

# Trout Unlimited Costa 5 Rivers



## Club Set-Up Guide

A comprehensive look at  
creating and organizing a TU-affiliated  
college fishing club

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## I. OPENING UP SHOP



Thank you for your interest in starting a rad 5 Rivers fly fishing club at your university! The TU Costa 5 Rivers program is a network of over 100 TU–affiliated college fishing clubs around the nation! Enclosed in this guide, you will find our recommendations on how to run your club based on our most successful practices in our network. Unlike most initiatives of its kind, this program is built by the students who participate in it. So as you read this guide, and come up with great idea/question, please do not hesitate to shoot me an email ([Andrew.loffredo@tu.org](mailto:Andrew.loffredo@tu.org))! Your input is extremely valuable to the success of this program and to the future of coldwater fisheries conservation!

We recognize that every university is unique, and we encourage you to use your own creativity and initiative while developing your 5 Rivers club. We believe that your organization should be first and foremost FUN! By fostering an enjoyable and non-intimidating environment, students will naturally become interested in fly fishing, outdoor adventures, and conserving these natural resources for the enjoyment of future generations.

As you read through this guide, keep in mind that you have the backing of not just your campus community, but over 150,000 TU grassroots members! Your local TU chapter can be a great resource for getting your club off the ground, fundraising, guest speakers, and executing large events.

I look forward to working with you this school year!

Cheers,

Andrew Loffredo, TU Costa 5 Rivers Coordinator  
President ('14-'15) , Virginia Tech Fly Fishing Club



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## II. Why Join the 5 Rivers Network?



### **Support:**

As a 5 Rivers Club, you club will receive a variety of support from both national and your local chapter of Trout Unlimited. Your local TU chapter can be a great resource for fly fishing knowledge, fundraising, and for planning/ executing events. While the 5 Rivers Coordinator can help with getting your club off the ground, publicity, club orders, and event logistics.

### **Network**

As a member of the 5 Rivers, you join a network of over 100 TU-affiliated college fly fishing clubs, who are share similar interests and encounter similar challenges on their campus with their respective fly fishing club. They too can be a great resource for the success of your club.

### **Creditable**

As a member of 5 Rivers, you club will be recognized as more creditable organization being affiliated with TU. Which is a great résumé booster if you seek to get a job in the industry.

### **Pro Deals**

As a member of the 5 Rivers Network, you will enjoy access to the 5 Rivers Pro Program, where your club member can enjoy discounts on anything from fly rods, to waders, to fly tying materials from our sponsors.

### **The Costa TU 5 Rivers Rally/ Rendezvous**

FREE gatherings of college fly fishing clubs nationwide held during the fall (east coast), and Spring (west, and Mid-west events) every year for a weekend of workshops, fun, and fishing! Every club is encouraged to attend! Information about dates and locations will be announced by the 5 Rivers Coordinator!





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## Starting a Club



Photo: Oliver Rogers



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### III. Starting a Club

These step-by-step instructions are meant to assist a student who wishes to start a university fly fishing club as part of TU's 5 Rivers program. Each one of these steps is important, but they can be customized for each individual campus.

#### Start-Up

1. Find five to ten friends who would like to help you start a fly fishing club.
2. If you are not familiar with TU already, read up about Trout Unlimited's mission, goals, structure, and history in *Trout* magazine and TU's website ([www.tu.org](http://www.tu.org))
3. Contact Andrew Loffredo ([Andrew.loffredo@tu.org](mailto:Andrew.loffredo@tu.org)) to find out more about the resources available for starting a new club. You may also contact your local TU chapter directly and let them know of your interest to get involved with TU Costa 5 Rivers.
4. Each club must become a recognized official student organization by their college or university. This includes following all of the rules and regulations required by your college or university to become a recognized student organization. Exceptions can be made if your particular college or university does not have a formal club system.

#### Obtaining Permission from Your University

1. Contact your university's student organizations office and explain your intention to start a TU-affiliated fly fishing club.
2. They will have certain requirements that must be met to become recognized as an official student organization. Familiarize yourself with the process and fulfill all of the requirements.
3. Most universities will require you to have a club constitution. An example is provided at the end of this manual in Appendix 3.
4. You will also be required to have a university advisor who is a member of the faculty or staff at your university. Ask the main office for names of professors who may be interested (biology and environmental science professors are especially good prospects). Sometimes the student grapevine is the best source of information for potential advisors.
5. Your university may also require you to attend workshops discussing issues such as financial responsibilities, recruitment, anti-hazing rules, and risk management.



