

# Boating United Promotional Toolkit Materials

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### I. [Talking Points](#)

- **How to use:** Use these talking points to guide your conversation with employees, members, customers or other industry partners about advocacy work and becoming involved through Boating United.

### **What is advocacy?**

Advocacy is anything you do to support or recommend a particular cause—in NMMA’s case this is boating. NMMA advocates for boating in all we do from boat shows to market statistics to marketing and government relations. As it relates to government relations, our advocacy includes influencing and guiding policy decisions within political, economic, and social systems to ensure our voice is heard before political decisions are made that impact boating.

### **Why is government advocacy important?**

Government decisions play a large role in the recreational boating community. Legislative and regulatory work in Washington and around the country can directly affect your business, your product and your family. To make sure that the decisions made by government officials are working for us, and not against us, it is important to advocate, or speak up, on behalf of boating.

For instance, Boating United supporters have already generated nearly 2,000 letters asking Congress to end the ethanol mandate and submitted 1,600 comments asking the EPA to lower the ethanol volume requirements. These are just two examples of real, substantive action that you can take to make changes in Washington on behalf of boating.

### **How can I speak up on behalf of boating?**

NMMA has developed a new, web-based tool, to help you easily and effectively communicate with government decision makers 365 days a year. [BoatingUnited.com](http://BoatingUnited.com) lets you engage with Members of Congress, state and local representatives and other government officials about the recreational boating industry and why we matter.

### **How does Boating United work?**

Log on to <http://www.boatingunited.com> and register to receive alerts when important issues affecting the industry arise. After you receive an alert, the rest is simple. Use the content provided for each issue or create your own, letting lawmakers know what the recreational boating industry has to say. Boating United will keep you informed and at the same time provide an opportunity to make your voice heard.

## How often will I receive email from Boating United?

You won't be bombarded with emails or spam from Boating United. You will only be alerted when a major issue in your area is facing the boating and fishing community.

## Who can I talk to about learning more?

Michael Lewan is NMMA's grassroots and government relations manager. He is here to help you become a boating advocate! Contact him at [mlewan@nmma.org](mailto:mlewan@nmma.org).

### II. Boating United Introduction

- **How to use:** Use this copy in your organization's newsletters, company magazines or brochures, website, LinkedIn or Facebook as a simple introduction to Boating United, encouraging readers to see for themselves why boating advocacy is important by signing up.

Boating United is a new, simple web-based tool to help you engage in a direct dialogue with your Member of Congress about policy matters affecting recreational boating. By registering your email address at [www.boatingunited.com](http://www.boatingunited.com) you will receive timely alerts when a major issue in your area is facing the boating and fishing community. Then, use the content provided, or customize your own, to shape policy impacting the recreational boating industry. It's simple and effective! [Sign up today.](#)

### III. Sample Email Copy

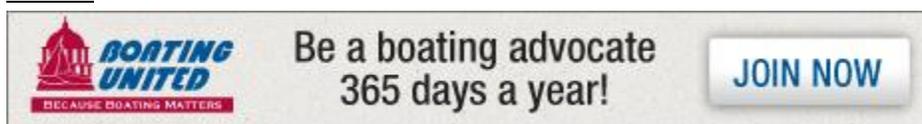
- **How to use:** Use this email to directly communicate with your organization's employees, members and/or customer base to let them know that you support Boating United and how to get involved.

Dear <INSERT CONTACT>,

Do you regularly communicate with your Congressman? Does your representation on Capitol Hill know what is important to you and your business? They should! There is a new, easy way to engage Members of Congress in a dialogue about the recreational boating industry and why we matter. Log on to [www.boatingunited.com](http://www.boatingunited.com) and register to receive alerts when important bills are coming up for vote. You won't be bombarded with emails or spam from Boating United. You will only be alerted when a major issue in your area is facing the boating and fishing community. After you receive an alert, the rest is simple. Use the content provided for each issue or customize your own, letting policymakers know what the recreational boating industry has to say. Boating United will keep you informed and at the same time provide an opportunity to make your voice heard. [Sign up today!](#) Questions? Contact Michael Lewan at [mlewan@nmma.org](mailto:mlewan@nmma.org).

### IV. Web Banner Ads

**468x60**



[Download this file, here.](#)

Proud Supporter of  Be a boating advocate  
365 days a year! [JOIN NOW](#)

[Download this file, here.](#)

**300x250**



  
Be a boating advocate  
365 days a year!  
[JOIN NOW](#)

[Download this file, here.](#)



Proud Supporter of   
Be a boating advocate  
365 days a year!  
[JOIN NOW](#)

[Download this file, here.](#)

- **How to use:** Place these web ads on your organization's home page or within any emails you send to your employees, membership and/or customer base. The ads link directly to BoatingUnited.com to promote registration. Send the download links, above, to your webmaster so that he or she may place them.

V. [Email Signature Button](#)



- **How to use:** Add this button to your email signature so that anyone who receives an email from you will see that you support Boating United. The button links directly to BoatingUnited.com to promote registration. If you're using Microsoft Outlook, follow the steps below:
  - **Step 1:** Click the "File" tab at the top left of the Outlook window.
  - **Step 2:** Click "options," near the bottom left of the pane, then click "Mail" at the top left of the pop up window.
  - **Step 3:** Click "Signatures" on the left of the pop up window.
  - **Step 4:** Copy and paste the image above into the text box that contains your email signature.
  - **Step 5:** Once the image has been pasted, click it to highlight the image.
  - **Step 6:** On the far right side of the toolbar, click this image  to insert a link
  - **Step 7:** In the "address" bar, type [www.boatingunited.com](http://www.boatingunited.com) and click "ok."