

DIGITAL COMMUNICATIONS

Effective Strategies and Tactics

Charles Crolley — North Carolina Council of Trout Unlimited

Jeff Yates — Trout Unlimited



Why Are We Here?

1. An effective communication program starts with a good plan
2. Crafting your message and your brand image
3. Building your audience by delivering the goods
4. Choosing the right tools for the job

I'm not an expert in each of the thousands of tools out there, and this isn't a how-to guide.

You're a Diverse Group

1. Start from where you are today
2. Come up with a manageable 1-year plan
3. Move the needle forward
4. Track your progress
5. Re-evaluate in a year

Don't let the perfect be the enemy of the good.



HATCHING A STRATEGIC PLAN

“If you aim at nothing, you will hit it every time.” -- *Zig Ziglar*

Strategy, Schmategy

(or “Forget this noise - I’m headed to the bar.”)

- How many of your chapters have a **budget**?
- How many of your chapters have a **strategic plan**?
- How many of your chapters have a **communication plan**?

Communication cuts across every aspect of chapter life.

A Good Plan

- Sets reasonable, measurable goals and timeframes
- Outlines strategies and tactics
- Provides structure
- Serves as roadmap and guide
- Is evaluated and adjusted regularly



Mission First

External Mission Statement

... to conserve, restore and protect (*insert your service area here*)'s coldwater fisheries and their watersheds ...

Internal Mission Statement

... to include every member and guest, nurture their engagement and growth in all aspects of chapter life and meet them where they are today ...

Plan Elements

Goal (desired result)

We will establish and grow our council social media engagement, measured using provider metrics, by a minimum 10% monthly for an aggregate improvement of 150% yearly.

Strategy (idea)

- Quality, not quantity, of social media posts, fans and relationships

Tactic (action)

- Create quarterly outlines of posts and a theme for ad-hoc sharing

Plan Benefits

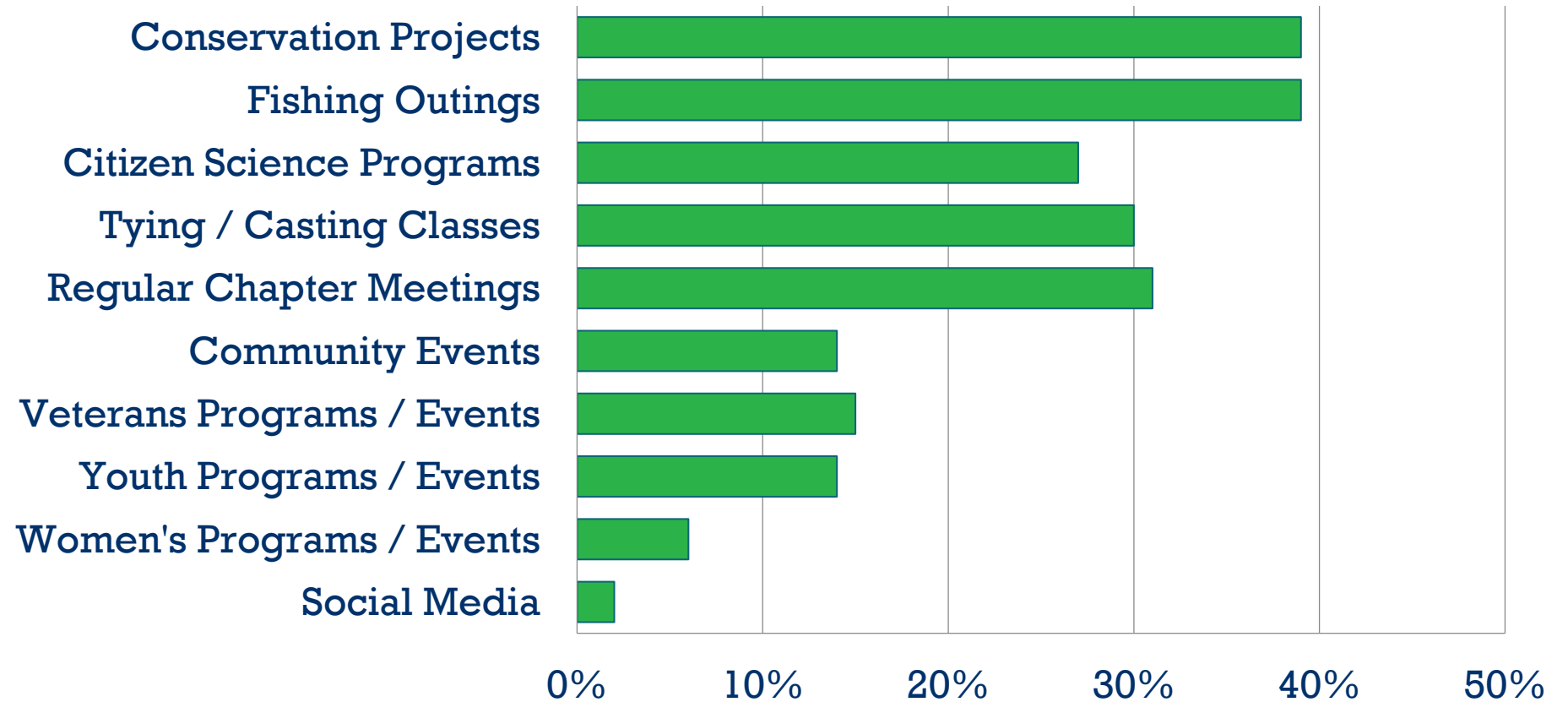
- Reduces urgency
- Distributes workload
- Builds on itself over time
- Reinforces the overall strategic plan
- Gives your messaging purpose and intent
- Makes your message and voice clear and consistent



MESSAGE. VOICE. BRAND.

**“Branding is what people say about you
when you’re not in the room.”** -- *Jeff Bezos*

TU Member Interests



Know Who You Are

- You are more than flannel and beards
- You are made up of diverse interests and backgrounds
- You have a great time doing what you do
- There's no "we and they": you means **you**
- You focus on the fish, so the fishing can take care of itself

Meet People Where They Are

Lefty Kreh and John Muir Didn't Happen Overnight

Bring Everyone Along

- Advance our mission of education, conservation and service
- Reset the eye level – we fish, but we’re not a fishing club
- Move members along the experience continuum



Be honest about the community you are today.
Start being the community you want to become.

Find Your Unique Voice

- **Always** be truthful
- Let your plan determine your messaging
- **BOLO** — **B**e **O**n the **L**ook**o**ut for inspiration and ideas
- Develop a meaningful dialog
- Avoid exclusionary language (holidays, gender, etc...)
- Respect the value of everyone's time and interest

Spellcheck and autocorrect can be your worst enemies.

Build Your Own Brand

- Get the TU brand book and live by it
- Create your chapter logo in horizontal and vertical orientations
- Connect to the TU mothership brand whenever possible
- Use TU fonts & colors
- Build a brand book & templates



Council Logo



**TROUT
UNLIMITED**
NORTH CAROLINA

TU colors, fonts and logo used as base image

Chapter Logo



LAND O'SKY
TROUT
UNLIMITED

TU colors, fonts and logo used as base image

Chapter Logo - Special



TU colors, fonts and logo used as base image



Think Different

Take Great Pictures



Show Us At Work



Show Us At Play



Show Our Youth



Show Our Diversity



Show Our Character





TOOLS TO POWER YOUR IDEAS

You can drive a screw with a hammer,

Rule Your Own Domain

- What's in a (domain) name?
- Get them while they're hot, and keep them going
- Point jillions of them at one site
- Naming consistency across all platforms
- GoAway from GoDaddy (*warning: personal screed follows*)

Email





The Mixed Bag

The Good

- It's fast, easy and cheap (a lot like me)
- Control of message and branding, no competition

The Bad

- NCTU has ~5,000 members and only ~3,500 valid addresses
- Average email readership is ~40% or 1,400 members

And the Downright Ugly

- About 15% of our contacts have NEVER read an NCTU email
- Meaning about 2,250 members haven't heard from us in years

(No address + No open)

Pick a Platform

Use a mailing list service provider

- Good control of presentation and layout
- Segment list to meet distribution needs
- Solid analytics & reporting
- Subscriptions via Facebook & embeddable forms

Mailchimp pricing

- **FREE** for up to 2,000 subscribers / 12,000 emails per month
- \$13.50 per month for up to 1,000 subscribers / unlimited emails

