



Women's Initiative Council Chair-Action Planning Guide

As the WI Council Chair you have the opportunity to grow your State's Trout Unlimited Membership, work with your chapters to improve the TU member experience and create new TU leaders. While you will focus on outreach to women, many of the strategies, programs and techniques will work for all members.

As you begin to organize you will have activities that are focused at Council level and chapter level. It is crucial that you work with your chapters to support and assist with their women's initiative efforts. Breakdown your strategic plan into four distinct groupings; **Engage, Communicate, Recruit and Leadership**. Review the four groupings to help plan your strategy for the year and then develop your budget. Submit your budget to the Council for approval. Start small, but think BIG and only take on a budget and workload that is sustainable with your current resources!

ENGAGE

Engage-Who are the people in my State interested in Women's Outreach:

- Send a survey to chapter leaders (use www.surveymoney.com)
- Collect the names
- Schedule a meeting/forum for idea generation
- Schedule follow-on meeting for council and chapter to develop annual WI strategic plans, (get everyone on the same page and moving in the same direction)
- Create a resource center for chapters
 - URL to women's initiative area on the TU Tacklebox
 - Supply Council/State versions of flyers, brochures, presentations, etc.
 - Offer to speak/present at local chapter meetings

Engage-Welcome to our Chapter:

- Work with chapter membership chairs on a 'welcome to our new woman member' strategy
 - Phone calls, emails, letters, personal invitation to a meeting, event or project
- Encourage chapters to provide women centric meeting components
 - Review the Tacklebox women's resources for meeting topic ideas

Engage-Special Events:

- Create hybrid fishing events -casting clinics, women's fly fishing 101 and women's fly tying
- Invite wives and significant others of current TU Members to a special Wine and Fishing Day
- Family Conservation Day
- TU Women's Chapter Open House-(bring a friend to a chapter meeting)

**Identify the budget expenses for meetings, collateral creation and event support*



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COMMUNICATE

Communicate-1st Impressions: Council and chapters should take a fresh look at website, flyers, brochures, expo displays, and other public-facing materials to make sure they include an impression that says, 'DIVERSITY'. Include pictures of youth programs, families, young men, young women and seasoned chapter members. Update Council documents and provide copies to chapters to get them started.

Communicate-We Want You! Work with chapters on a women's membership drive and help them

- Plan a kick-off event

- Create press releases for local distribution

- Develop flyers, brochures, newsletter promotions and website updates

- Utilize the free or introductory TU women's membership url

Communicate-Know Your Women Members-Developing Your Contact List

- Keep track of your new women members

- Send a special welcome letter from the State Council

- Call and introduce yourself and find out why they joined TU

RECRUIT

Recruit-Practices, Opportunities and Publications

- Use Social Media-Start a Facebook page and contribute regularly

- Create a women's fishing blog at the Council/State level

- Create a women's conservation blog at the Council/State level

- Use Local Libraries to get the work out-post on their website, post flyers

- Partner with other groups such as F&G, Scouts, 4H, etc on events and expos

LEADERSHIP

Leadership-Council and Chapter Roles

- Encourage TU women members to sign-up as a special committee chair

- Educate TU women members about all the leadership opportunities available to them

- Host leadership networking events and invite a panel of TU women leaders in your region

- Invite women leaders in your community to join TU and participate at the BOD level

- Start looking for your replacement