

# Launching Your Women's Initiative



Lisa Beranek  
Leadership Development Manager

# Launching Your Women's Initiative



The goals for this session include:

- Review TU's inclusion commitment
- Provide an overview to engagement models
- Share inclusion opportunities
- Provide time for questions



# Benefits of Diversity



Fostering a diverse membership and inclusive environment within TU:

- Increases capacity
- Maximizes collective strength
- Disperses responsibilities
- Continues a legacy
- Orchestrates resilience
- Fosters sustainability



Mission: To conserve, protect and restore North America's coldwater fisheries and their watersheds.

Vision: By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

# TU Strategic Plan (2015-20)



Statement of Intent: Conserve and restore important lands and waters so that we realize our generational vision of wild and native fish conservation. We will accomplish this by: Building a high level of awareness for the TU brand—a brand that stands for engaging more anglers and others in the TU mission; Growing and diversifying our membership, staffing and organizational capabilities; Raising sufficient funds to protect, reconnect, and restore important lands and waters, and to sustain these efforts over time; and Working in collaboration and engaging in advocacy with other conservationists, agencies, and partners



## **Sustain Strategies: Engagement and Communications**

Diversify the member composition in terms of age, race and gender to reflect the overall demographics of the fly-fishing community.

## **Sustain Strategies: Organizational Strength**

Ensure that TU operations promote accountability, diversity, openness, and integration across the organization (“One TU”).

# A Letter From Chris Wood



Our people make us strong. We are real rock-rolling, youth-engaging community members who get things done and have fun doing it. We are friends banded together by our commitment to leave the rivers and the communities that we love a little healthier and a little better than we found them.

Trout Unlimited creates community around our mission, and, as with any community, a culture follows. Each TU chapter is a bit different in look, feel and attitude based on its history, personalities, and the needs/resources of the local community. Each chapter's culture reflects the realities on the ground where they operate, making TU authentic and effective.

All that said, there are also a few cultural, and sometimes legal, expectations for all TU chapters in every corner of the country, and they are detailed in our [volunteer code of ethics](#). Chief among them is our commitment to building communities free from [harassment](#) of any type. Inappropriate behavior and unlawful harassment are the antithesis of what TU is all about. Discriminatory harassment, including sexual harassment, is not tolerated by TU.

Sixty-two percent of TU chapters reported in the last fiscal year that they had a woman or minority in an elected officer or director position. This percentage is growing every year, and tells me that we are on the right track in becoming even more inclusive.

Reported incidents of sexual harassment are exceedingly rare at TU, but that does not mean they do not happen. TU strongly encourages the prompt reporting of all incidents of discriminatory harassment. If you believe you are being harassed or have observed harassment, please promptly notify me or the [volunteer operations staff](#).

Our commitment to diversity and inclusiveness is not a nod to political correctness. It is a matter of survival for us as an organization. America's demographics are changing, and we are changing with them, and we are stronger for it.

As always, thanks for all you do, and please stay in touch.

Chris Wood  
President & CEO



# Diversity Initiative





# Diversity Initiative (DI) Support



Vast support network to support your efforts to increase inclusion through your chapter:

- National Leadership Council (NLC) Work Group
- Regional Ambassadors
- Council DI Chairs
- Chapter DI Coordinators
- Chapter/Council Leadership
- Volunteer Operations Staff



# NLC DI Work Group Leadership



(Not pictured: Ginger Koziatsek)

# NLC Diversity Initiative Work Group



The work group leadership team consists of:

Chair: Kelly Buchta, [201-669-2369](tel:201-669-2369), [buchtake@gmail.com](mailto:buchtake@gmail.com)

Co- Chair Bill Thorne, [thornewille@yahoo.com](mailto:thornewille@yahoo.com)

Vice Chair: Jackie Kutzer, [802-379-5389](tel:802-379-5389), [kutzerj@orvis.com](mailto:kutzerj@orvis.com)

Secretary: Ginger Koziatsek [kozicamp@gmail.com](mailto:kozicamp@gmail.com)

The NLC Diversity Conference Call is every 3rd Thursday of the month at 8pm EST. For March the call will be on 3/21. Phone [1-866-740-1260](tel:1-866-740-1260), Access Code 2829092#.

