

Marketing Efforts

The remaining documents are designed to assist license retailers in communicating the benefits and availability of the *Indiana Outdoor* licensing system to their customers.

Document 1: Talking Points

Very similar to the “Quick Facts” section of this Help document, the Talking Points are designed to be a quick fact sheet that can be shown to anyone interested in the system. It is a simple, one-page document that can be printed and distributed to any customers, friends, or neighbors who may be curious about the new licensing system.

Document 2: Boilerplate Press Release

This document is very specific to retailers who wish to submit something to their local newspaper about the availability of the *Indiana Outdoor* licensing system in their community. Simply insert the name of the retailer as well as the name of a representative of the retailer, and the text can be used in local publications to help spread the word about the system and your retail location. The text can be modified to incorporate additional quotes or other information that may be specific or pertinent to marketing your retail location.

Document 3: Logo sheet

This “ad slick” is designed to allow you to incorporate the *Indiana Outdoor* logo in any advertising efforts that you may wish to do. This can include flyers in your store to small ads in local newspapers. There are varying sizes and layouts to the logo to allow for the flexibility needed in incorporating it into any advertising efforts.

Indiana Outdoor Licensing System

Key Features and Benefits

General System Information

- The *Indiana Outdoor* licensing system allows license retailers to sell an unlimited quantity of *all license types* via the Internet.
- The new system eliminates the need for bonds and pre-payment for licenses.
- Retailers receive a fee of \$.75 per license sold.
- DNR will provide license retailers with equipment, including a Wyse thin client terminal, a 15" flat panel monitor, a HP Laserjet 1012 printer, as well as dial-up Internet connectivity for accessing the system.
- Traditional paper license books and lick-and-stick stamps are no longer available.
- 2005 hunting and fishing licenses are currently being sold through almost 600 authorized *Indiana Outdoor* retailers and DNR properties throughout Indiana.
- Indiana is the first state to use a complete computer-based system for selling licenses. Other states employ credit card-based systems, a hybrid of credit card and computer-based systems, or traditional paper-based systems.
- The Indiana Legislature approved the use of monies from the lifetime license funds to build the new system.

Benefits to License Holders

- Outdoor enthusiasts can obtain all licenses, except lifetime, at any authorized retailer 24x7x365.
- Licenses may be obtained quickly since it takes less than two minutes for a retailer to produce a license.
- Multiple licenses can be purchased at one time.
- Social Security Numbers are no longer printed on the licenses.

Benefits to Retailers

- License retailers will have increased sales opportunities since all licenses are available to all vendors at all times.
- The costs associated with bonds, pre-payments, and physical inventory of licenses have been eliminated.
- The system is capable of producing a license in less than two minutes, which is important for quickly serving customers during peak times and seasons.
- Payments to DNR for licenses sold are automated and tracked within the system.
- The system contains robust features for reporting sales, voided licenses, and license types sold, as well as access to invoices and payment records to DNR.
- Reduced administrative overhead is achieved by eliminating paper sales reports.
- By tracking licenses electronically, there is a decreased chance for accounting and human errors.

For more information about the system or to sign up to become an authorized *Indiana Outdoor* retailer, please visit **www.IndianaOutdoor.IN.gov**, or call DNR at 1.866.859.0028.



FOR IMMEDIATE RELEASE

Date: March [XX], 2005

Media Contact: [LOCAL RETAIL MANAGER, XXX-XXX-XXXX]

[Insert Retailer Name] to offer new DNR sport license system

[CITY, TOWN] - The days of carbon copy license books and lick-and-stick wildlife stamps are gone. Now there's a better way to buy an Indiana fishing, hunting or trapping license.

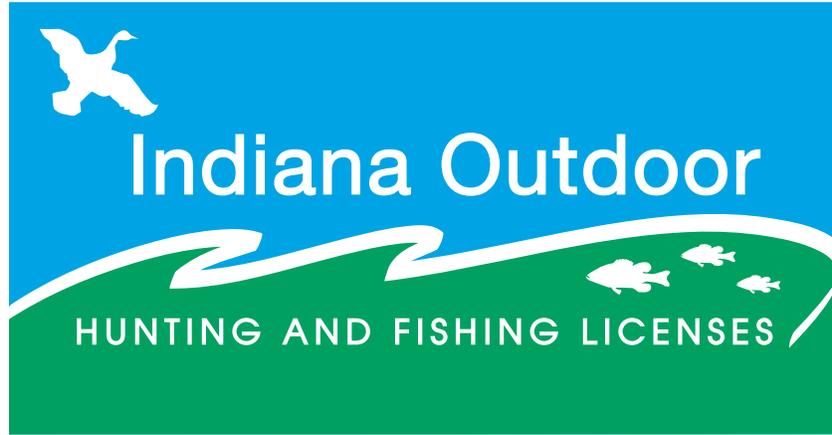
[Insert Retailer Name] announced today that it is now a full-service license retailer by using the Indiana Department of Natural Resources new electronic licensing system. Known as *Indiana Outdoor*, all annual Indiana sport licenses will be available from store(s). Most Indiana residents need only a valid driver's license to take advantage of the *Indiana Outdoor* system. Residents without a driver's license will need current address information and a Social Security number.

"We are very excited to bring Hoosiers this quicker, easier licensing system through Indiana Outdoor," said Glen Salmon, director of fish and wildlife. "Gone are the days of searching for a license because retailers have a "no more deer licenses" sign on their door. Folks can get the license they need in less than two minutes so they can get out into the woods or onto the lake."

"This system will allow us to serve our customers faster by offering Indiana resident and non-resident hunting, fishing, and trapping licenses as well as sport stamp privileges," said [Insert Spokesperson Name] from [Insert Retailer Name].

The new system will allow sporting enthusiasts to purchase licenses more quickly, as information for multiple license types can be entered electronically and printed on one easy-to-carry sheet of paper. Also, when a customer returns next year, the new system saves information from previous purchases, allowing a customer to get licenses quicker. Lifetime hunting, fishing and trapping licenses are not available through Indiana Outdoor.

For more information regarding Hunting, Trapping, or Fishing licenses, visit the DNR Web site at <http://www.wildlife.IN.gov>.



DNR Indiana Outdoor logo with bleed



DNR Indiana Outdoor logo 1 color BLACK



DNR Indiana Outdoor logo BLACK Reversed



DNR Indiana Outdoor logo 1 color PMS 2995



DNR Indiana Outdoor logo 1 color PMS 347

