity.**

<b>1. Cultivate Engagement</b>			
<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<b>A. Increase the number of partners and members that amplify our content.</b>	Establishing three new strategic partnerships annually. Measuring Analytics/Metrics reporting process with members. Crosswalk analysis with Partnership Metrics in Operational Sustainability.	Refer to Partner Accountability....Introduce to potential partners.	Networking, engaging, and creating three new partnerships. Report progress to the board monthly/annually. Develop a reporting process and procedure for members.





**Influence Boater Behavior – Continued**

**2029 Goal: NSBC initiatives drive all-time high safe boating behaviors as boating soars in popularity.**

**1. Cultivate Engagement**

<p><b>B. Boater engagement - influencers, campaigns, Waves of Hope.</b></p>	<p>Resources shipped, social media engagement, website unique visitors, PR/Ad Impressions, WOH Status Reports, annual Safe Boating Campaign survey, IBWSS Attendance. Specific to influencers: measure engagement and collaboration impact.</p>	<p>Using resources to amplify the message.</p>	<p>Campaign creation. Grant writing. Program coordination and support. Program management. Recruiting partners and influencers. Branding. Developing personal relationships. Amplify issues/regulations on a national level.</p>
<p><b>C. Enhance position as thought leader in recreational boating safety.</b></p>	<p>Unique website visits. Recognition and awards. Media placement during National Safe Boating Week and other holiday media opportunities. Invitations to speak at conferences/training events. Feedback from BSX, the States, and Partners.</p>	<p>Monitor trends and opportunities for NSBC initiatives.</p>	<p>Tracking website visits. Applying for awards. Pursuing media opportunities. Tracking speaking opportunities and reach of each event. Be the SME on emerging issues for BSX. Interaction with NBSAC. Apply for USCG grants.</p>

**2. Educational Resources**

<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<p><b>A. Continuous development of relevant content.</b></p>	<p>Developing and updating content based on current trends; measuring engagement; leveraging to write and receive grant funding.</p>	<p>SME and Resource for Staff - content/grant ideas.</p>	<p>Continue to be the subject-matter expert on the current trends.</p>



### Influence Boater Behavior – Continued

**2029 Goal: NSBC initiatives drive all-time high safe boating behaviors as boating soars in popularity.**

#### 2. Educational Resources

<b>B. Dynamic and innovative distribution strategy.</b>	Number of members and partners who are sharing our content. YOY increase could be a staff goal.	Pipeline for Staff...sharing resources as available.	Developing and measuring the success of the pipelines.
---	---	--	--

#### 3. Outreach Programs

2029 Strategies:	Metrics	Board Accountabilities	Staff Accountabilities
<b>A. Influence social and behavioral change/cultural shift.</b>	Less boating incidents. Boating safety behaviors becoming the norm. More gear sold through the NSBC store.	Be an influencer by promoting the NSBC outreach content. Setting the example of boating safety behavior.	Create and implement outreach campaigns! Setting the example of boating safety behavior.
<b>B. Grow national reach.</b>	Measuring membership and partner growth. Measuring the dynamic distribution strategy.	Amplify our message and open pipelines. Be an influencer by promoting the NSBC outreach content.	Recruit members and partners. Including underserved communities.
<b>C. Further Waves of Hope.</b>	Reach of grassroots campaigns. Increase the number of resources available to the WOH members. Number of WOH members.	Promote when presented with an opportunity. Attend events in your area.	Continue outreach to potential WOH members. Develop resources. Apply for USCG grants. Create new story videos. Personal outreach to potential members. Track metrics for Waves of Hope events.



**Influence Boater Behavior – Continued**

**2029 Goal: NSBC initiatives drive all-time high safe boating behaviors as boating soars in popularity.**

**4. Training**

<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<p><b>A. On-water training</b> - maintain/expand NSBC's verified curriculum(s); expand reach of (and participation in) Find an Instructor; expand Skipper Club events; provide instructor resources; regional IT network.</p>	<p>Number of courses. Number of instructors. Number of resources shipped. Number of new instructor members.</p>	<p>Some Board Members can partner promoting the training programs.</p>	<p>Update and maintain verified curriculum and resources. Market on-water training program. Maintain member outreach.</p>
<p><b>B. Become authority for ENGAGING online boater safety content</b> including: Boat On course and creation of Know Before You Go video content.</p>	<p>Number of views, engagements, social/digital/website clicks.</p>	<p>Sharing website - Boat on course opportunities.</p>	<p>Measure analytics. Continue to create more content including paddling content. Engage partners: BoatU.S., BassMaster, Kalkomey, and other providers.</p>



**Operational Sustainability**  
**2029 Goal: NSBC relationships help drive its positive influence.**

**1. Relationships**

<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<b>A. Cultivate business relationships that establish new partners to achieve strategic goals.</b>	Number of partners and efficacy.	Networking and facilitating introductions with potential industry partners.	Annual report and historical tracking on number and efficacy of strategic partnerships.
<b>B. Alignment w/ USCG, RBS, and other funding agents' notice of funding opportunities.</b>	Successfully qualifying and receiving grant funding.	Understand the National RBS plan and ensure alignment with NSBC strategic plan.	Write and submit grants.
<b>C. International alliances - learn from others and share stories of their experiences.</b>	Number of partners and efficacy.	Facilitate introductions and act in an ambassador role at IBWSS.	Develop and maintain relationships with international partners.

**2. Membership**

<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<b>A. Develop and market new member benefits.</b> Evaluate membership categories.	Increase membership and related operations income.	Leverage industry connections to support staff through introductions. Board members affiliated with member-based organizations, may share membership structures and successes.	Evaluate membership categories for opportunities to improve value to member. Present plan to board. Develop and market new member benefits where appropriate.
<b>B. Growth and retention plans:</b> Create Membership Journey: Incentivize increased engagement and organizational loyalty; Personal member engagement.	Measure engagement and retention.	Utilize board member experience with similar programs.	Create and implement the membership journey. Personal engagement with members.



**Operational Sustainability – Continued**  
**2029 Goal: NSBC relationships help drive its positive influence.**

**3. Revenue Streams**

<b>2029 Strategies:</b>	<b>Metrics</b>	<b>Board Accountabilities</b>	<b>Staff Accountabilities</b>
<b>A. Benevolent donors</b>	Increase donations. Increase benevolent engagements.	Facilitate engagements where appropriate.	Outreach and engagement with potential donors.
<b>B. Leverage preexisting content/assets to create new revenue streams:</b> Sell stock photos and videos; Licensed curriculum; Ads on YouTube, Netflix/Hulu.	Increase revenue.	Hold staff accountable. Facilitate engagements where appropriate.	Research, strategic placement, sell ads, organizing the library. Create a multi-year business plan that could bring in revenue - ensure ROI.
<b>C. Dues structure that aligns with value proposition.</b>	Increasing income from dues with no impact to retention or member satisfaction.	Support as necessary.	Reviewing current member benefits and establishing a proposal that can be presented to the board.