# DI Regional Ambassadors



Ambassadors support council chairs and coordinators:

- Northwest: Heather Hodson (northwestflygirl@gmail.com)
- Southwest: TBD
- Northeast: Jackie Kutzer
- Mid South: Kerri Russell
- Mid-Atlantic/Southeast: Kelly E. Buchta
- Midwest: Heidi Oberstadt





# DI Council Chairs

Chairs support chapter DI coordinators and council inclusion efforts:

- Organize in-person training retreat
- Attend council meetings
- Organize information share
  - Regular conference calls
  - Connect mentors & mentees
- Orchestrate council wide DI fundraising





## Resources to support your efforts:

- TU Leadership Manual
- TU Leaders Only Tools
- TU Online Tacklebox
  - [www.tu.org/diversity](http://www.tu.org/diversity)
- DI Support Network
- Chapter Leadership
- TU Online Community
- TU Volunteer Operations Staff

### Women's Seminar Programs and Planning Documents

Planning documents from specific women's fly fishing seminars.

#### **SALMON RIVER SEMINAR EXAMPLE**

Planning documents and examples of articles, press releases, and a PowerPoint presentation are included.

[Salmon River Seminar – Article or Blog \(PDF\)](#)

[Salmon River Seminar – Donation Request \(PDF\)](#)

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#### **OLD PUEBLO SEMINAR EXAMPLE**

A flier advertising the Old Pueblo TU Women's Fly Casting Seminar in April 2013.

[Old Pueblo – Women's Clinic Poster \(PDF\)](#)



# Opportunities



# DI Opportunities



## Launch Program

Gain support, draft plans  
& build capacity

### Women's Initiative (WI) Opportunities

- Communicate with your board to understand their goals and discuss your goals and efforts
- Educate your leadership team on the importance of diversity and how cultivating diversity is a team sport
- Cultivate a welcoming and inclusive environment at existing events and through chapter communications
- Update current communications plan to include fresh aspirational imagery, welcoming details, targeted outlets, etc.
- Organize a volunteer team of greeters at [upcoming existing chapter events](#)
- Participate in the leadership recruitment committee to encourage diversity in leadership recruitment
- Participate in a welcoming orientation for new leaders

## Gain Traction

Build momentum & grow  
capacity

- Communicate regularly with your board, especially membership, leadership recruitment and outreach committees
- Support TU programs that cultivate diversity (e.g. Angler Science, Veterans Service Partnership, youth education)
- Recruit potential leaders for smaller leadership roles (e.g. organize a fishing day for Casting for Recovery volunteers)
- [Organize add-on events](#) with existing events (e.g. education session before a chapter event, picnic after a planting)
- Orchestrate women's specific events (e.g. a fly fishing introductory class, a fly tying class, casting in the park)
- Personally invite potential leaders to attend specific events (e.g. board meetings, site tours, fundraisers)
- Share your successes with other TU leaders (e.g. council meetings, DI/WI Work Group, regional meetings)

## Sustain Efforts

Sustain momentum &  
maintain leadership

- Recruit and empower leadership within your program (e.g. individually ask potential leaders to be on a planning committee or the chapter board)
- Communicate regularly with your board as a board member
- Facilitate TU programs that cultivate diversity (e.g. Angler Science, Veterans Service Partnership, youth education)
- Organize fundraising events to generate funds for future efforts
- Attend council meetings to share your experience, infoshare with other WI's and encourage chapter's to implement
- Mentor other WI's in your state (e.g. one-on-one coaching, organize group calls, council meeting add-on events)
- Consider a leadership position with your council to support and empower other upcoming women's groups





