



Tools For Event Promotion & Engagement

2024 Regional Rendezvous

Think of Projects and Events That Connect Our Communities



Outreach, Habitat Projects & Cleanups

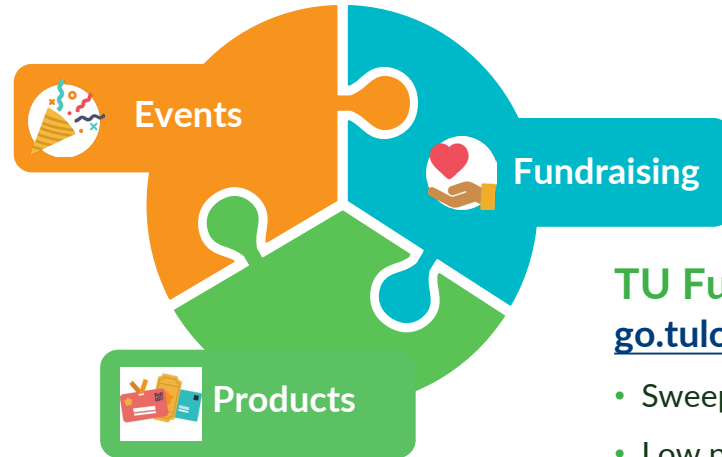
Today's Chapter Tool Talk



- 👉 TU Events Center events promotion tool
- 👉 Your donation page for a 2nd CTA
- 👉 Calendar widget on your chapter's website
- 👉 Sharing events on your Meta FB & Insta pages
- 👉 Post-event reports for engaging supporters
- 👉 Custom URL for New Member recruitment
- 👉 - Show table tents and post card examples



Eventgroove tools for chapters – 3 platforms



TU Events

tu.myeventscenter.com

- Sell tickets online
- Event check-in
- Live, virtual, & hybrid events
- Low pricing: 2% +75¢ per ticket

TU Printed Products

tu.ticketprinting.com

- On-demand, customized print products & merch for TU
- Event tickets, raffle tickets, posters, badges, & more...

Fundraising

TU Fundraising

go.tulocalevents.org

- Sweepstakes, auctions, crowdfunding & more
- Low pricing: Tip pricing or 4.9-7.5%
- 20% conservation giveback by Eventgroove
- (Update) More than \$900k raised with TU

Eventgroove tools for chapters – Event Center



Set up Chapter events

- Add Tickets (free too)
- Add Event Details
- Add Event Poster
- Get registration details and analytics
- Quick to copy next year!

Trout Unlimited's Iron Fly at Cumberland Transit - NASHVILLE

Events in Tennessee
Join TU for an exciting Iron Fly competition with prizes at Cumberland Transit!

Free

Fri, Mar 15 at 4:00 PM (EDT)
Cumberland Transit, Nashville, Tennessee

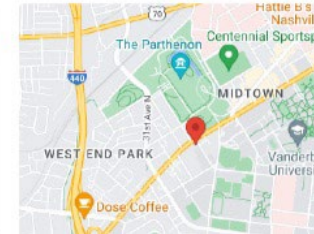
TICKETS DETAILS CART

Fri, Mar 15 - 04:00 PM: Trout Unlimited's Iron Fly at Cumberland Transit - NASHVILLE

Iron Fly Attendee	Free	Quantity: 0
Iron Fly Participating Tyer	Free	Quantity: 0

If you want to tie in the event, please choose this option!

Location



Eventgroove tools for chapters – Donation page



A simple **donation page** can be used on websites, newsletters, and email.

The 2nd Call To Action:

“Can’t join us live, please consider donating \$10 to our project”

The screenshot shows a donation page for "Mianus TU - Support Our Important Local Conservation Work". The page has a background image of a river. The main heading is "Mianus TU - Support Our Important Local Conservation Work" with the subtitle "Protecting and Restoring the Rivers and Streams of Lower Fairfield County". Below this is a "Donation" section with a "Choose your donation amount" prompt. There are five buttons for donation amounts: "\$25.00", "\$50.00" (which is highlighted in green), "\$100.00", "\$250.00", and "\$500.00". There is also an "Other" button. Below the amount buttons are two checkboxes: the first is "I'd like to make this a monthly donation" with a dropdown arrow, and the second is "I'd like to dedicate my donation in honor or in memory of someone". Below the donation section is a "Causes" section. To the right of the donation section is an "FAQs" section with the heading "About Mianus TU" and a paragraph of text: "The Mianus Chapter of Trout Unlimited is part of a national conservation organization dedicated to conserving, protecting and restoring our coldwater fisheries. The Mianus Chapter has over 4,000 members and supporters - all passionate anglers and conservationists - in the Greenwich, Stamford, Darien, Norwalk, New Canaan, Ridgefield, Wilton and other nearby communities." At the bottom right of the page is a "CONTACT" button with an envelope icon.