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## Starting a Club (cont)

### Creating Your Club

The next step is to determine how you should manage your club. You and your fellow students must decide what the club is going to do, who is going to do it, and how it is going to be done.

1. Form a club leadership structure based on the chart shown in Appendix 1. At the beginning, either appoint or elect students to hold each position in the leadership structure. Once you have selected your leaders, call a meeting and discuss the details of each position's responsibilities.

Each person has his/her own job and should focus primarily on getting that job done. If each person does his/her part, the club will be successful.

2. Sit down with your club leaders and members to plan and schedule chapter activities and goals for the entire semester. You will want to involve your TU Communications Chair. Activities on campus, such as a tailgates prior to a sporting event, must comply with university directives. Knowledge of university policies is paramount to a student club's enduring success.
3. Make a club Facebook page that at a minimum includes contact information, a schedule of activities, pictures, your purpose/mission, and information about your upcoming events. Instagram is another great way to update people in your campus community about club activities and how to get involved. Use your club logo as much as possible.
4. When selecting students for your club, it's important to pick students from all walks of life. Recruit freshmen, seniors, men, women, fraternity members, serious anglers, guides, campus leaders, and student athletes. The more diversity the better!
5. Develop your club into a recognized, thriving student organization with maximum participation at all of your events.





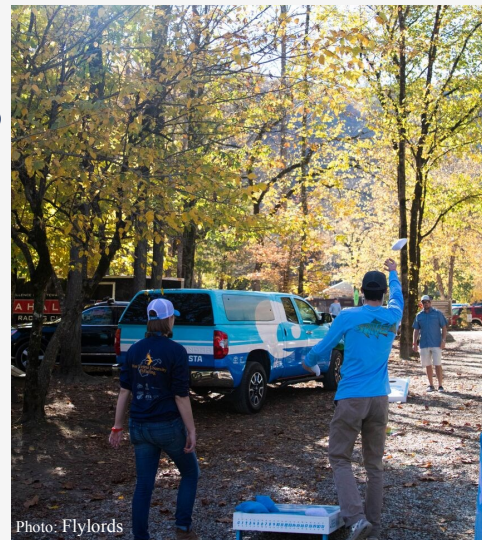
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## Starting a Club (cont)

### Creating Your Club

6. Student clubs are encouraged to request dues from their members each semester to help support the club as a student organization. Most current university clubs charge around \$10 per semester; however, this is best determined by the club leadership. Consideration should be given to future costs of caps, t-shirts, etc. Your university advisor and the TU Costa 5 Rivers Coordinator can help advise on this.
7. High membership numbers are the key to a successful club. At the beginning of each semester, you should have a large recruitment event to sign up new members. Making hats, t-shirts, and stickers will help your membership recruitment efforts. Setting up a table at your university's student activities fair or posting signs throughout the campus can increase visibility.
8. Financial record keeping is critical. Bank accounts are mandatory. Your club should find a local bank or credit union and open a checking account (ask your school's student organization office for advice). Both the club treasurer and president should have access to the account with a double signature requirement. Money will start coming in once you start collecting dues and executing fundraisers.
9. Fun activities are key to your club's success. If your club isn't fun, it will be hard for the organization to thrive.







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## **IV. Keys to Success**

### **1. Become a recognized student organization**

- Most colleges and universities will provide student organizations with many benefits including web page hosting, funding, access to rooms and facilities, advertising, and other benefits.

### **2. Develop electronic communication methods**

- Use mobile communication apps, such as GroupMe, which eliminates the hassle of missed messages.
- Create an Instagram, public and a closed group Facebook pages to promote your events and organize your club effectively

### **3. Make stickers/decals/T-shirts/branded items**

- Create a design for stickers and decals that will have strong appeal to students and identify the club as part of the university. Shop around to find the best deal.