# Approach Your Leadership Team

Consider connecting with your leadership to:

- Discuss goals and opportunities
- Educate leadership on inclusion benefits
- Encourage leadership to participate
- Propose ideas for discussion
- Request feedback



# Discuss Goals and Objectives

Take time to consider your goals and prepare for your discussion:

- Think about your short term efforts
- Discuss your long term vision
- Give insight into your ask(s)
- Speak to your timeline
- Reference strategic plan
- Draft attainable goals with metrics





# Encourage Leadership Participation



Opportunities for your team to support your efforts:

- Encouragement
- Mentorship
- Attend events in support
- Educate members and community at large
- Provide investment
- Encourage inclusion



# Review Existing Events



Reviewing current offerings is a great place to start:

- Discuss barriers and limitations
  - Examples: Venue, timing, “vibe”
- Recruit greeters for events
- Use nametags
- Food promotes community
- Encourage attendees to bring a friend

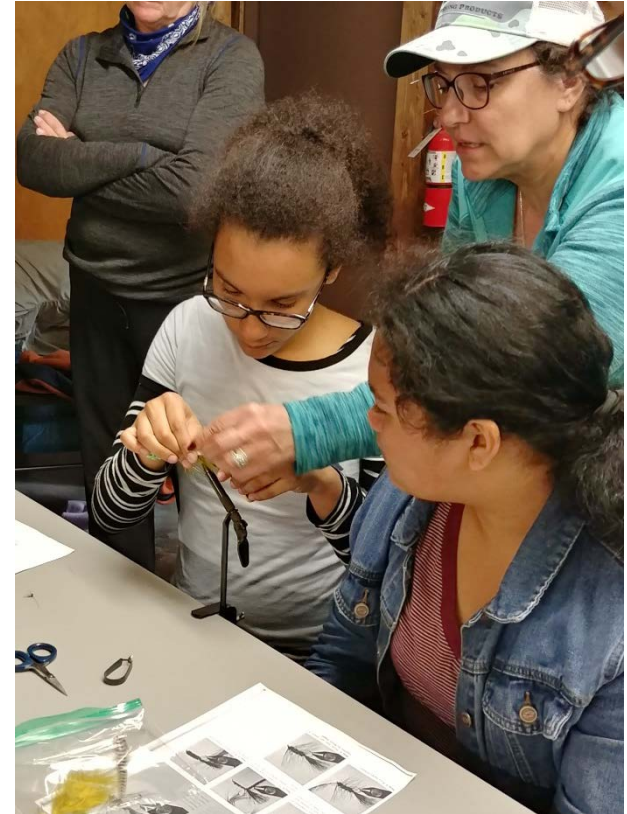


# Cultivate an Inclusive Environment



Opportunities to develop a more inclusive environment include:

- Example behavior through leadership participation
- Identify and address barriers
- Example diversity with outreach staff
- Include inclusive messaging in newsletter
- Recruit a Membership Chair



# Update Communications Plan



Opportunities to support your efforts:

- Meet with communications committee
- Update communications plan
  - Aspirational imagery
  - Welcoming details and language
  - Target outlets to diverse community facets
- Track how attendees learn about events





# Be Collaborative



Consider maximizing your efforts by:

- Join the board
- Participation in leadership recruitment committee
- Join the communications committee
- Work with the membership committee
- Develop a new leaders committee
- Cultivate partnerships outside of your chapter or council



**BOYS & GIRLS CLUBS  
OF AMERICA**







Start a  
Committee



# WI Committee Model

The committee model:

- Organizes a planning committee
- Educates board on benefits
- Reviews existing efforts to improve
- Considers collaborations
- Drafts a plan forward
- Participates in leadership recruitment
- Provides counsel to other committees



# Alternative Engagement Group

The group model:

- Agrees to specific terms of involvement (e.g. MOU)
- Reports to chapter/council board
- Organizes special events
- Collaborates with the chapter
- Provides material for chapter communications





