

State of the Grassroots

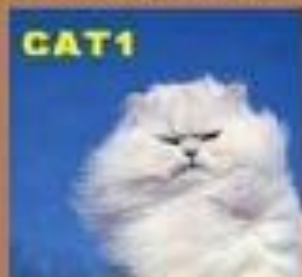
Collective Impact



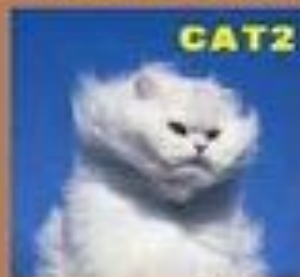


A QUICK REFERENCE FOR
HURRICANE CATEGORIES..

CAT1



CAT2



CAT3



CAT4



@NCRooNeck

CAT5



TEXANS BE LIKE

A man with a beard and a loincloth is in a makeshift raft made of logs and a large green tarp, floating on a dark blue ocean. He is holding a long wooden pole. The scene is from the movie 'Cast Away'.

I'M GOING TO WHATABURGER! Y'ALL WANT ANYTHING?







Summary of Council & Chapter Activities



Overview: In FY16 Chapters and Councils Generated



- ✎ 725,551 volunteers hours
- ✎ Total volunteer hours valued at \$17,093,981.56 (using the Independent Sector's estimated value of volunteer time \$23.56/ hour)
- ✎ Raised \$10,825,145 in revenue
- ✎ Spent over \$9,451,974 on conservation, education and other local projects

Our Chapters are More Active



FY 2016 (*measuring against FY15 data*)

- ✦ 3,178 chapter meetings (down 2%)
- ✦ 1,086 conservation projects (up 1%)
- ✦ 1,641 youth education programs (up 3%)
- ✦ 588 veterans programs (up 47%)
- ✦ 248 Alternative engagement opportunities (up 7%)
- ✦ 127 Events for women and minorities (up 1%)
- ✦ 1,734 chapter outreach events (up 12%)
- ✦ **Total Activities** = (up ~10%)

