



# THANK YOU FOR BEING A CHAMPION FOR OUR RIVERS!

Protecting clean water, healthy fish, and wild rivers starts with people like you. Whether you're joining a cleanup, calling a lawmaker, or sharing your story, your voice matters. This kit is your first step. Inside, you'll find simple tools, templates, and ideas to help you take meaningful action in your community.

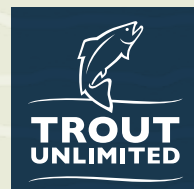


**YOU'RE NOT ALONE – OVER 360,000 CHAMPIONS ARE STANDING UP FOR RIVERS NATIONWIDE.**

**LET'S DO THIS.**



**Every River  
Needs A Champion**







# 6 WAYS TO BE A RIVER CHAMPION



## CONNECT WITH YOUR CHAPTER

CONNECT WITH YOUR LOCAL TU COMMUNITY



## DONATE

SUPPORT RESTORATION  
PROJECTS NATIONWIDE



## VOLUNTEER

GET INVOLVED IN A LOCAL  
CLEANUP OR RESTORATION PROJECT



## ATTEND EVENTS

FROM FILM NIGHTS TO COMMUNITY  
BEER NIGHTS – GET INVOLVED!



## ADVOCATE

STAND UP FOR CLEAN WATER  
AND HEALTHY FISHERIES



## SHARE YOUR STORY

INSPIRE OTHERS WITH YOUR  
CONNECTION TO RIVERS

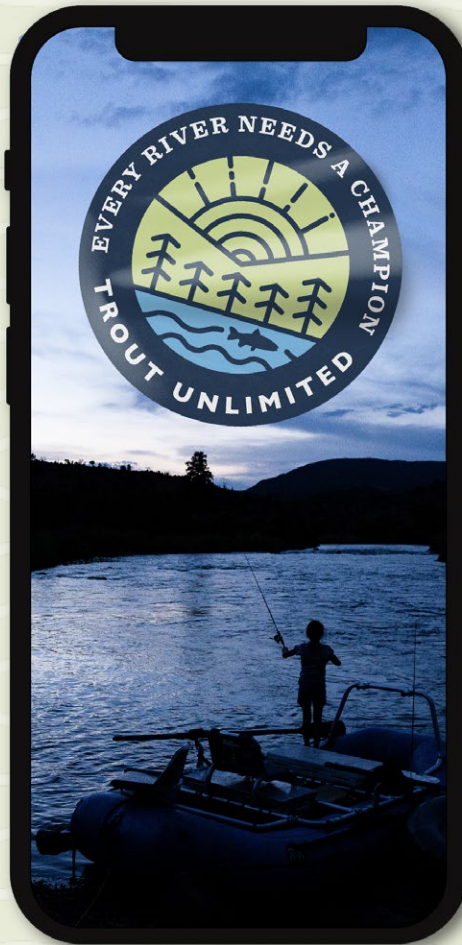


# DIGITAL ASSETS & SOCIAL TOOLKIT

SHOW OFF YOUR CHAMPION STATUS WITH THESE READY-TO-USE SOCIAL ASSETS

DOWNLOAD & DISPLAY YOUR  
“RIVER CHAMPION” DIGITAL  
BADGES ON YOUR SOCIALS

DOWNLOAD SOCIAL ASSETS



DOWNLOAD SAMPLE SOCIAL POST

## SAMPLE POST CAPTION:

Rivers have given me so much. [Consider adding a personal narrative about the way you connect with your river, whether it's a love of their beauty, angling, paddling, hiking, hunting, or anything else.]

Now, it's my turn to give back. I'm rolling up my sleeves, getting my hands dirty, and raising my voice up for the waters I love as a Champion with @troutunlimited.



# 5-DAY CHAMPION CHALLENGE

FIVE DAYS OF ACTION TO GET YOU STARTED ON YOUR CHAMPION JOURNEY



## DAY 1

Post a photo of your favorite river. Tag @troutunlimited and use the hashtags #TURiverChampions, #EveryRiverNeedsAChampion.