### **4. Have many social events for your club**

- Host tailgates, cookouts, fishing trips, volunteer projects, BBQs, meetings with local TU chapter, etc.
- A good mix of social & fishing related events is key for your club's success
- Everyone loves to attend tailgates, picnics and pig roasts, for these events, obtain raffle items. Try to build excitement with gear giveaways, and other appealing prizes. The 5 River coordinator can help you acquire these items!
- 6. All club events must be operated according to school policy and the letter of the law; there is no faster way to lose your club's charter than to let stupidity mix with alcohol on campus. Be sure to consult your faculty advisor when questions arise.

### **5. Develop a strong leadership system**

- Try to recruit first year students and university faculty who appreciate TU and the sport of angling, are concerned about conserving the environment, and want to make a difference.
- Have freshman/sophomores run lower responsibility positions as a way to mentor them into higher responsibility positions in the future
- Elections/appointments for new officers should be conducted during later part of the spring semester. This allows for current officers to mentor new ones, transfer club bank account, etc.



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## IV. Key to Success

### 7. Leverage members' social networks

- Often the source for your new members is “word of mouth” referrals
- Try to engage your college or university’s Greek community. Fraternities and sororities obviously have large social networks and can be a valuable resource, not only in terms of fundraisers but also for recruiting potential members.
- Fishing Clubs, Bass fishing teams, Ducks Unlimited, and other outdoor clubs can be another great place to source members

### 8. Develop a strong alumni relationship

- Alumni from your university will want to support their school, and many alums are dedicated to outdoor pursuits like fly fishing.
- Alumni can be a huge help, providing coaching, helping identify or provide resources, and assisting when you host your 5 Rivers events.

### 9. Have fun!

- If your club members are having fun, your club will become known as an organization that everyone wants to join.



Photo: Wray Sinclair



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Photo: Flylords

## The “5 Rivers”







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## 5 Rivers Pro Program

By completing the "5 Rivers" (listed on the next page) your club is eligible for the "5 Rivers Pro Program". Discounts and restrictions vary amongst manufacturers (listed below). Please contact Andrew Loffredo (Andrew.loffredo@tu.org) for more information and to place orders.

**IMPORTANT: DO NOT MENTION YOUR DISCOUNT TO ANYONE OUTSIDE OF YOUR CLUB OR CONTACT MANUFACTURERS DIRECTLY!! THIS WILL RESULT IN TERMINATION OF YOUR PRO DEALS!!**



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## SIMMS. The “5 Rivers”



To be eligible for “5 Rivers Pro Program”, each club must complete the “5 Rivers” (In addition to university requirements). These include:

### 1.) Conservation

Each club will host a conservation initiative in their community. This can be anything from a stream clean up to a trout in the classroom project.

### 2.) Fundraiser

5 Rivers clubs need funds to operate. In partnership with F3T (Fly Fishing Film Tour) we have secured special cuts of the film to distribute to 5 Rivers Clubs that can be used as a fundraising opportunity. However, we encourage you to take ownership of this event (or any other fundraising ideas you might have!) and make it your own unique event!



Photo: Dan Zazworsky

### 3.) Community Outreach

Giving back to the community is something we believe in strongly at TU. Clubs can hold a small learn to cast/fly fish event, or something as elaborate as a large Project Healing Waters event to fulfill this requirement.

### 4.) Costa Ambassador

The presidents of each 5 Rivers club will be empowered to become a campus ambassador for Costa Sunglasses. As a Costa ambassador, you are not asked to take on any additional duties above and beyond the presidential roles. But you're encouraged to do a fantastic job at your current roles such as growing membership, bringing your members to the rallies, and planning successful events, gatherings, meetings, and conservation projects. Keep track and document (both written and visually) what your club does, get creative with it. Costa, alongside the 5 Rivers Coordinator, will review what each club/president does at the end of each semester. Awards and prizes will be won, even some opportunities to go on all expense paid trips to exotic fly fishing destinations around the globe!