Outward Facing Events and Activities

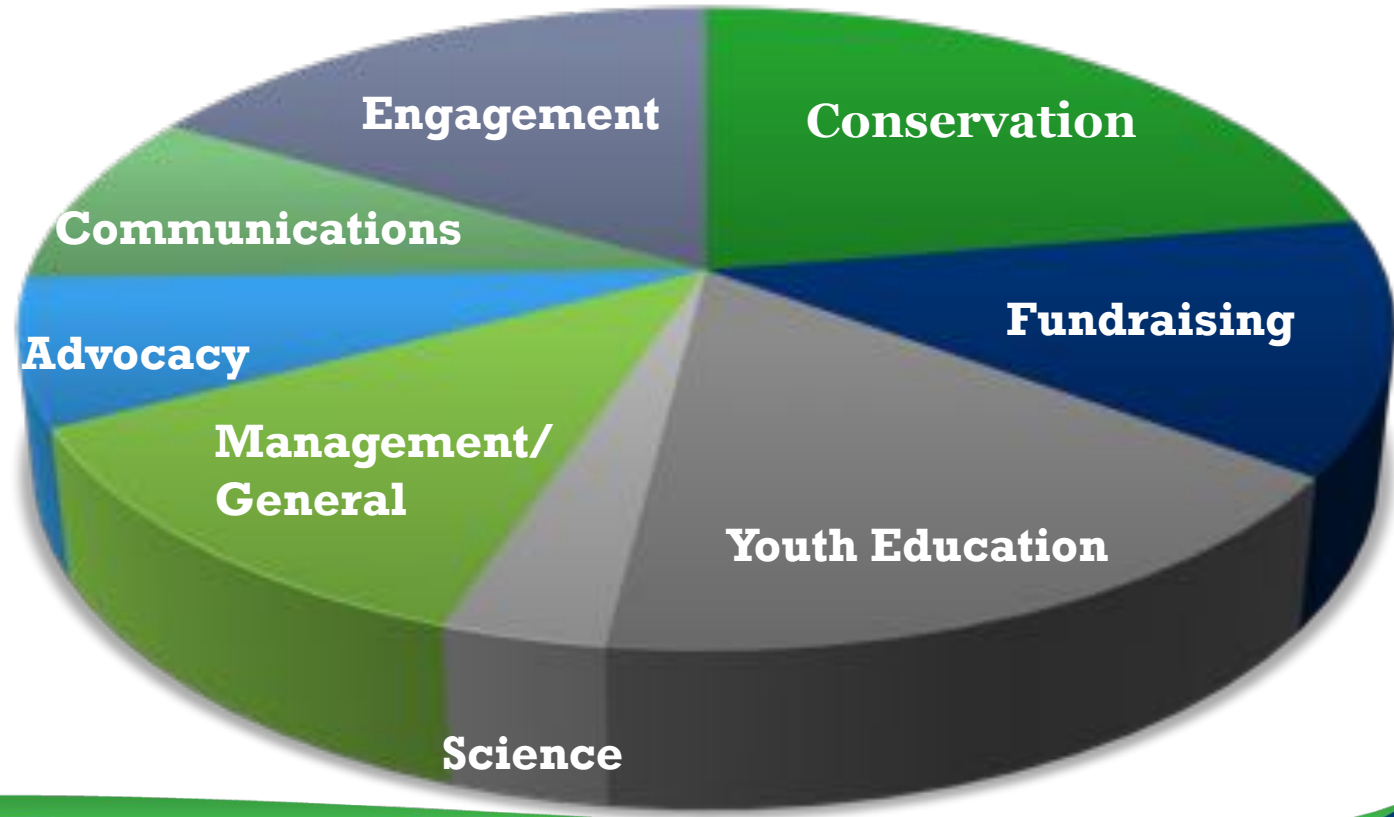


✦ **64% of our chapters are hosting fun, public events beyond membership meetings and banquets**

Volunteer Hours Breaks Records: 725,551



The Breakdown



Advocacy



**“I arise in the morning torn
between a desire to improve the
world and a desire to enjoy the
world. This makes it hard to
plan the day.”**

- E.B. White



So What is “Advocacy”?



- 🐟 Ancient Roman law: Speaking in behalf of
 - “We speak for the fish”
- 🐟 Active espousal
- 🐟 Having our voice heard on issues important to us
- 🐟 Setting the agenda or adding options to consider
- 🐟 Activity aimed to influence decisions
- 🐟 Speaking to support or to defend

Arizona



WFL PLANTING WORK GROUP AND STAKEHOLDER GROUP AQUATIC FIELD TRIP

Date: Friday, June 17
Meeting Time: 9:00 AM
Meeting Point: Gilbert Ridge Campground

Important Field Trip Updates:

- This is a closed to the public event.
- To reduce the number of vehicles going to the site, we encourage to coordinate vehicle pool with your family/neighbors.
- Bring water, snacks, sunscreen, and hats.
- The first site will be a riparian forest. The second site, though forested, will be a natural riparian forest with fewer trees than the first and will be a more natural forest.

Background:

The Blue Creeks project area encompasses approximately 3,000 acres of riparian habitat, including grasslands, woodlands, and riparian forests, spanning roughly 20 miles north of Phoenix, and along the project area and include numerous springs, wildlife habitats, and riparian areas that are important to local residents. Working to improve the condition and function of these areas will improve riparian habitat quality and riparian biodiversity, as well as improve riparian habitat connectivity. Riparian forest diversity, riparian habitat, and riparian connectivity are important components of the project area and riparian habitat. The project area and riparian habitat are important to local residents. The project area and riparian habitat are important to local residents.



Field Trip Objectives:

- Show the WFL staff an opportunity to learn about riparian restoration.
- Introduce the WFL staff to the WFL staff (Stakeholder Group) for Aquatic and Riparian Restoration Activities.
- Discuss the WFL staff and the benefits of riparian restoration.