Eventgroove tools for chapters – Donation ticket



A donation ticket type can be added to events with engagement benefits.

See the ticket type:

“Can’t join us live, please consider donating \$10 to our project”

TICKETS DETAILS CART

✓ Sat, Apr 18 - 09:00 AM: Example - Volunteer Tree Planting Event

🗳️ Adult Volunteer - free	Free	Quantity 0
<i>Please register so we make sure to have enough equipment and refreshments.</i>		
🗳️ Youth Volunteer - free	Free	Quantity 0
<i>Please include birth date for youth in your family so we can send you age-appropriate information such as Stream Explorers magazine, TU Teen messages and more. Youth must be accompanied by an adult.</i>		
🗳️ Tree Planting Donation	\$10.00	Quantity 0
<i>My donation to support tree planting in our community.</i>		

Events Link and Calendar Widget









Show all the TU events in your state with a link - tu.myeventscenter.com/browseByState/TN/

Embed a widget on your website and share all the events in your state. - reach out to doug.agee@tu.org

Events

Events in:

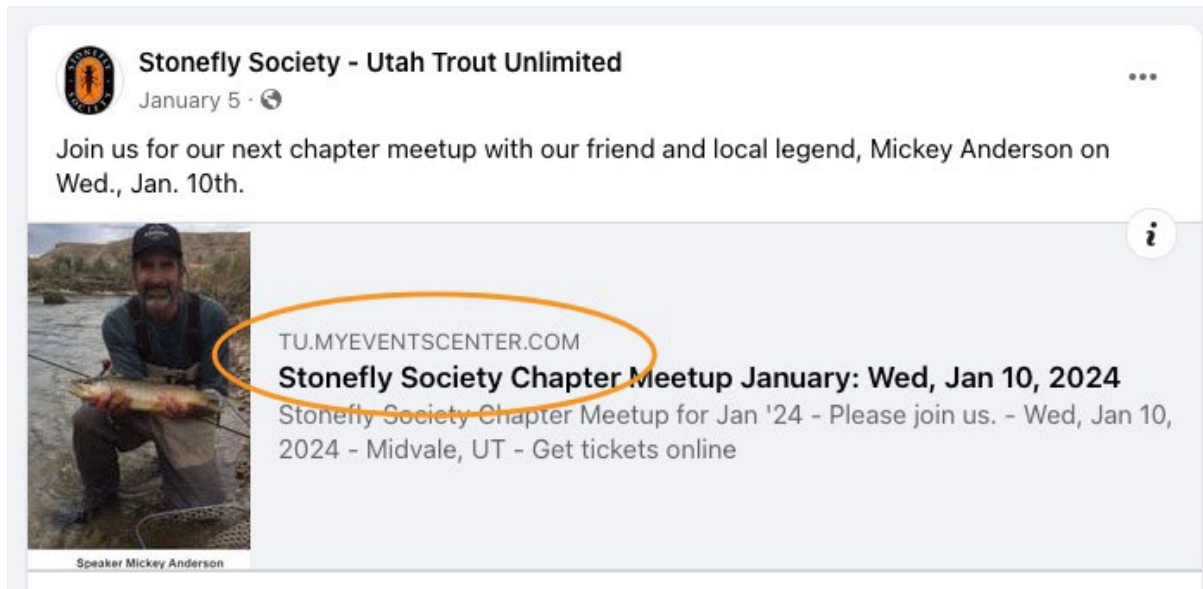
- **Support Wyoming Trout Unlimited - December 07 - May 31**
Online
ONLINE
Support Wyoming Trout Unlimited
- **MI TU Youth Conservation and Trout Camp Fundraiser - January 01 - June 30**
Virtual
ONLINE
Support Michigan youth anglers by purchasing a limited edition collectors pin and be entered to win some great prizes!
- **Win a Trip to Yellowstone Plus a Fly Rod of your Choice, and Help Support Future Conservationists - January 04 - April 02**
NCTU Events
ONLINE
Enter to win a trip to Yellowstone and benefit North Carolina RiverCourse
- **MadDog TU Winter Fly Tying Classes - February 08 - April 04**
Dewey Building on the National Life Campus in Montpelier, VT
1 National Life Drive
Montpelier VT 05602-3208
MDTU is offering two classes: Beginners and Intermediate! Registration links below.
- **GBTU Embrace A Stream Project - Sign Up - March 02 - October 31, 2025**
Various Locations
2173 Washington St
Canton MA 02021
Sign up to learn more about how you can volunteer on our upcoming Embrace A Stream project.
- **SouthEast Mass TU Free Introduction to Fly Tying PM - March 06 - 27**
Sachem Council on Aging
255 Pleasant St
Dorchester MA 01919