# Interweaving Efforts



There are a variety of ways to collaborate with your chapter:

- Offer events around chapter events
- Share chapter updates
- Encourage leadership to attend chapter events and invite others
- Support attendees in becoming members
- Encourage mingling



# Chapter Add-On Events



Social time with education before chapter events are popular:

- Picnic after a tree planting
- Casting practice pre-meeting
- Knot tying class before event
- Gear patching session post event
- Pre-fishing refresher
- Pre-outing gear set-up event





# Including Conservation

There are many ways to include conservation:

- Engage with your chapter
- Include tips with sessions
  - Gloves and fish impact at casting clinics
  - Invasive species check at fishing outing
  - Barbless hooks at fly tying
- Share conservation articles



# Considerations for Success



Understanding chapter or council expectations will help set the stage for long term success.

Be aware of procedures including:

- Decision making
- Finances
- Reporting





# Recruitment





# Host a Fly Fishing Clinic



Introductory and intermediate clinic planning resources are available.

Clinics are an opportunity to:

- Meet a community need
- Build capacity with new members
- Offer leadership opportunities
- Depending on model, raise funds
- Have fun!





# Plan Follow Up Events

Inviting attendees to an upcoming event is a great way to build community and investment. Include a list of opportunities at every opportunity.

Event ideas include:

- Fishing outing
- Casting practice
- Personal invitation to a chapter add-on event



# Follow Up Communications



Inviting attendees to an upcoming event is a great way to build community and investment.

Event ideas include:

- Chapter volunteer events
- Casting practice
- Fishing outing
- Opportunities to help with events



# Cultivate Leaders

Be aware of the interests, skills and abilities of your participants so that you can invite them into future leadership roles.

Consider inviting them to:

- Assist with an upcoming clinic
- Help with communications
- Organize a chapter add-on event



# Evaluate & Adapt



Evaluation followed by adaptation (if warranted) is critical:

- Be dynamic: Evaluate and adjust for future efforts
- Identify potential future leaders

**Example:** *Evaluation* shows attendees have the skills but are not confident to fish yet. *Adapt* by organizing a follow-up outing to practice casting before a fishing outing.



# Reporting

Telling your story is an important aspect to build momentum in your community and in your chapter.

Consider:

- Reporting updates to the board
- Drafting a press release
- Posting updates on social media
- Sharing stories with donors

## Ladies-only Fly Fishing 101 class offered at Firstenburg Community Center

Posted by ClarkCountyToday.com | Date: Friday, August 17, 2018 | In: Local News, Sports

The class is not a lecture, this workshop is completely hands on

VANCOUVER — Have you always wanted to learn to fly fish but didn't know where to start? Are you intimidated by trying a new sport that appears to be dominated by men? Would you like that special lady in your life to join you on the water and feel comfortable? The Clark County Chapter of Trout Unlimited is excited to host a Women's Fly Fishing 101 class on Sat., Aug. 25 at the Firstenburg Community Center.



# Launching A Women's Initiative



In review, the steps include:

- On-going board involvement
- Determine appropriate model and details
- Recruit volunteers and participants
- Interweave efforts with chapter
- Keep momentum with follow-up events
- Evaluate and adjust for future programs
- Report your experience
- Communication!





Questions?





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Thank  
You!

**Lisa Beranek**

Leadership Development Manager

[Lisa.Beranek@tu.org](mailto:Lisa.Beranek@tu.org)

NLC Diversity Work Group:

Kelly Buchta, [buchtake@gmail.com](mailto:buchtake@gmail.com)

Bill Thorne, [thornewille@yahoo.com](mailto:thornewille@yahoo.com)

Jackie Kutzer, [kutzerj@orvis.com](mailto:kutzerj@orvis.com)

Ginger Koziatsek, [kozicamp@gmail.com](mailto:kozicamp@gmail.com)