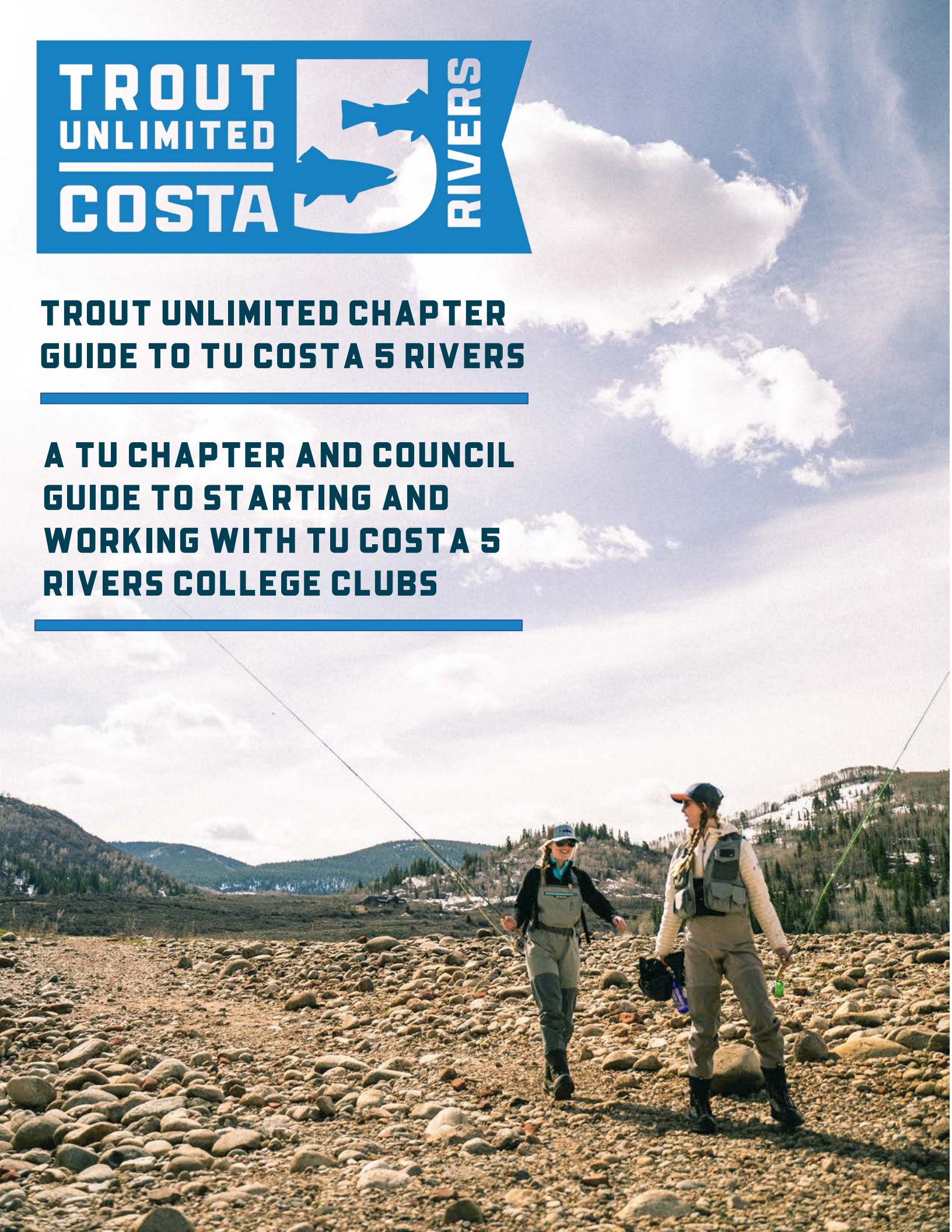




TROUT UNLIMITED CHAPTER GUIDE TO TU COSTA 5 RIVERS

A TU CHAPTER AND COUNCIL GUIDE TO STARTING AND WORKING WITH TU COSTA 5 RIVERS COLLEGE CLUBS



A TU Chapter and Council Guide to Starting and Working with TU Costa 5 Rivers Clubs

What is the TU Costa 5 Rivers Program?

5 Rivers is a network of TU-affiliated college fishing clubs around the country. Each club is a division of their respective school's registered student organization office. After they are registered with their college/university, the students will then associate their organization with the 5 Rivers Program simply by contacting the program director, Cliff Watson.

The 5 Rivers Program was started in 2011 when the Headwaters Youth Education Program Director, Franklin Tate recognized that we were losing youth engagement during these critical and impressionable college years. Since the beginning, Costa Sunglasses has supported Headwaters, but in 2015, they made a large donation to hire a full-time coordinator



for the 5 Rivers program. Since then, the program has grown to 70 college clubs on campuses nationwide. From Maine to Florida, and as far west as Washington, odds are there is a club near your local TU chapter, almost certainly within your state council, and with all certainty there is always the potential to start new clubs at campuses near you!