Share events on Facebook and Instagram



On Facebook where the TU Events Center link was dropped in as a post

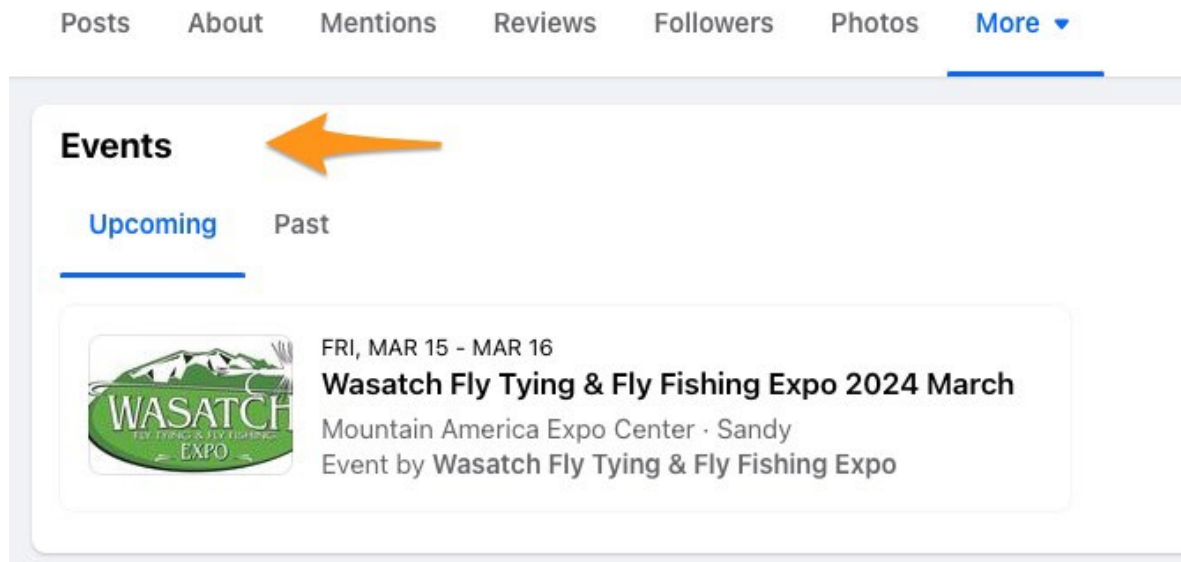
Example:
<https://tu.myeventscenter.com/event/Stonefly-Society-Chapter-Meetup-January-24-88007>



Share events on Facebook and Instagram



Using the Facebook Events tool – working with the Meta algorithm



Share events on Facebook and Instagram



Using the Instagram– working with Meta

Goal is to connect and talk with partners, supporters, staff, and chapters.