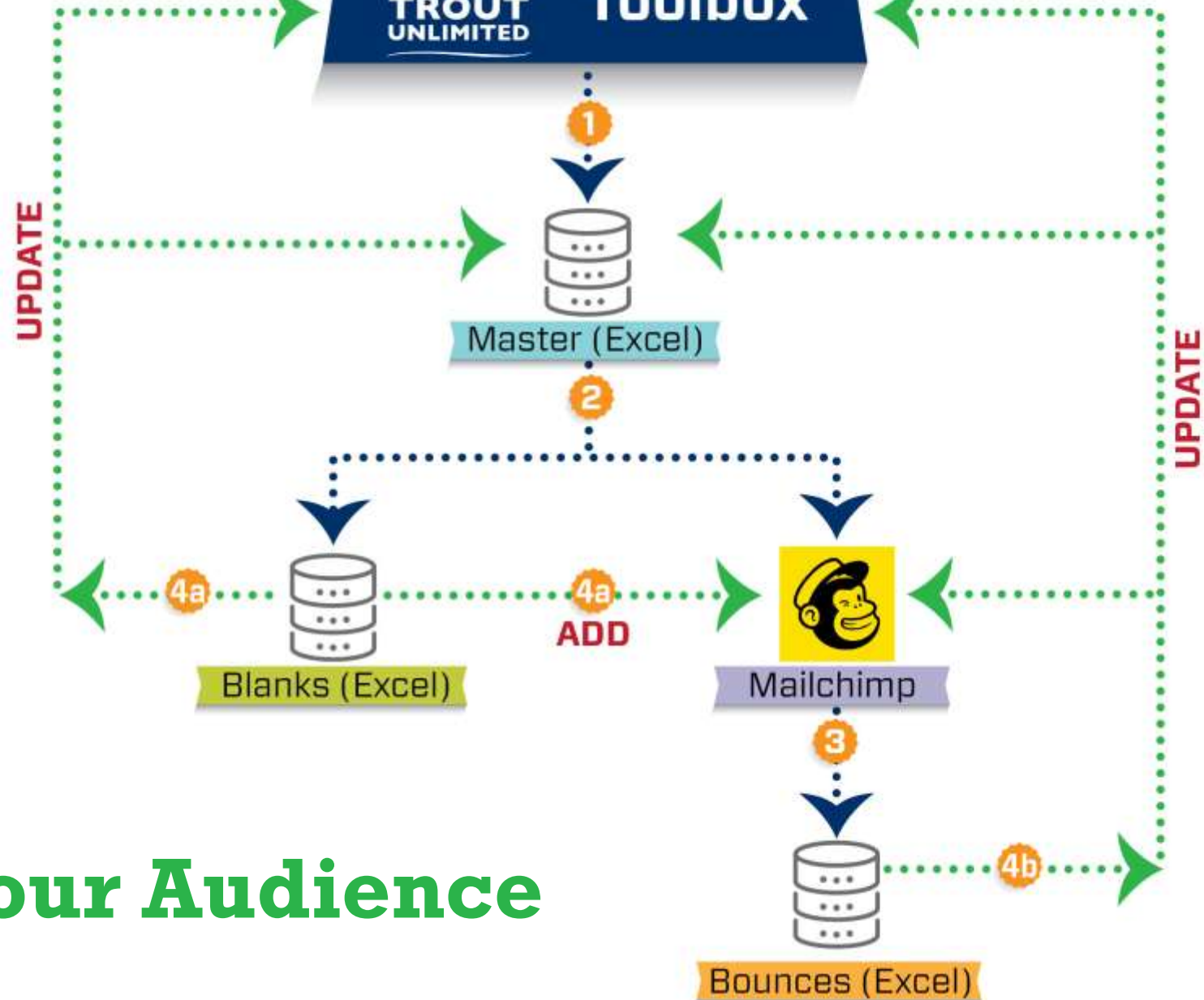
Others: Constant Contact, GetResponse, Active Campaign

Build Your List

- Clean up TU Roster as much as possible
- Download & sanitize .csv file
- Import to Mailchimp
- Mailchimp **will not import** a record with no email address
- Send your first email – several will “bounce”
- Combine bounces with blanks

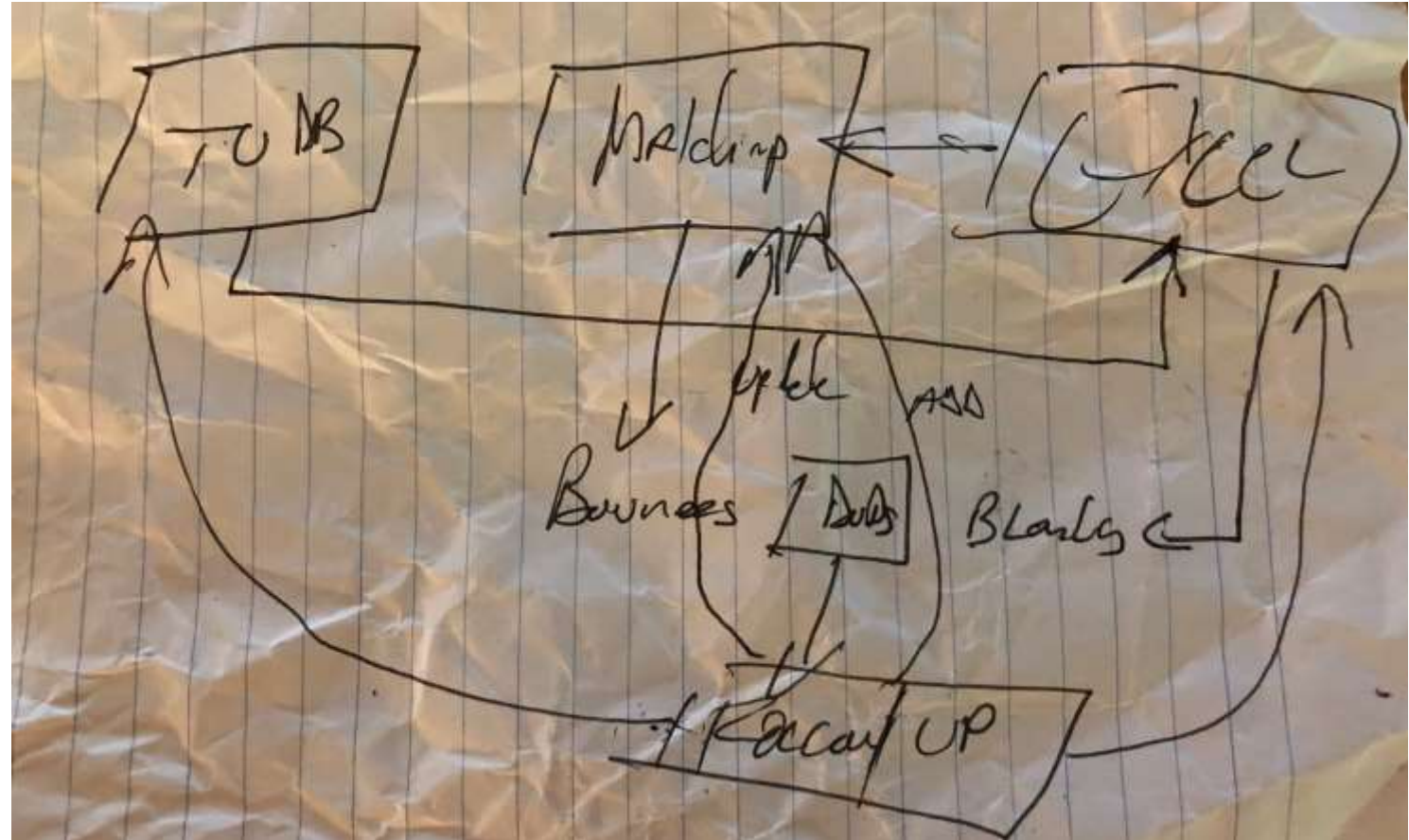
Manage Your Audience

- Develop a phone script & assign volunteers a call list
- Where unsuccessful, follow up with postcards
- Update **TU Toolbox**, **Mailchimp** & **your local roster**
- If not imported (no address) you must **add subscriber** to Mailchimp
- Import new members & transfers from TU reports monthly
- Add a subscription form to your website / Facebook page



Manage Your Audience

Marry Someone Smarter





Evaluate Regularly



1,358 Opened	412 Clicked	94 Bounced	6 Unsubscribed
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Feedback

Successful deliveries	2,995	97.0%	Clicks per unique opens	30.3%
Total opens	3,323		Total clicks	559
Last opened	4/22/19 10:59AM		Last clicked	4/19/19 6:08PM
Forwarded	0		Abuse reports	0



Results

- Learn from the clicks
- Follow readership trends
- Limit your output

Don't think of a group email as a **BLAST**.

Do you like to have things **BLASTED** at you?

It's one side of a continuing dialog.



Land O' Sky TU Meets Tonight.

Jake Rash from the Wildlife Resources Commission is the speaker for tonight's chapter meeting. He's somewhere behind that monster.



LOS gathers tonight at 7:00pm in the REI conference room, upstairs at REI in the Biltmore Park center.