### 5.) TU Connection

As a 5 Rivers Club, we encourage you to partner with your local TU chapter (if present) to accomplish your goals this semester. Please coordinate with your TU chapter and the 5 Rivers Coordinator before any major meetings or events. Your local TU chapters, and the 5 Rivers Coordinator are great resources to market your events, source volunteers and funding for projects, etc. *Note: All club leaders must be active TU members. Contact Andrew Loffredo (Andrew.Loffredo@tu.org) to make this happen.*



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## 5 Rivers Awards



**Each Semester, we select the top five campus ambassadors for the “Top Costa Ambassador” award. We evaluate each ambassador based on these criteria:**

- Was candidate part of a new or established club
- Completion of 5 Rivers:
  - Number completed
  - Level of impact
  - Club member engagement
  - Community involvement
- Club Media
- TU chapter/ Non-Profit involvement

Club semester reports, photos, and club social media accounts will be used to determine the Top Ambassadors each semester. If you have any questions in regards to the Top Costa Ambassador awards, please contact the 5 Rivers Coordinator, Andrew Loffredo, at [Andrew.loffredo@tu.org](mailto:Andrew.loffredo@tu.org).





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# Appendix



Photo: Flylords



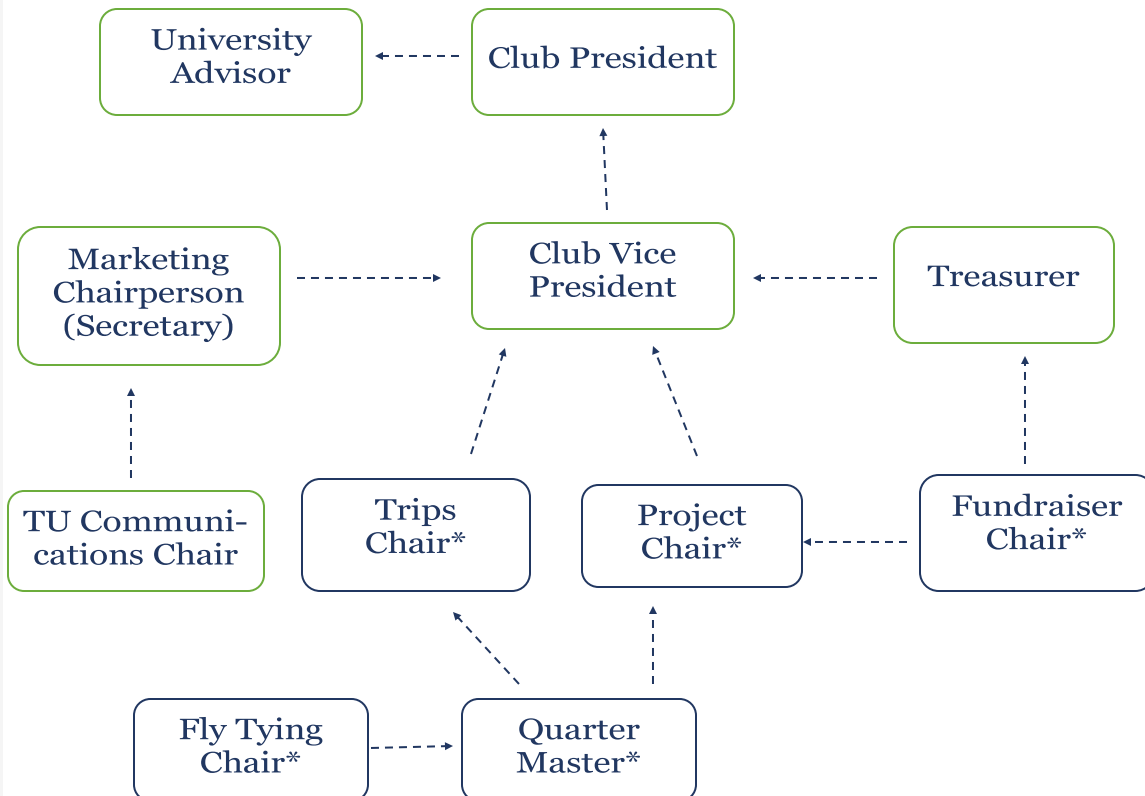
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## APPENDIX 1.

### SUGGESTED TROUT UNLIMITED 5 RIVERS ORGANIZATIONAL CHART

\* Optional position





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## APPENDIX 2.