Linktree in the header - a freemium social media reference landing page

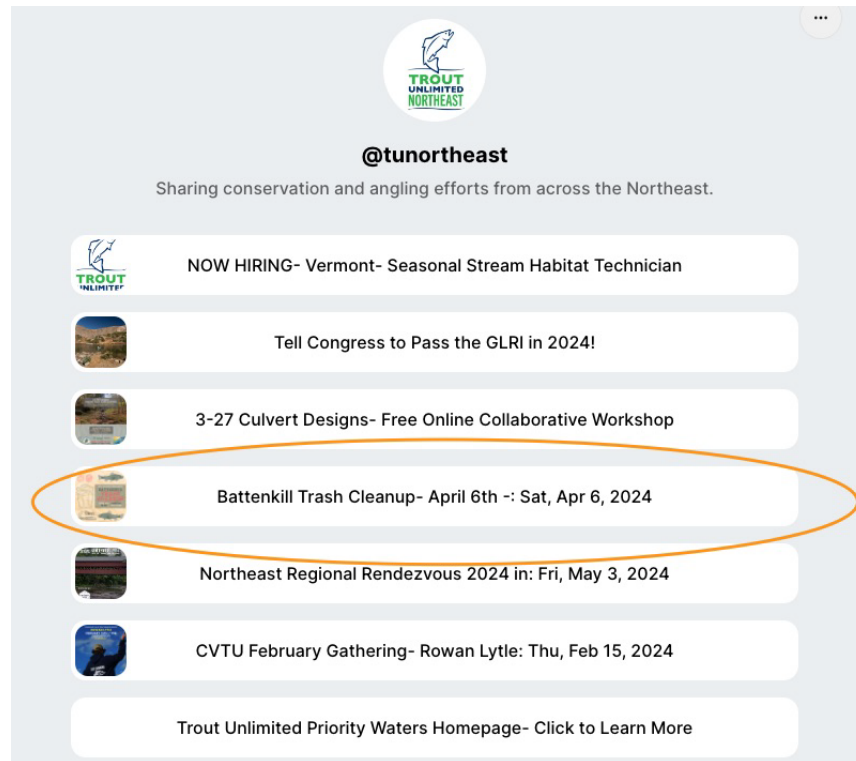


Share events on Facebook and Instagram



The Linktree page for TU Northeast

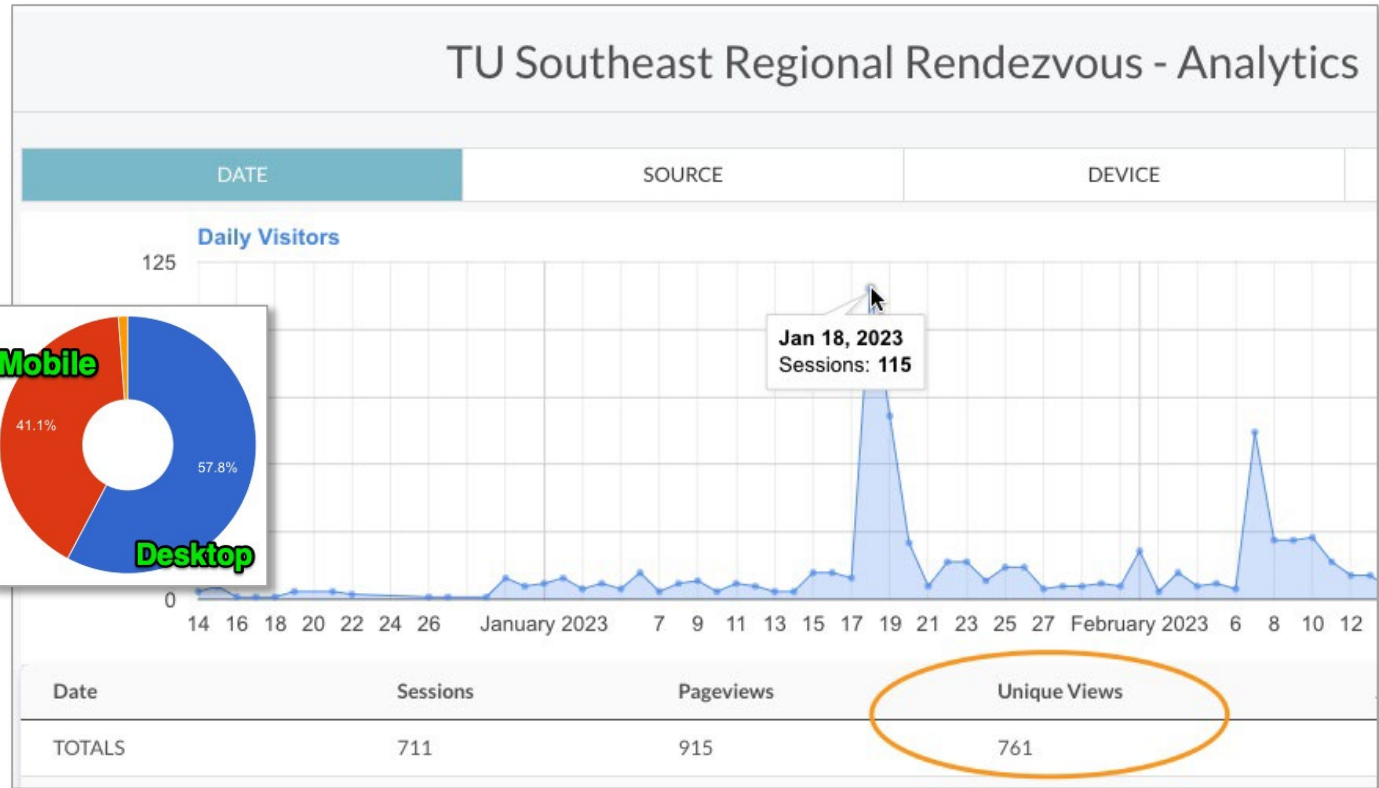
The top links for the regional TU engagement team