Our speaker for the evening is Jake Rash, Coldwater Research Coordinator for the NC Wildlife Resources Commission.

Jake will be treating us to a presentation he's titled "[Overview of Selected Wildlife Resources Commission Trout Management Efforts](#)."

If you haven't been to the NCWRC's Trout (<http://ncwildlife.org/trout>) page in a while, you're missing out on some great stuff. Check it out, and come prepared to pepper him with questions and suggestions after his presentation, because Jake's definitely been known to go with the flow.

About Our Speaker

Jacob Rash is Coldwater Research Coordinator for the NC Wildlife Resources Commission (NCWRC), where he assists with the coordination of applied research and management of the State's trout resources. He received his B.S. in Zoology from NC State University (2000) and M.S. in Fisheries and Wildlife Sciences from Virginia Tech (2003).

After graduate school, he worked with freshwater mussels as a Research Specialist at Virginia Tech until he joined the NCWRC. He became an American Fisheries Society Certified Fisheries Professional in 2008. Although he spends his days at work thinking about fish, he enjoys spending his free time trying to find them with monofilament and fly lines.

We'll See You Tonight at REI!



The April "Rise" is waiting for you.



Greetings, Land O' Sky!

Here's your link to the April edition of "Rise", our chapter's all-original, ad-free newsletter. 26 pages with everything from chapter news, a simple fly recipe, F3T results and a look at one of our conservation partners - to a slightly off-kilter trip report that may give you the itch to ramble a few states over and wet a line.

Many thanks to our contributors and to you, our readers, for the support and for helping us build a newsletter we can all be proud of. We look forward to seeing you live and in person on April 9 for a presentation from Jake Rash with the NCWRC.

Enjoy your weekend, and get out and enjoy the glorious sunshine in this most beautiful corner of the earth - one we're lucky to call home.

Read Rise Today.

Some readers have told us they prefer to download the magazine and enjoy it offline. We're happy to oblige! [Here's a link to download a copy.](#)



The Sound of Silence

- When you don't reply, you send a message
- I don't care
- You don't matter
- I'm too busy/important to bother with you

Be Courteous. Respond to people.
Even if "I don't know" is all you know.



Newsletter



It's All News To Me

- How many have chapter newsletters?
- Lots of digital formats to choose from
- Identify standing features / member-contributors
- Partner organizations and local outfitters for content
- Local / regional news of interest – not just TU
- Predictable frequencies = primary source
- Consider publication mix (feature, newsletter)

PDF / Sheet Format

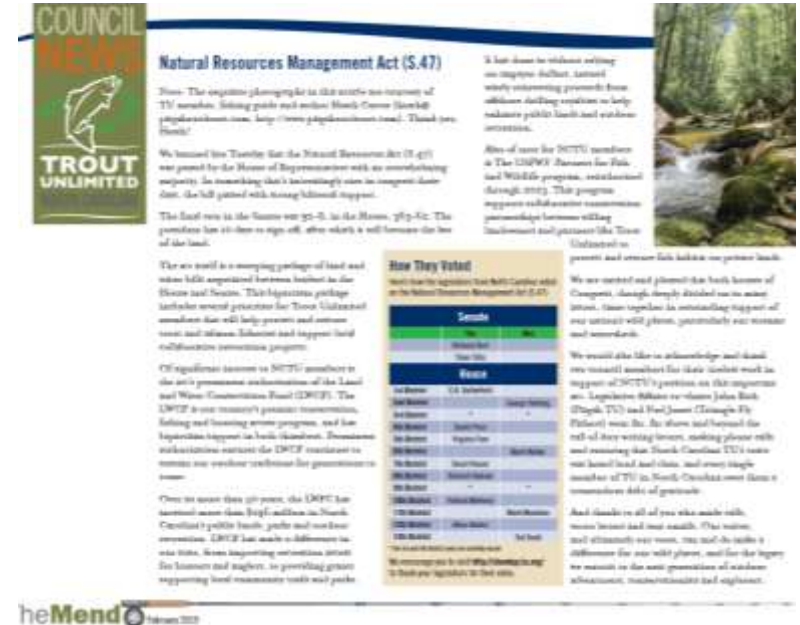
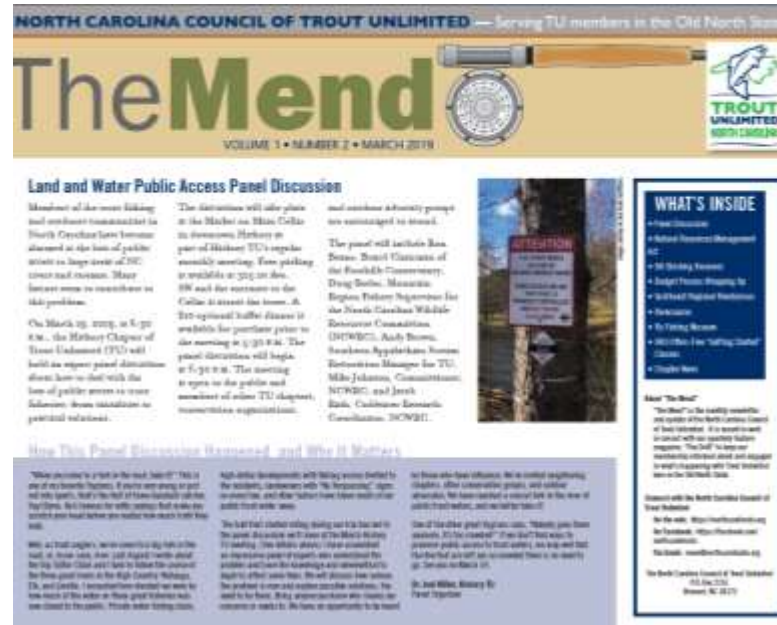


Hickory TU (Hickory, NC)

- Traditional PDF
- Monthly
- Email Distribution

- Original, Diverse Content
- Strong Layout
- Edited by Chick Woodward

Mixed – Monthly



“The Mend” – State Council

- Sheet Format / PDF + Flip
- Monthly
- Email notification w/ links

- Council / Chapter News & Events
- Consistent Layout
- Contributions sought throughout month

Mixed – Quarterly



“The Drift” – State Council

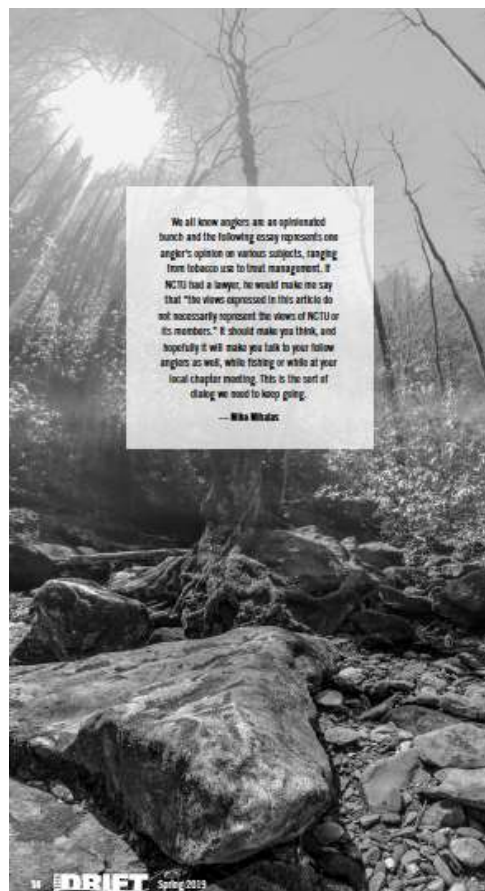
- Magazine Format / Flip + PDF
- Quarterly
- Email notification w/ links



- Feature-oriented spread publication
- Consistent layout
- Regular contributors / themes



Diversity of Opinion



We all know anglers are an opinionated bunch and the following essay represents one angler's opinion on various subjects, ranging from tobacco use to trout management. If NCTU had a lawyer, he would make me say that "the views expressed in this article do not necessarily represent the views of NCTU or its members." It should make you think, and hopefully it will make you talk to your fellow anglers as well, while fishing or while at your local chapter meeting. This is the sort of dialog we need to keep going.

— Mike Mikulas

STREAMS OF CONSCIOUSNESS

By Keith Carlin

I pointed my finger at the water and raised an eyebrow. It was really the only communication needed between two friends who had been fishing together for a long time. To will SET at the top of my lungs would have been bad form on this quiet piece of water (it may be bad form anywhere).

We started hiking early this morning. I had all my gear (waders, boots, rod, reel, vest, etc) in a pack on my back. I intended to hike it all in, and change out of my hiking boots, into my fishing gear, when we felt we were far enough in to warrant cutting a line. My fishing partner opted to hike the trail in his wading boots, and to wet wade the 40-degree early March water, instead of carrying the heavy load of gear five miles into the backcountry. We were both willing to suffer a little to fish this river at this time of year, though I think his chosen route was a bit more hardcore than my own.