### TU 5 RIVERS LEADERSHIP RESPONSIBILITIES

#### Club President

- Organizes and leads meetings
- Ensure that the organization is operating in conformity with the standards set forth by \_\_\_\_\_ University
- Co-sign organization checks
- Maintain communication with faculty advisor, TU chapter liaison, and the 5 Rivers Coordinator
- Costa Ambassador\*

#### Club Vice-President

- Leads meetings in the absence of the President
- Schedule meetings/events with appropriate University offices
- Leads club recruitment efforts on campus

#### Club Treasurer

- Maintain accurate record of organization transactions
- Collect dues if required
- Develop organization budget and present to membership for  $\frac{3}{4}$  vote
- Cosign organization checks
- Arrange fundraising opportunities for the organization
- Solicits additional funding if needed from the Student Government Association in conjunction with the President

\* Can nominate someone else if they don't want to do it





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### **APPENDIX 2.**



## **TU 5 RIVERS LEADERSHIP RESPONSIBILITIES Continued**

### **Marketing Chairperson (Secretary)**

- Responsible for all advertising and promotions of the club's events and social gatherings. These promotions include Social media, school newspaper, fliers, banners, etc
- Maintain membership directory, with emails and phone numbers
- Maintain an accurate record of all organization meetings and post for members
- Works closely with club Vice President to advertise club to incoming class of students for recruitment purposes
- Promotes relationship with local TU chapter and assists with creating articles about conservation projects and fishing trips
- Maintains a club Facebook page and submits material to TU's for the national 5 Rivers Social Media pages and the TU blog

### **TU Communications Chair**

- Attends local TU chapter meetings and Club meetings
- Relays information between 5 Rivers club, local TU chapter, and 5 Rivers Coordinator
- Assists with the planning and execution of joint TU and 5 Rivers club events
- Can be a student in the club or member of local TU Chapter

### **Trips Chair**

- Plans and coordinates club fishing outings, and intramural teams
- Organizes drivers, accommodations, etc. when necessary



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## APPENDIX 2.

### TU 5 RIVERS LEADERSHIP RESPONSIBILITIES Continued

#### Projects Chair

- Plans, coordinates, and executes club conservation initiative and philanthropy event with the help of the club executive board

#### Fundraiser Chair

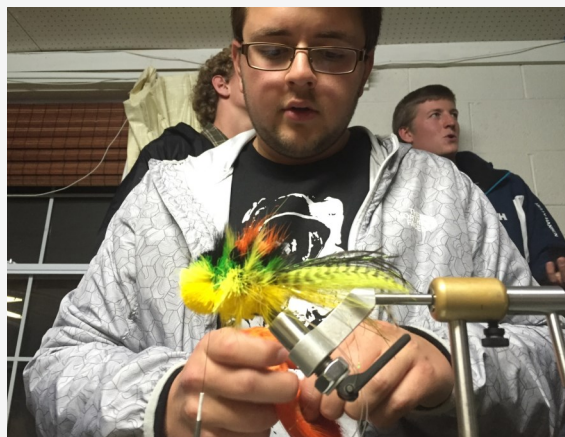
- Works with TU Liaison Chair to help coordinate the event with the local TU chapter
- Plans, organizes, and executes club fundraiser with the help of the treasurer, projects chair, and club president

#### Quarter Master

- Manages and orders club fly fishing equipment
- Works with Project and Trip chairs to ensure proper equipment is in place for club outings/ events

#### Fly Tying Chair

- Manages and orders club fly tying material
- Organizes and facilitates fly tying classes/get togethers
- Assists with planning of “Iron Fly”





## APPENDIX 3.

### CHARTER CONSTITUTION EXAMPLE

**Sections may be added, deleted, or modified to  
fit a particular university's requirements**

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#### **CONSTITUTION OF COLLEGE/UNIVERSITY 5 RIVERS FLY FISHING CLUB**

##### **Article I - Name of Organization**

The official name of this organization shall be \_\_\_\_\_ Fly Fishing Club .

##### **Article II - Purpose of Organization**

The purpose of \_\_\_\_\_ Fly Fishing Club is to promote fly fishing as a form of outdoor recreation by bringing together students and faculty, and providing an environment conducive to learning about the arts of fly fishing and to developing a conservation ethic.

This club will be part of Trout Unlimited's 5 Rivers College outreach program, and the club will be affiliated with \_\_\_\_\_ Chapter of Trout Unlimited so that the two organizations may jointly participate in conservation projects and fishing excursions. Trout Unlimited's mission is to protect, reconnect, and restore North America's coldwater fisheries and their watersheds.

