Launching Your Women’s Initiative

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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.
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.
TU Strategic Plan (2015-20)

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’).
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 Koziatek)
The work group leadership team consists of:

Chair: Kelly Buchta, 201-669-2369, buchtake@gmail.com
Co-Chair Bill Thorne, thornewille@yahoo.com
Vice Chair: Jackie Kutzer, 802-379-5389, kutzerj@orvis.com
Secretary: Ginger Koziatek, 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, 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

Resources to support your efforts:

• TU Leadership Manual
• TU Leaders Only Tools
• TU Online Tacklebox
  • 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)
Salmon River Seminar – Participant Getting Ready (PDF)
Salmon River Seminar – Planning Chart (PDF)
Salmon River Seminar – Planning Worksheet (CLS)
Salmon River Seminar – Flier (PDF)
Salmon River Seminar – Press Release (PDF)

JOAN WULFF FLY FISHERS SEMINAR EXAMPLE
Class agenda, introduction to fly fishing curriculum and fly fishing poster are included.

Joan Wulff – Fly Fishing Class Agenda (PDF)
Joan Wulff – Introduction to Fly Fishing Class (PDF)
Joan Wulff – Introduction to Fly Fishing Poster (PDF)

OLD PUEBLO SEMINAR EXAMPLE
A flyer advertising the Old Pueblo TU Women’s Fly Casting Seminar in April 2013.

Old Pueblo – Women’s Clinic Poster (PDF)
Opportunities
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

- 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)

- 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 WIs and encourage chapter’s to implement
- Mentor other WIs 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

www.tu.org
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
Start a Committee
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
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
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
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?
Resources to support your efforts:

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  - Salmon River Seminar—Press Release (PDF)

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Thank You!

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