Eventgroove Reporting Tools



A broader audience reach and helpful analytics



Eventgroove Reporting Tools



Communicating with members and supporters with the Reports tools

My Events

- Event Dashboard
- Details & Quality
- Sales Totals
- Analytics
- Orders & Refunds
- Guests & Check-In
- Reports**
- Event Badges
- Promote
- Manage

Thomas Jefferson

In most cases, reports are delivered as MS Excel (CSV) files, which either can Print and take along with you to your event.

- Scheduled Reports are sent to you via email. Just set the delivery options.
- Order reports cover transactions for your entire event.
- Guest reports cover tickets and guests attending a performance.

Scheduled Reports: 1 of 2 Selected

- On-Demand Order Reports**
- On-Demand Guest Reports

REVENUE AND FEES

SALES GRAPH

CSV Downloads:

- Tickets**
- Transactions
- Revenue and Fees

Revenue and Fees Summary

Southeast Regional Rendezvous 2024: Building Community in the Music City
Mar 15, 2024 7:00 AM (ACTIVE)

Complimentary	4	\$0.00
Online	68	\$7,250.00
Totals	72	\$7,250.00

Sales by Ticket Type

Thanks for joining us, you might be interested in our next event!
Would you consider being a team captain at our next clean-up?

Top 5 reasons to use TU Event Center tools in your chapter

- Events listed on national website benefit from broader audience reach
- Fundraisers throughout the year (2nd CTA) for ongoing engagement
- Reduces set up and management by volunteers - succession planning
- Follow-up communications with attendees (please bring / join us next time)
- Eventgroove Customer Support to help set up first campaigns

Custom URL For New Member Recruitment



How it works:

- ✎ Custom URL for New Member recruitment
 - Show table tents and post card examples
- ✎ Find your Chapter's Custom URL in the Leaders Forum library
 - Library link - [TU Chapter Custom URL for New Member Recruitment](#)
- ✎ Made with [qrcode-monkey.com](https://www.qrcode-monkey.com)
 - The GPS logo Blue is 3B537A
 - The GPS logo Green is 339933
- ✎ Resource tu.org/tu-brand-messaging



Custom URL For New Member Recruitment



Use your chapter's custom URL for new member recruitment

👉 Table tents, post cards and flyers



Eventgroove Tool Resources For Chapters



TU Events & Fundraising Links

- TU Fundraising: <https://go.tulocalevents.org>
- TU Events: <https://tu.myeventscenter.com>
- TU Products: <https://tu.ticketprinting.com>
- www.eventgroove.com/fundraising/pricing

TU Resources

- [How to setup a chapter event video](#)
- [Fundraising resources for chapters](#)
- [TU Events & Fundraising overview](#)
- QR code by www.qrcode-monkey.com

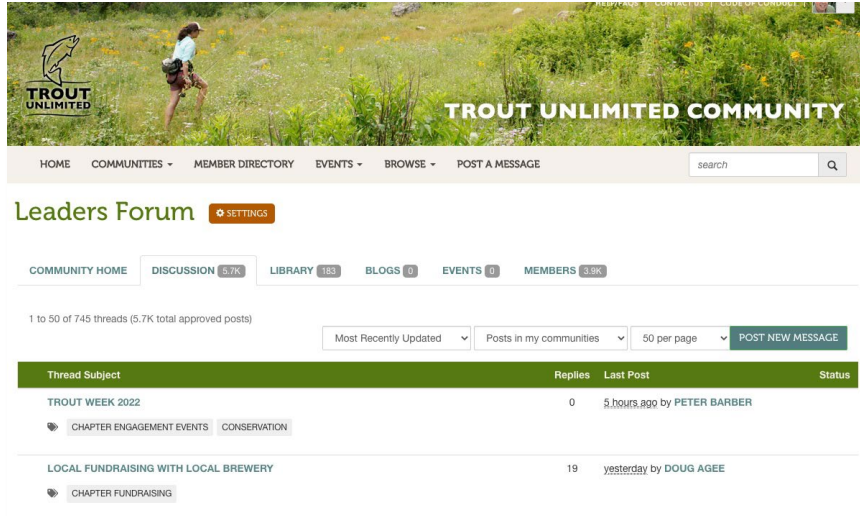
Doug Agee

- Help with account setup
- doug.agee@tu.org
- 801.582.2324

Customer Support

- Support@Eventgroove.com
- 855.425.1071
- [Help center](#)