##### **Article III - Membership**

Membership in this organization is open to all \_\_\_\_\_ students and will not be restricted on the basis of age, disability, ethnicity, gender, national origin, race, color, religion, veteran status, sexual orientation or political affiliation.

Membership is open to all, however, if dues are required than full benefits will not be awarded to those who do not pay. Membership will be revoked by  $\frac{1}{2}$  vote of officers plus  $\frac{3}{4}$  vote from the general membership if actions are deemed inappropriate by the membership.





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## **APPENDIX 3.**

### **CHARTER CONSTITUTION CONTINUED**

#### **Article IV - Officers**

##### **Section I.**

Election of officers will require a majority vote from the general membership. Officers will be nominated by the general membership and are required to be members in good standing within the organization. The election of officers will be held during a regular organization meeting where "Election of Officers" is listed as an item of business on the agenda and the agenda has been distributed to the general membership at least one week prior to the meeting date.

If a candidate fails to receive a majority of votes, a run off election will be held between the top two candidates that received the most votes. The term of office will be one full year (beginning in April). In the event that an officer is unable to complete their term of office, a special election will be held to replace them for the remainder of their term (through the following April).

##### **Section II.**

All officers shall comprise the Executive Committee of the organization. The Executive Committee shall meet in addition to regular organizational meetings. Aside from standing committees for Publicity and Project/Trips, the Executive Committee shall appoint such committees as are needed to carry out other organizational goals such as fundraising, banquets, recruitment.

##### **Section III.**

Officers may be removed from office by  $\frac{1}{2}$  vote of the other officers and  $\frac{3}{4}$  of the general membership if actions are deemed inappropriate by the membership. The officer is permitted to speak before the Executive Committee and the general membership about the charges made concerning his/her performance. The officer is not permitted to participate in the deliberation of the Executive Committee regarding the charges.



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## **APPENDIX 3.**

### **CHARTER CONSTITUTION CONTINUED**

#### **Article V- Advisor**

The advisor shall be a full time faculty or staff member at \_\_\_\_\_ University. The advisor will assume those responsibilities as outlined in this constitution and/or found in University Policies.

The advisor will be selected by a  $\frac{1}{2}$  vote of the Executive Committee and then presented to the general membership for a  $\frac{3}{4}$  vote. Advisors not fulfilling responsibilities or abiding by the organization's purpose may be removed from the position by a  $\frac{1}{2}$  vote of the Executive Committee.

The advisor shall be actively involved in the sport of fly fishing, take an interest in participating in trips and activities, and conform to the general goals and principles of the club as listed in the purpose statement.

#### **Article VI– Meetings**

##### **Section I.**

The organization shall hold regular meetings during the academic term except when holidays, examination periods or other events make meeting impractical. Organization meeting day/time will be determined in the beginning of each semester by a  $\frac{3}{4}$  vote of the general membership.

Attendance at organization meetings is expected but not required. A quorum shall consist of a simple majority of the membership plus one officer.

##### **Section II.**

A special meeting may be called by a petition of the general membership. This petition must be submitted in writing to the Secretary of the organization and be signed by a simple majority of the members of the organization.



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## **APPENDIX 3.**

### **CHARTER CONSTITUTION CONTINUED**

#### **Article VII– Finances**

##### **Section I.**

The organization may establish reasonable dues that must be paid by all members. The amount of the dues will be determined in the beginning of the academic year by the Executive Committee and presented to the general membership for a  $\frac{3}{4}$  vote. Dues must be paid by a date determined at the beginning of each semester. The treasurer shall maintain all financial records and shall countersign with the president for all organization transactions.

##### **Section II.**

All monies belonging to this organization shall be deposited and disbursed through a bank account established for this organization at the appropriate university-designated financial institution.

#### **Article VIII– Amendments**

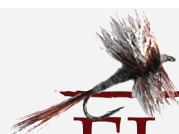
Amendments to this constitution must be submitted in writing at a regular meeting of the organization. Said amendment(s) will be voted on at a subsequent meeting. In order to adopt the amendment, a vote of  $\frac{2}{3}$  of the general membership is necessary. Amended constitution will be submitted within 10 days to Student Organization Services for approval.