## DAY 2

Look up and connect with your nearest TU chapter



## DAY 4

Invite a friend to download the kit and become a champion too!



## DAY 3

Check out some of TU's incredible fishing and conservation content on YouTube



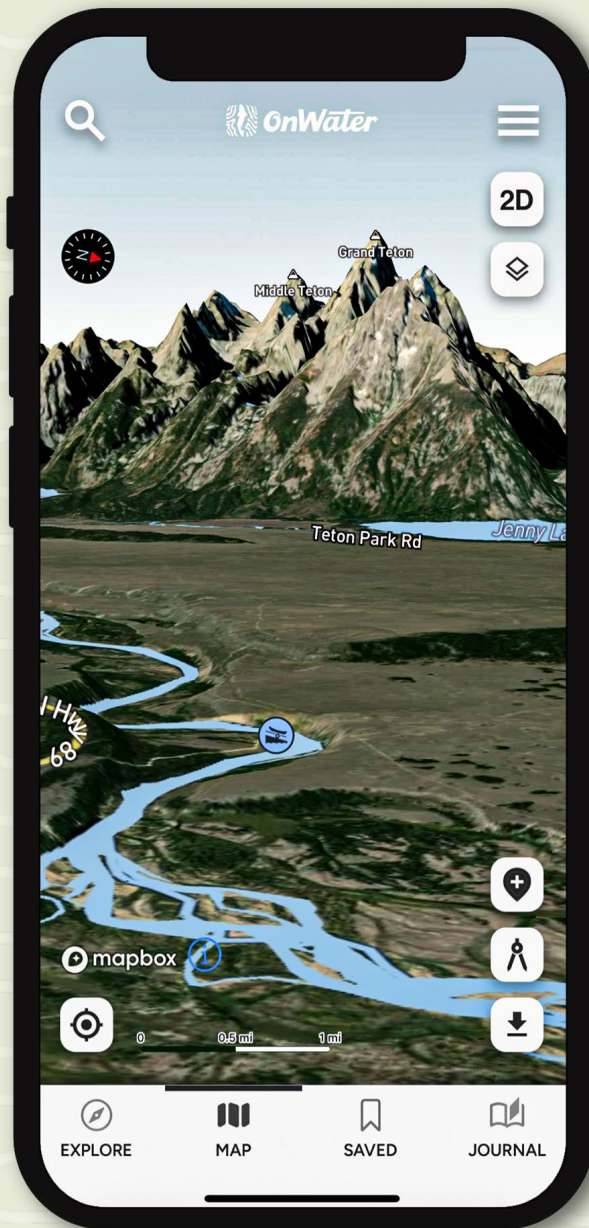
## DAY 5

Email your local rep using TU's advocacy tool



# SUPPORT ANGLER SCIENCE!

USE TROUTSPOTTER VIA THE ONWATER FISH APP TO  
IDENTIFY & TRACK FISH ON YOUR WATERSHED



## GET THE APP

Download the onWater Fish app to help us improve and make important contributions to TroutSpotter today.

TroutSpotter is a free tool from Trout Unlimited, United States Geological Survey, WildMe, and onWater Fish, that uses AI to identify individual fish from angler photos.

By participating, you improve TroutSpotter's accuracy, expand its reach to more watersheds, and support TU's mission to restore coldwater fish habitat.

onWater Fish is your personal guide to the water, providing real-time fishing data and robust planning tools for a more self-reliant day on the water.





# STAY CONNECTED & UP TO DATE



FIND YOUR LOCAL CHAPTER



WATCH & LEARN  
VISIT TU'S YOUTUBE CHANNEL



JOIN THE CONVERSATION

## THANKS FOR BEING A RIVER CHAMPION!

FOLLOW US



Every River  
Needs A Champion