The Lookout Issue #11

Four Forest Restoration Initiative
January 2014/June 2014



Stakeholder Work for Comprehensive Restoration

The Comprehensive Riparian Forest Restoration (CRFR) is the subject of the Four Forest Restoration Initiative (FFRI), a project that is intended to improve the forest and riparian conditions in these areas and to provide for enhanced recreational recreation and provide additional jobs. This document is intended to provide you with an overview of the project and the various stakeholders involved in the project. The project is a long-term effort to improve riparian and riparian forest conditions and to provide for enhanced recreational recreation and provide additional jobs. This document is intended to provide you with an overview of the project and the various stakeholders involved in the project.

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Meetings:

Initial Meeting	1/20/14	10:00 AM
Working Group	1/27/14	10:00 AM
Open House	2/3/14	10:00 AM
Open House	2/10/14	10:00 AM
Open House	2/17/14	10:00 AM
Open House	2/24/14	10:00 AM
Open House	3/3/14	10:00 AM
Open House	3/10/14	10:00 AM
Open House	3/17/14	10:00 AM
Open House	3/24/14	10:00 AM
Open House	3/31/14	10:00 AM
Open House	4/7/14	10:00 AM
Open House	4/14/14	10:00 AM
Open House	4/21/14	10:00 AM
Open House	4/28/14	10:00 AM
Open House	5/5/14	10:00 AM
Open House	5/12/14	10:00 AM
Open House	5/19/14	10:00 AM
Open House	5/26/14	10:00 AM
Open House	6/2/14	10:00 AM
Open House	6/9/14	10:00 AM

Key Contacts:

WFL (Trout Unlimited) Website: www.wfl.org

The Project Director's Office: projectdirector@wfl.org

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More copies of this newsletter can be downloaded online from www.wfl.org

Colorado: Upper Colorado River Campaign



Idaho: Public Lands in Public Hands Rally



Idaho: Wild Steelhead Initiative “Memories Lost”