How does it work?

In 2015, we paired the name of the program with five areas of focus or “pillars” for each club. While “the 5 Rivers” pillars are not required, they do demonstrate a club's commitment to TU's mission and their local community.



Photo: Wray Sinclair

The 5 Rivers Pillars include:

Conservation

Each club will host a conservation initiative in their community. Possible club-sponsored conservation activities include stream restoration, stream clean-ups, tree plantings, Angler Science initiatives such as water temperature monitoring, and volunteering for a Trout in the Classroom project. (www.troutintheclassroom.org)

Community Outreach

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.

Fundraising

Clubs are responsible for raising their own funds. Popular club fundraisers include selling club apparel and sponsoring film premieres. Most colleges have ways to get funding through the club system as well.

Trout Unlimited Connection

Each club must involve their local Trout Unlimited Chapter (if there is one present) in some way in their programming each school year. Students can plan their own events and invite members of the local chapter, or your members can attend one of your local chapter's events.

Costa Ambassadorship

The Costa Ambassadorship program is outlined in the resources section below.

Upon completion of the 5 Rivers, clubs "Unlock" the 5 Rivers Pro Program and their members receive discounts from program sponsors. This helps reduce the cost curve to entering the sport, as 75% of the students are learning how to fly fish through their clubs.

Club and Chapter Resources



In addition to the pro deals, students have access to tons of resources to make their club successful!

- *The 5 Rivers Coordinator*

The 5 Rivers Coordinator, Cliff Watson (clifford.watson@tu.org), is here to help! Cliff can help with a variety of things; anything from planning event logistics, procuring raffle items for a fundraiser, to facilitating inter-club communications.

- *The Costa Ambassadorship*

Each club leader in the 5 Rivers Program has the opportunity to be a campus Costa rep. As a

Costa Ambassador, the club leader will have access to club resources such as swag for all club members, the Costa Club Grant Program, and the Costa Ambassador Summit every summer. In addition, all club members can attend the 5 Rivers Rally/ Rendezvous, a gathering of all club members on the east and west coasts respectively, free of charge!

- [Documents on the Website](#)

On the 5 Rivers Website, you will find several key pieces of information in regards to the program. These resources will be helpful if your chapter is interested in starting a 5 Rivers Club at a nearby college or university:

- o 5 Rivers Guide
Discusses how to create a club from the ground up, anything from getting your club registered with the university, to a sample constitution, to running meetings.
- o Leadership Manual
Acts as a part II to the 5 Rivers guide and covers topics about how to make your club better. The Leadership Manual also goes over resources that 5 Rivers Offers.
- o Recruiting Poster
Are you starting a new club? The Recruiting poster template can be used by the clubs to write or type in their contact information for the club.

How a 5 Rivers club can be beneficial to your TU Chapter

By partnering with your 5 Rivers, you can expect several direct benefits for your TU chapter.



- [Volunteers](#)

By involving the club, you have a chance to engage the students in volunteer work. This directly benefits them, as they need to complete their “5 Rivers” and by volunteering with TU, they get credit towards their pillars. Also, college students at some universities have to complete a certain number of community service hours to graduate, and TU provides a great outlet to volunteer in something they are passionate about!

- [Internships](#)

Is your chapter in need of an intern? College students in the 5 Rivers have diverse interest that can help your chapter in many different capacities, anything from angler science to social media and better marketing for your chapter!

- [Local chapter presence on the college campus](#)

Actively involving 5 Rivers club members in TU chapter events gets the students excited about Trout Unlimited, and most of them will tell their friends about TU. Many of these students are involved in other on campus organizations, so word can spread quickly! Joint programming is a great way to actively get your local chapter in front of the college crowd.

Programing Ideas/Examples:

- Weekly fly tying
- F3T Premiere
- Angler Science
- Project Healing Waters
- Casting for Recovery
- Trout in the Classroom



How You Can Help Your Local Club:

- *Initial Funding*
When clubs start off, it can be difficult to find the capital to get the club off the ground. If your chapter could make a donation to the club until they are able to conduct their fundraiser that would be a huge help! This also helps build loyalty and fosters a greater connection between both organizations.
- *Event Planning*
College students often have a lot of demands on their free time, and are consequently not the greatest at planning things. If your chapter has events planned, please invite the students to participate. Students will be more likely to attend and get their peers out to events if they don't have to plan the logistics themselves.
- *Club Succession*
5 Rivers clubs are typically run by upperclassmen (Juniors/Seniors), and therefore, have a leader for two years. TU chapters are key to helping with the transition of power amongst the clubs. Involving motivated underclassmen leaders in event planning and TU happenings is huge for the continued success of the club.



Do you have a college or university near you?

To start a club or to find out if your local college has a club, please reach out to the 5 Rivers Coordinator, Cliff Watson (clifford.watson@tu.org)