Maybe it was the cold water that made him sluggish; his indicator (bobber) dipped under the water and began swimming upstream, prompting me to point and raise the eyebrow. It also could have been that he didn't see it because he was looking at me. We were locked in a conversation that would eventually bring resolution and solutions to one of the world's major problems, but for the life of me I can't remember what it was about.

Seeing my indication that his indicator was indicating, he instinctively set the hook. A short fight later a solid brown trout of about twelve inches came to hand. He refused to take credit for the catch and called it a gimme, but I was more than a little green. I had decided to take the high road and dry fly fish in weather and water that was not conducive, and I'd already given in a little and tied on a dropper. Now he had me contemplating lowering myself to the pragmatic point that I could actually catch a few fish. A



few casts later he hooked another that was a bit bigger, and this time without any signals or indications from me.

We've been fishing this piece of water together and apart for a long time now. We both knew that the water was too high and cold for a good day of fishing, but we weren't going to let it stop us from visiting a place we both hold in reverence. He has his own demons, and he doesn't talk about them, and I don't ask.

He's a stoic fella with a steady stare, and eyes that are hard to read. He probably doesn't know it, but I, and other fishing buddies, used to refer to him as the "Ice Man." Cold blooded, unemotional, a phlegmatic rock. Though I'll admit that I've noticed a soft spot growing in him in recent years. Progeny will do that to a man, progeny and a good trout stream. This river and the

fish that swim in it are a solace for him and me. A place to get away from the trivial cares in life and a place to confront the not so trivial flaws in ourselves. I still remember the first time I fished it. I had picked it off a map. It was a blue line with a big drainage, and away from roads and major trails. I made the hike in and rigged up a brand new rod for its maiden trip.

The first cast landed in a tree across the river. In a sudden fit of frustration I yanked the line to break off the tipset instead of just wading over to get it loose (I used to do a lot of that kind of thing back then). The shock from the line snapping somehow propelled the tip section of the four-piece rod away, and it landed in the swift river never to be seen again.

After the dumbfounding of what had just happened wore off, the reality that I had to hike out to get another rod set in. I climbed out of the river, found the trail and headed back toward the car (a multiple mile hike). In my frustration and youthful anger I marched down the trail cursing the fishing gods, and the insignificant stresses of life that seemed like such a big deal at the time. When I finished my rant I looked up and realized I had no idea where I was. I had missed a turn somewhere and now had to pull out the map, figure out where I was, and backtrack.

A large clap of thunder broke the silence of the forest. I did eventually find my way. Hiking out in a lightning storm, I returned soaked to bone, to a borrowed car (mine was broken down at the time) and with a three piece rod that should have been four. It was a long drive home.

Since that day I've spent many more good ones on this water, this being one of them. Since that day I've hiked into this valley with my wife, in a state of deep mourning over an immeasurable loss, to sit next to the

Institutional Memory

- Newsletters are time capsules
- Emails are read and discarded
- Create & maintain an accessible archive
- Document your chapter's everyday life
- Mention your volunteers by name every chance you get

Website



Your Website



Websites Matter

- Hub in your information wheel
- **Curated** experience– no competition for attention
- Completely adaptable to your brand and style
- Host blogs, calendars, news and archives
- Easy to start / one-page website layouts

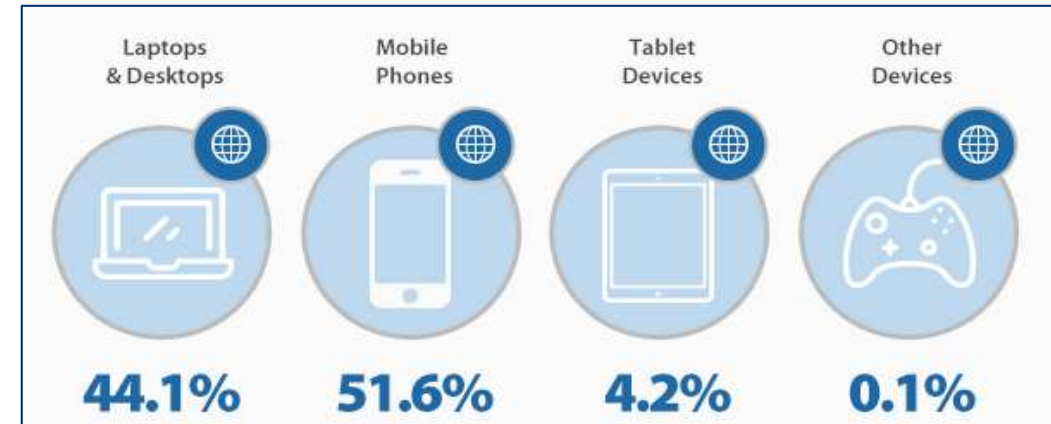
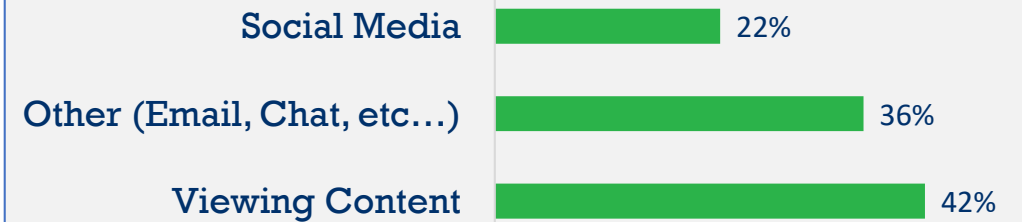
Statistically Speaking

The average internet user...

- Visits 2,646 web pages
- On 89 different sites
- In 57 sessions

... per month

% Time Spent Online



My Favorite Things

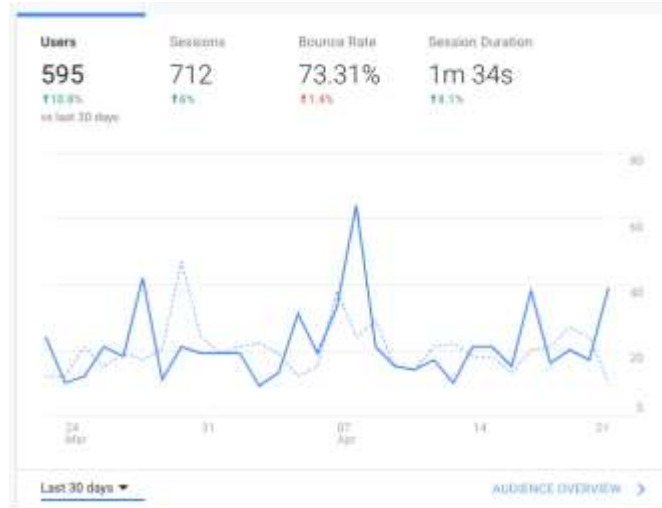
Core Services

- Wordpress to manage content
- DIVI (Elegant Themes) as a parent theme


Plug-Ins

- WPForms (forms development & management)
- WP Calendar (calendar management)
- SNAP (\$50/year) - share site updates on social media
- Ultimate Membership Pro (\$49) - restrict AND “drip” content
- Google Analytics

Google Analytics



	Page ?		Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
			292 % of Total: 100.00% (292)	257 % of Total: 100.00% (257)	00:03:30 Avg for View: 00:03:30 (0.00%)	192 % of Total: 100.00% (192)	75.52% Avg for View: 75.52% (0.00%)
<input type="checkbox"/>	1. /streamflow/		79 (27.05%)	56 (21.79%)	00:09:56	42 (21.88%)	78.57%
<input type="checkbox"/>	2. /		42 (14.38%)	41 (15.95%)	00:00:32	40 (20.83%)	47.50%
<input type="checkbox"/>	3. /chapter/		20 (6.85%)	20 (7.78%)	00:00:33	13 (6.77%)	61.54%
<input type="checkbox"/>	4. /fishing/		15 (5.14%)	13 (5.06%)	00:00:23	9 (4.69%)	88.89%

 Audience

- Overview
- Active Users
- Lifetime Value ^{BETA}
- Cohort Analysis ^{BETA}
- Audiences**
- User Explorer
- ▲ Demographics
 - Overview
 - Age
 - Gender
- ▼ Interests