Maine: Science Based Advocacy

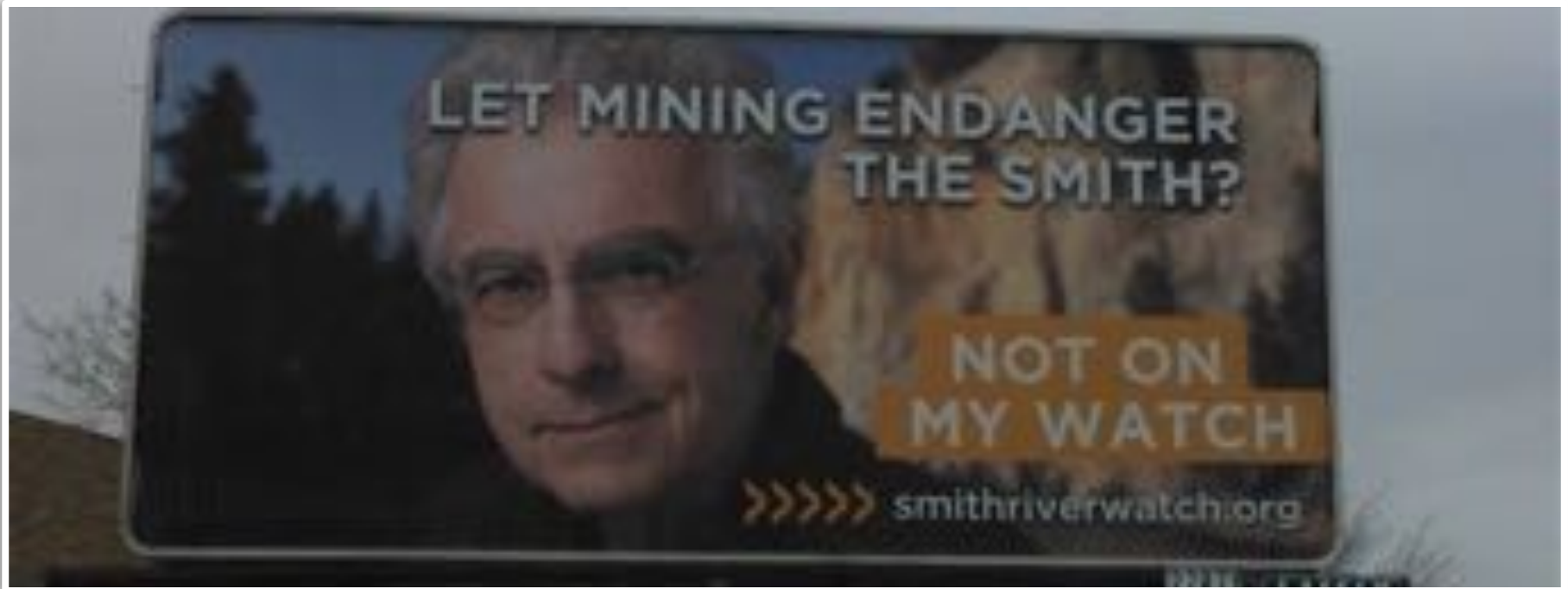


- ✦ In advocacy, as in football, sometimes a good defense is the best offense
- ✦ Examples from Michigan and Minnesota:
 - *“We mounted an effective defense of nascent riparian buffer requirements”*
 - *“Continuing to hold off fish farming requests”*
 - *“Combating proposals for a fish weir”*
 - *“Holding off attempts to cap and reduce public lands”*
 - *“Fighting Great Lakes commercial fishing overreach”*

Montana: Gov. Bullock Speaks at Public Lands Rally



Montana: “Save our Smith River” Highway Billboard



New Hampshire: Warner River



Oregon: Old vs New Models of Advocacy



Washington: Local Congressman Q&A Managing Federal Lands



Pennsylvania: 86,000 Miles of Stream



Wisconsin: Regulations State and Federal




Wisconsin: TU License Plate Bill Signing



- ✦ 2.5 hour workshops conducted by TU staff and River Alliance for 111 participants in four regions of Wisconsin
 - Why TU members and chapters should be interested in participating in advocacy
 - Taking action worksheets to get started
 - Ways your chapter or council can advocate
 - Rules for successful advocacy
 - Role plays of effective and ineffective face to face meetings

Ways Your TU Chapter Can Advocate for Trout Streams

Target audience	General Advocacy, from education to grassroots lobbying				Direct lobbying
Any elected official	Build relationships	Inform them about issues	Invite them to your workdays, banquets	Hold targeted events for them; show them your stream and its issues	Ask them to vote a certain way
Your Membership	Hold a public forum to educate them about an issue	Send an email about a policy issue or legislation (for information only)	Send an email about a policy issue or legislation with an opinion/point of view from your organization (no specific call to action, yet)	Send an email about a policy issue or legislation with a call to action, "Contact your legislator, tell them how you feel about this issue, ask them to vote yes, and here is how to contact them."	N/A
Federal or State Legislators	Meet them in district or at a listening session to introduce your organization, no ask at this time	Take them fishing or show them <u>streamwork</u> restoration sites to introduce them to the issues on your river	Put them on your newsletter/email lists. Sign up for their email list.	Send them educational information about your concerns- be their resource for quality information about water issues	<ul style="list-style-type: none"> • Testify at a public hearing • Call, send a letter/email asking them to vote yes/no • Meet at their office in the Capitol
Local: County, City, Village, Town officials	Meet them at a coffee shop to introduce yourself and your organization	Take them fishing or show them <u>streamwork</u> restoration sites to introduce them to the issues on your river	Put them on your newsletter/email lists. Sign up for their email list (if available)	Attend County Land & Water meetings (or other appropriate committee meetings) to learn, listen, educate and/or make requests	<ul style="list-style-type: none"> • Testify at a public hearing • Call, send a letter/email asking them to vote yes/no • Attend a meeting to ask for funds in the budget, an ordinance, etc.
DNR resource managers	Invite DNR staff to events, workdays	Invite the DNR Secretary and staff to your events; consider annual meetings, especially with Fisheries Bureau	Ask the DNR staff administration to fund programs/staff that support trout streams in your region	Provide letters of support to the Natural Resource Board for policies that support trout streams, or speak out about policies that will harm them	<ul style="list-style-type: none"> • Ask DNR managers for resources to protect trout streams in your region • Provide comment or testimony on DNR or Conservation Congress issues
 INCREASING ENGAGEMENT					