More Helpful Resources For Chapter Volunteers



Leaders Forum
community.tu.org/leadersforum

Lines To Leaders Newsletter



Regional Rendezvous Dates Set!

We are pleased to announce the return of our **Regional Rendezvous** gatherings for 2023. We can't wait to come together again in all corners of the country to see one another in person. These get-togethers are so important for our volunteer **leaders** to network and strategize on how to grow our cleanwater conservation organization. We truly cannot wait to connect with more of you at a local level again.



Southeast Regional Rendezvous – Asheville, North Carolina: March 11th & 12th

Western Regional Rendezvous – Taos, New Mexico: May 19th & 20th



Northeast Regional Rendezvous – Stamford, Connecticut: June 3rd & 4th

Our Helpful Volunteer Operations Staff



VolOps is growing! See our team and focus areas to help your chapter.

Find us: www.tu.org/volops-staff

	<p>Nick Kelle Volunteer Operations Coordinator tkelle@tu.org (703) 228-9423</p>	<p>Contact Nick For:</p> <ul style="list-style-type: none"> - New volunteer recruitment - Leadership/Trade section of training support - Insurance certifications - Fundraising support
	<p>Dwag Ager Chapter Connectivity Manager dager@tu.org (907) 482-2229</p>	<p>Contact Dwag For:</p> <ul style="list-style-type: none"> - TU Outfit Community Forum help - TU Outfit Events Center - TU Outfit Fundraising Platform - Infit e-mailing and chapter website - General digital engagement support
	<p>Sean Kiefer National Engagement Coordinator skiefer@tu.org (786) 330-2429</p>	<p>Contact Sean For:</p> <ul style="list-style-type: none"> - Best practice guides and resources on the most common engagement activities - Reporting systems for tracking outdoor membership, key performance indicators and more data
	<p>CJM Watson TU Costa South Fly Fishing Program Manager cjwatson@tu.org (704) 498-6767</p>	<p>Contact CJM For:</p> <ul style="list-style-type: none"> - Working up a 3 Rivers college club - Connecting with a 3 Rivers club
	<p>Derek Hask Northeastern Conservation Education Manager dhask@tu.org (360) 642-0720</p>	<p>Contact Derek For:</p> <ul style="list-style-type: none"> - Youth education programming in Oregon and Washington
	<p>Quentin 'Q' Collins Volunteer Experience & Reporting Manager qc@tu.org (313) 798-9111</p>	<p>Contact Q For:</p> <ul style="list-style-type: none"> - Risk Management & Policy Compliance - Youth Risk Management & Liability - Annual Activity Reports - TRM related Questions - Questions related to being a nonprofit or tax-exempt entity
	<p>Maggie Roseman Manager of Volunteer Operations mroseman@tu.org (206) 798-2261</p>	<p>Contact Maggie For:</p> <ul style="list-style-type: none"> - Volunteer leadership development - Strategy planning support - TU Regional Breakdowns - 30 subject content for classes to leaders - Partnership and affinity group support - New chapter charters, debaters & name changes
	<p>Cathy Handstrom ETRAM Education Manager chandstrom@tu.org</p>	<p>Contact Cathy For:</p> <ul style="list-style-type: none"> - TU youth education programming - ETRAM, TRM, etc. - TU Summer Programs/Expeditions
	<p>Jeff Yates Senior Director of Engagement jyates@tu.org (303) 224-7076</p>	<p>Contact Jeff For:</p> <ul style="list-style-type: none"> - Community engagement training - Regional engagement partnership - State w/ federal grant interest
	<p>Beverly Heath Vice President for Volunteer Operations bheath@tu.org (803) 734-2824</p>	<p>Contact Beverly For:</p> <ul style="list-style-type: none"> - Diversity, equity & inclusion support - TU Service/Partnership - Developing national partnerships - Risk management, policy compliance & global/foreign experts - E&I

**Thank you growing TU in
your community!**



**TROUT
UNLIMITED**