Social Media

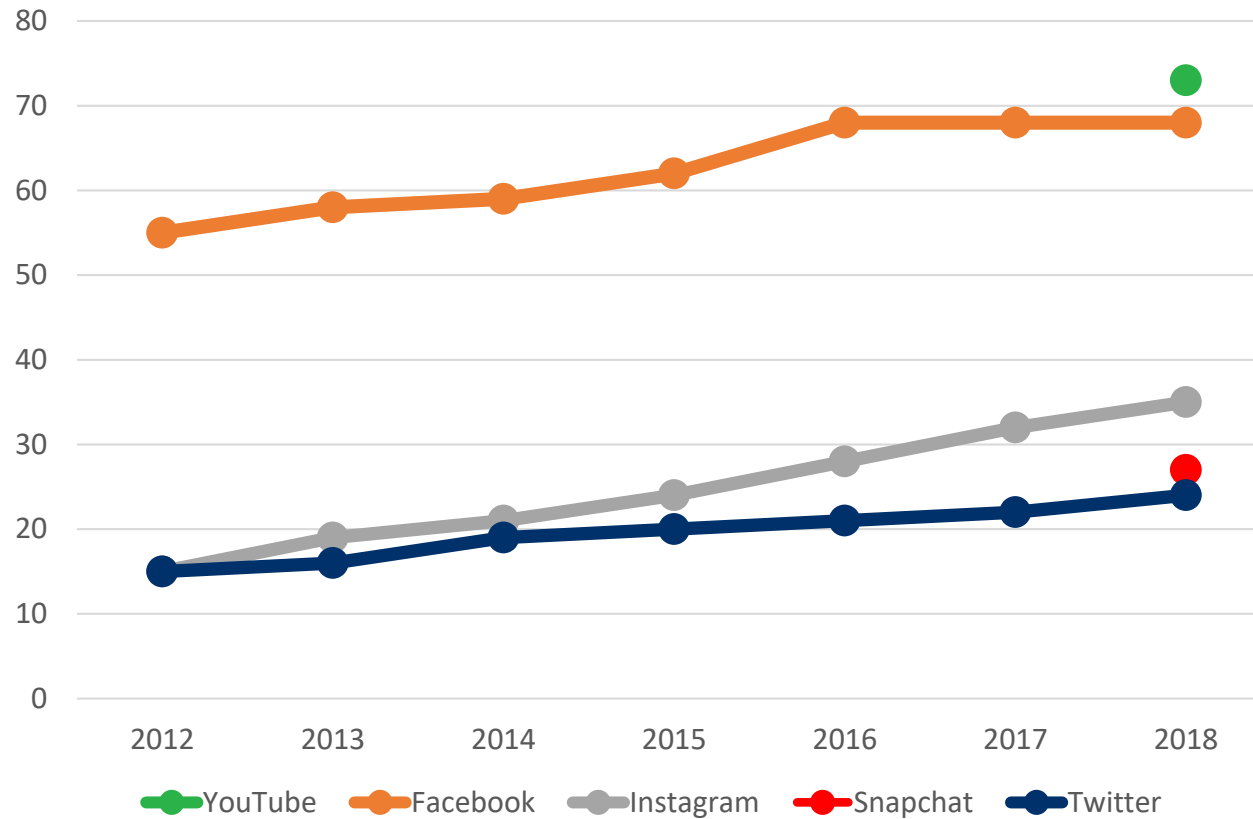




Social Media

- Don't be an habitual channel-changer
- Focus on quality, not quantity, of posts and relationships
- Identify chapter members to help out / surrogate team
- Nothing you say or post is **ever** "temporary"
- Don't be afraid to ban knuckleheads
- **Never argue or air grievances**

Where Are The Adults?



2018 Social Media Use By U.S. Adults

- **YouTube – 73%**
- **Facebook – 68%**
- **Instagram – 35%**
- **Twitter – 24%**
- **Snapchat – 27%**

** pre-2018 survey data not available for YouTube & Snapchat.*

Source: Pew Research

We're Not That Hip

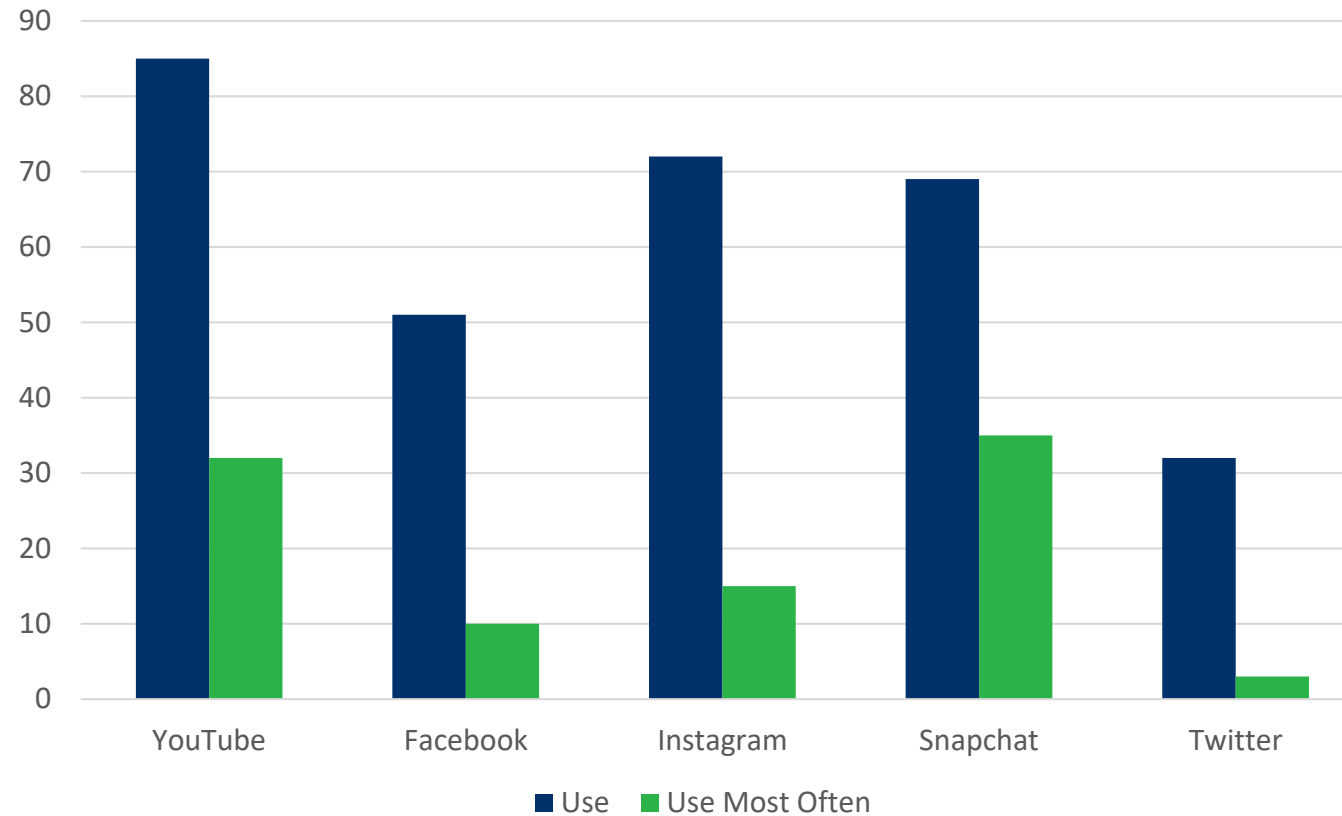
“As a 16 year-old, I see **Instagram** and **Snapchat** as the most popular social media used within my age range and those are the only two platforms I use.

Instagram is used as a more formal way to convey larger life updates and experience, kinda the **Facebook** of the youth.

Oh yeah, **Facebook** is for the **oldies**; we don't want to be on the same social platform as our parents, I think.

Snapchat is used for daily conversations with friends, mostly a messenger app with the ability to share a more casual-than-Instagram post, picture or video for only 24 hours.” -- **Zoë Mihalas (Board Member, Pisgah TU)**