#### **Article IX- Ratification**

This constitution shall become effective upon approval by a  $\frac{3}{4}$  vote of the membership. Ratified constitutions must be submitted to Student Organization Services within 10 days for final approval.



## Appendix 4. Sample Logos

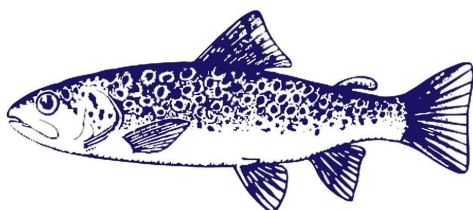


The University Of Alabama

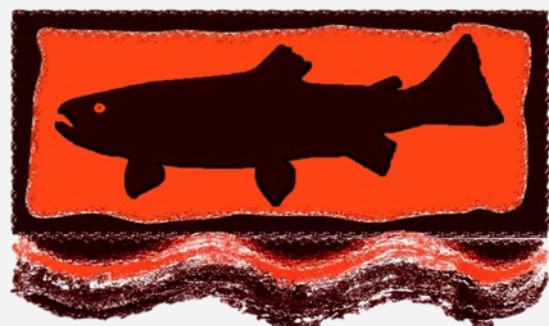
# FLY FISHING CLUB



University of Kentucky



Fly Fishing Club  
Est. 2014



## VIRGINIA TECH FLY FISHING CLUB





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## Appendix 5. How to Run a Successful Meeting

**Frequency:** Meetings should be held at least once a month while school is in session. However it is our recommendation that clubs meet twice a month, as you are better able to communicate details, plan events, and address concerns.

**Location:** Can be held on or off campus. Consider holding you meetings at a local bar & grill that has a food special that day.

### Suggested Meeting Format:

- 1.) Old news, fishing report, and stories
- 2.) New business
- 3.) Upcoming events
- 4.) Questions
- 5.) Guest speaker/film/  
presentation
- 6.) Hangout



Photo: Drake Hollander

**BBQ/Food:** BBQ's and food at meeting is a great way to get your members to actively participate at meetings. As college kids would be hard pressed to turn down a free food opportunity.

**Raffle:** Raffling off gear at the end of meetings for those members in attendance is a great way to get students to show up consistently.

**Trivia:** After a presentation or guest speaker, a trivia game can be a fun way of making sure your club members take something away from the meeting.



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## Appendix 6. Event Ideas

### Conservation:

#### **Pig Farm Ink “Get Trashed” Event:**

Cleaning up your local fishery can be rewarding and fun! A Pig Farm Ink “Get Trashed” can be a fun way to engage the entire campus community.

**Water Quality Testing:** Over the course of the school year monitor and write down the PH and water temp, with the date and time measured. Over the course of the school year you will build a sizeable log that can be used to monitor the health of the stream.



### Community Outreach:

**Pig Farm Ink “Iron Fly”:** “Fly tying meets iron Chef as tiers compete in a battle of drinking skills and bobbin prowess to make the ultimate fish snack from the same set of mystery ingredient's. You will race against your liver and your competitors to show the panel of judges that your vise has the spice!”

**Learn to Fly Fish:** Lehigh University and their local TU chapter every school year throws a learn to fly fish event on campus. Where students learn the fundamentals about TU, Casting, and Casting. The event was featured in the 2015 winter issue of TROUT which describes the event in more detail. Contact Andrew Loffredo to get a copy of the article.

### Fundraiser:

**F3T Premiere:** In partnership with the Fly Fishing Film Tour (F3T), all 5 Rivers clubs will receive a “special cut” of the F3T for their use. We recommend that you use these copies of the F3T to as a fundraising opportunity by renting out a public space and selling tickets/snacks.

**Crowdfunding:** Is a great and inexpensive way to reach a large target audience around the nation. Colorado College Fly Fishing Club successfully raise over 10k to buy club equipment through a crowdfunding campaign! More details on the campaign can be found at <http://www.worthwild.com/initiatives/46>

\*Contact Andrew Loffredo ([Andrew.Loffredo@tu.org](mailto:Andrew.Loffredo@tu.org)) for more details and help planning these events