Zoë Is Right On

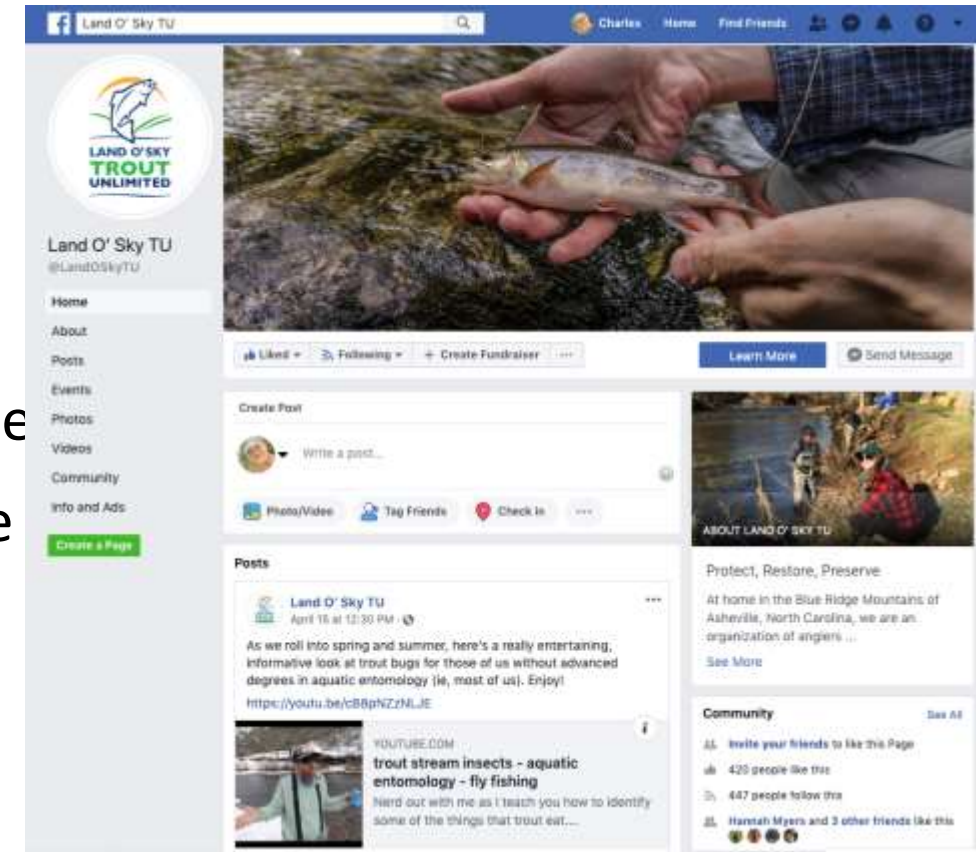


2018 Social Media Use By U.S. Teens

- **YouTube – 85%**
- **Facebook – 51%**
- **Instagram – 72%**
- **Snapchat – 69%**
- **Twitter – 32%**

Facebook

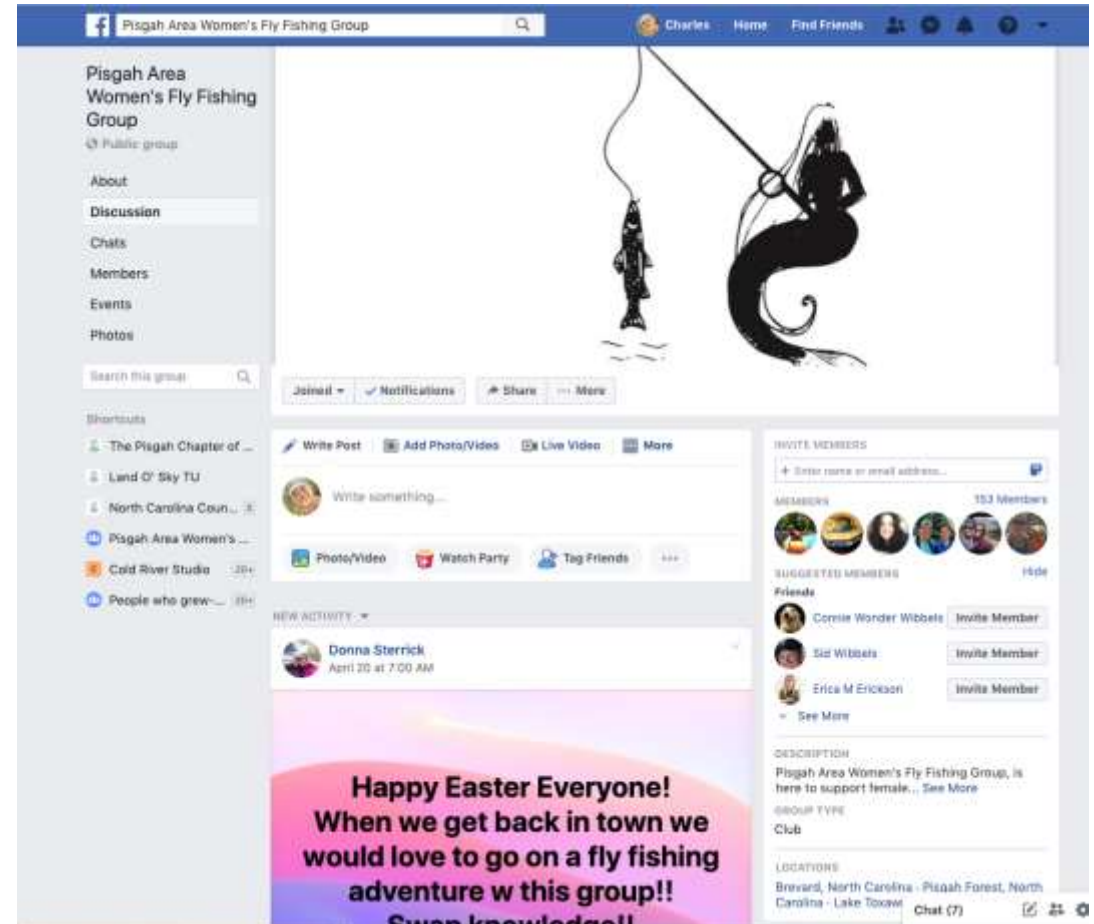
- Multiple page managers
- Page-follow and visit specific
- Link to your website when possible
- Many-ness / much-ness syndrome
- Reply promptly to lms
- Review post analytics



About 9% of posts are original
One in 5.6 posts is an ad

Facebook – Groups

- Curated communities
- It's okay to be exclusive
- Invitation / approval to join
- Granular privilege options
- Facebook Live for streaming



“Blah, Blah, Blah...”

The extent of a reply from a chapter-leader millennial when I spent more than 240 characters trying to explain a council policy.

Rude, dismissive and you want to knock the **&*^!** out of him plus suggest he do something anatomically challenging if not impossible.

**But we can learn from it:
Generational preferences matter.**



Instagram

- Excellent short-story telling tool
- Use **#hashtags** to associate content
- Use **@tags** to refer to users or places
- Ask members to become surrogates
- Not multi-user
- Not an image archive
- Mobile-only (tablet or phone app)
- Link in profile only



Twitter

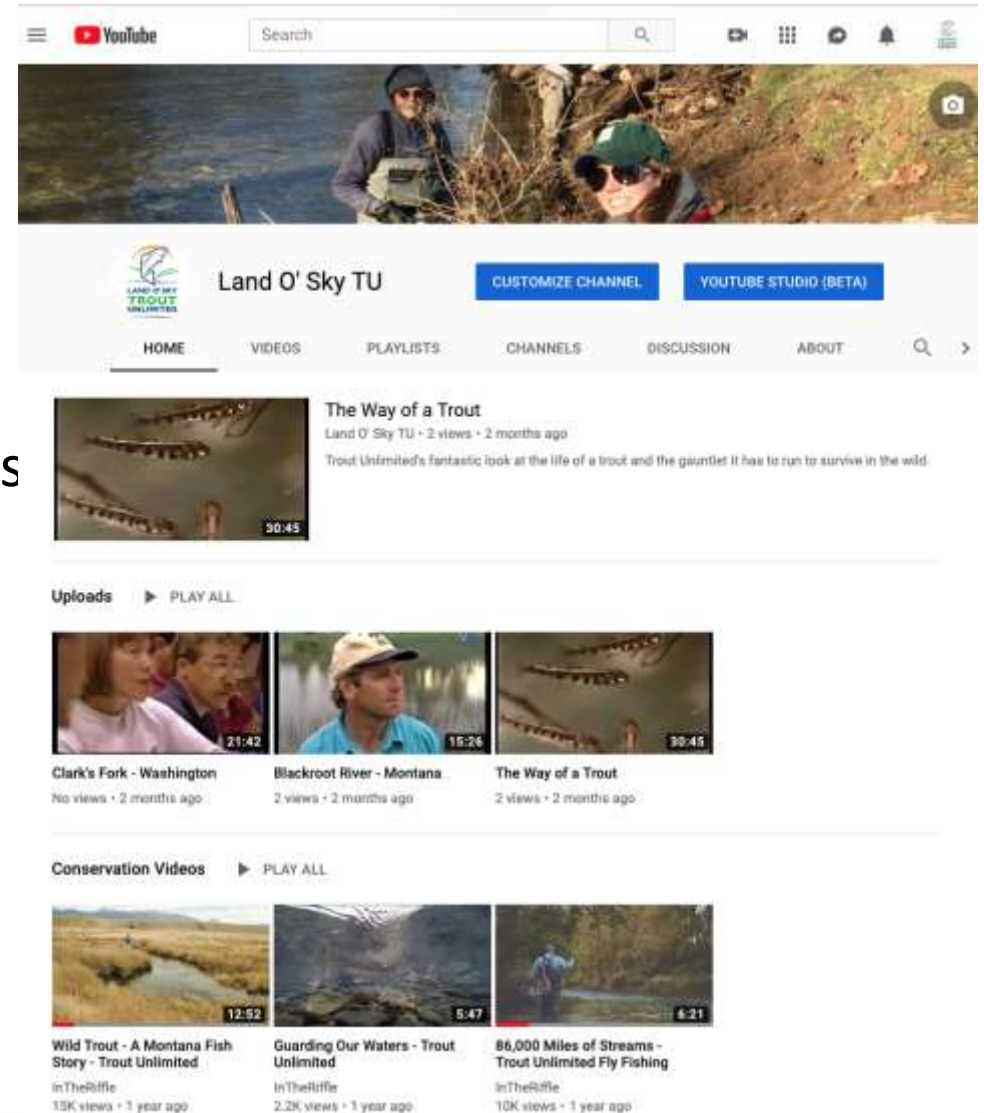
- A few years ago, most people had no idea what Twitter was “good for”
- Then came President Trump and the Kardashians
- Introduces more noise into already-noisy lives
- Character limit is problematic
- An answer in search of a problem
- Difficult to assess real value to TU chapters & councils

So, I’m not a fan and don’t use it.

Your own mileage may, of course, vary.

YouTube

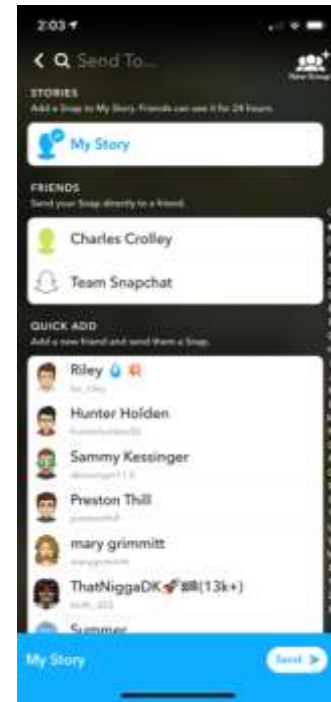
- Build & share playlists to start
- Shoot your own video library
- Regular series / monthly features
- Shoot several, release over time
- Always respect copyrights



Snapchat

- Snapchat adoption rate in 12 to 24 year-olds: 93%
- Snapchat users send an average of 34 snaps a day
- 53% of Snapchat users are < 34 years old
- 59% of Snapchat users are female
- 77% of college students use Snapchat

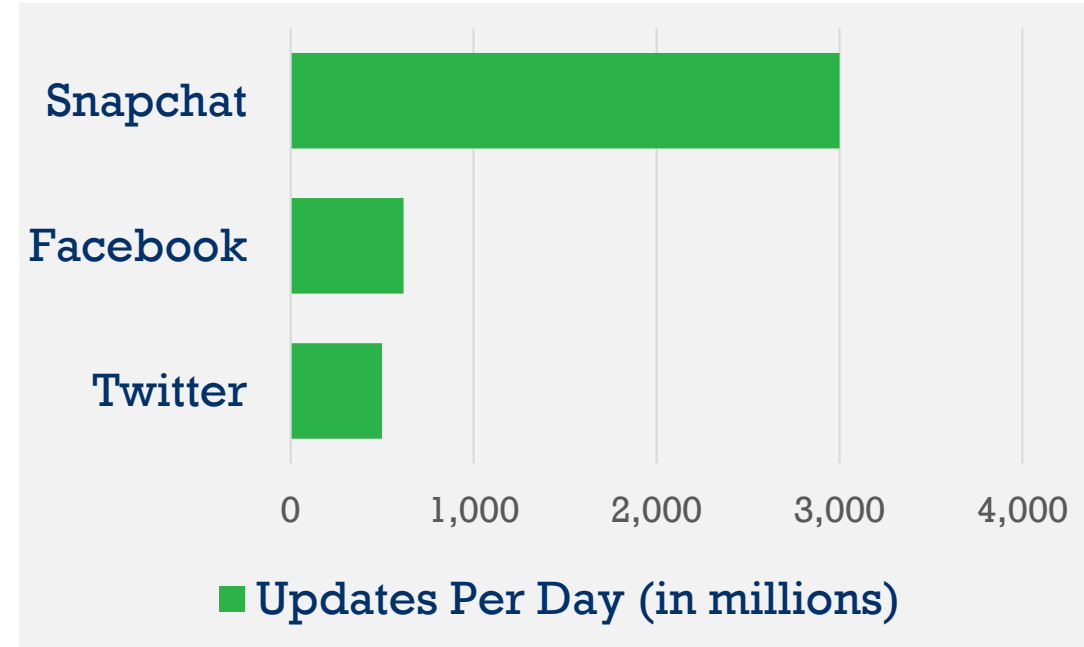
A clearly desirable demographic



Snapchat for Geezers

We've arrived at the
“ask the audience for help”
portion of the program.

- Use @tags to build audience?
- Publicize live events?
- Create a buzz?
- Here's what you're missing...?



Have you developed an effective Snapchat strategy?

Other Tools





Print - Postcards

- 3,600 people don't hear from NCTU regularly
- Of 5,000 members ~2,250 haven't heard from NCTU in years
- Send **everyone** a postcard once a year
- About \$75 for 500 printed
- \$275 for 500 outsourced
- Find a sponsor to foot the bill

printplace.com
TU event printing



Print - Brochures

- Design & print your own brochure
- Make it dual-purpose
- 200=\$350, 2,000=\$548
- Coordinate printing to save money

printplace.com





Press Your Issues

- Print (newspapers, periodicals), Broadcast (radio, television)
- News people look for local interest stories

Writing a Good Press Release

- Write in the third person (don't use we, us, you)
- Find an [online AP Style Guide](#) for press releases
- Pick up [a sample press release](#) to use as a template
- Include contact information
- **Local newspapers love pictures of local people**



Contact: Charles Croftley (Pisgah TU)
Telephone: 828.555.1212
Email: media@pisgahtu.org

FOR IMMEDIATE RELEASE

Pisgah Chapter of Trout Unlimited Receives Conservation Grant *Grant to improve Cantrell Creek access qualifies chapter for additional funding*

BREVARD, NC -- Pisgah Trout Unlimited (Pisgah TU) has received a grant of \$8,000 through the Trout Unlimited Embrace A Stream grant program for its Cantrell Creek Trail Project.

Pisgah TU applied for the grant in cooperation with Buncombe county's Land O' Sky Chapter of Trout Unlimited, which is partnering with Pisgah TU to share the balance of the cost of the project and the volunteer labor required.

Cantrell Creek is an important feeder stream into the South Mills River, one of the area's most notable and popular wild trout streams. Restoring Cantrell Creek will reduce sedimentation and improve fish habitat in the South Mills River.

Volunteers will use grant and donation proceeds to relocate an existing trail so visitors can enjoy the area without having to walk and hike directly in the streambed. The relocation of the trail will prevent significant amounts of erosion, habitat loss and sediment load in the creek and downstream. It will be built to sustainable trail standards, ensuring that the natural ecosystem will not suffer from the many who come to enjoy its natural beauty.

"With this grant and the generosity of our communities, we will be able to engage volunteers from across the region to work on a stream and trail system we all know and love as residents, hikers, bikers and anglers," said Sara Jerome, Pisgah Chapter President. "We deeply appreciate the financial and volunteer commitments of our friends at the Land O' Sky Chapter, which helped make the project possible."

Embrace A Stream is a matching grant program administered by Trout Unlimited that provides funds to local chapters and councils for ~~restoration~~ fisheries conservation. Since its inception in 1975, the grant program has funded more than 1,000 individual projects for a total of \$4.4 million in direct cash grants. Local chapters and councils contributed an additional \$13 million in cash and in-kind services to EAS funded projects, for a total investment of more than \$17 million.

Cantrell Creek was the only proposal selected for funding from the hundreds submitted by Trout Unlimited chapters across the southeast part of the United States.

"We're thrilled to support these chapters in their efforts to improve such an important local stream system," said Russ Meyer, chair of the Embrace A Stream grants committee. "This

Many Happy Returns

Mihalas Recognized By Trout Unlimited For Service



Pictured from left to right are Franklin Tate (TU), Zoë Mihalas and Judy Sittler while at the awards ceremony. (Courtesy photos)

Brevard resident Zoë Mihalas was recognized at the 2018 National Meeting of Trout Unlimited (TU), receiving the organization's prestigious National Award for Distinguished Service in Youth Education.

The award recognizes the fundamental importance of creating a new generation of conservationists in a manner that sustains TU's conservation legacy, and honors individuals who demonstrate exemplary leadership, and a deep passion for inspiring young people to become thoughtful, responsible stewards of North America's coldwater fisheries.

October 15, 2018

Any Fin is Possible

BY RACHEL PRESSLEY | OUTDOORS | NOVEMBER 20, 2018



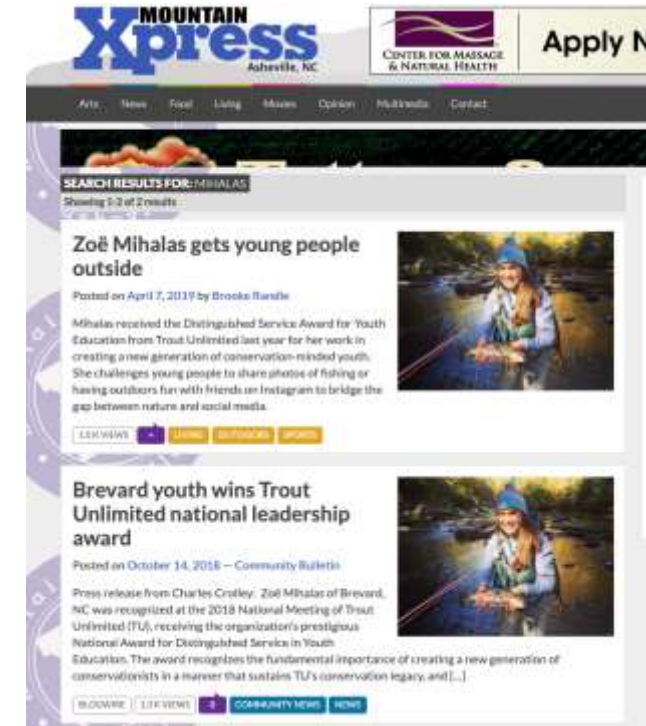
Zoë Mihalas, who caught a brown trout shortly after this photo was taken, is an accomplished fly fisher and a dedicated conservationist.

Photo by Rachel Pressley

Brevard resident Zoë Mihalas is only 16, but she's already made her dreams of conservation and community outreach a daily habit. Mihalas puts a lot of effort into teaching friends, family, classmates, and anyone she meets about the importance of being an "eco-warrior." Saving the environment is high on her list of priorities, and she plans to continue to speak and act on behalf of the cause for the rest of her life.

You're a member of Trout Unlimited's Pisgah Chapter. Tell *Bold Life* about the organization.

Essentially, it's a community that works together to connect, restore, and maintain fisheries. I've been a member for 10 years now. My entire family fly fishes. My dad (Mike Mihalas, the state



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Zoë Mihalas gets young people outside
Posted on April 7, 2019 by Brooke Harshbarger

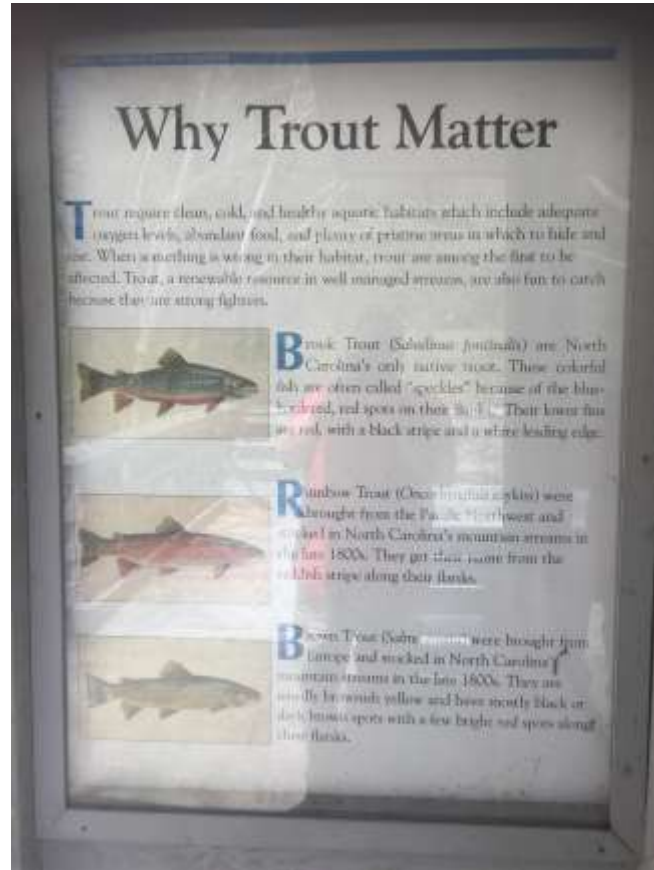
Mihalas received the Distinguished Service Award for Youth Education from Trout Unlimited last year for her work in creating a new generation of conservation-minded youth. She challenges young people to share photos of fishing or having outdoors fun with friends on Instagram to bridge the gap between nature and social media.

Brevard youth wins Trout Unlimited national leadership award
Posted on October 14, 2018 — Community Bulletin

Press release from Charles Crutley: Zoë Mihalas of Brevard, NC was recognized at the 2018 National Meeting of Trout Unlimited (TU), receiving the organization's prestigious National Award for Distinguished Service in Youth Education. The award recognizes the fundamental importance of creating a new generation of conservationists in a manner that sustains TU's conservation legacy, and [...]

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**Always say
“Thank You”**

A close-up photograph of a fish's head, showing its eye and scales, occupies the top portion of the image. The fish has a large, detailed eye with a dark pupil and a lighter, iridescent ring. The scales are a mix of brown, green, and blue, with a fine, textured appearance.

AT LONG LAST, THE END!*

**“I missed 100% of the shots
I never took.”** – *Wayne Gretzky*

Summary

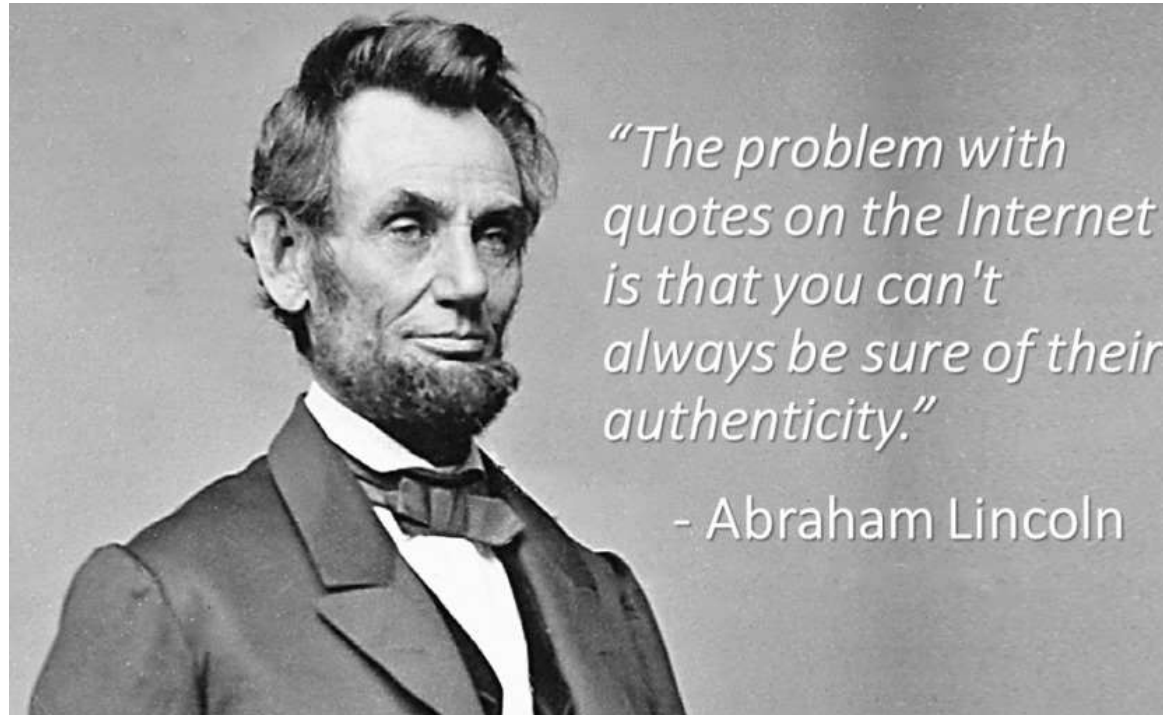
- Have a plan and speak with intent
- Not everybody looks or thinks like “us”
- Love and respect your chapter members
- Make your brand mean something awesome
- Take good care of yourself, value your time and energies

Take It From Here

1. Start from where you are today
2. Come up with a manageable 1-year plan
3. Move the needle forward
4. Track your progress
5. Re-evaluate in a year
6. Wash, rinse, repeat

Don't let the perfect be the enemy of the good.

Thank You!



For links & downloads, visit:
<https://northcarolinatu.org/se>



And now, for your questions...and hopefully an answer or two.

DIGITAL COMMUNICATIONS

Effective Strategies and Tactics

Charles Crolley — North Carolina Council of Trout Unlimited

Jeff Yates — Trout Unlimited

