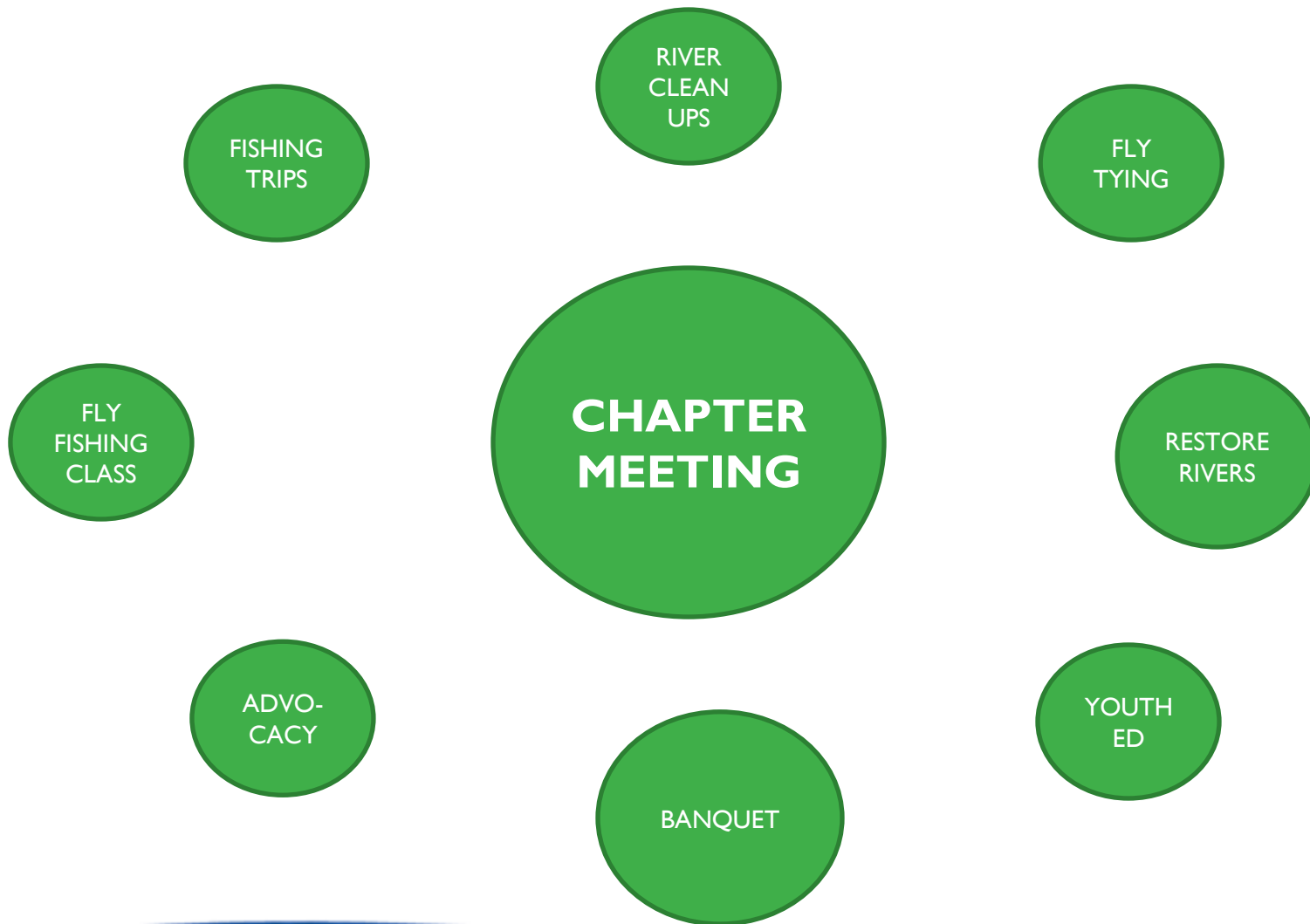# Why I Believe in TU

TU Today

- Over 220 TU staff in 22 states

- Over 420 local chapters and state councils with:
    - 4,000 volunteer leaders on board and committees
    - 737,194 volunteers hours – Valued at $18,201,320
    - 1,078 conservation projects held on local streams
    - 1,668 education projects that engaged youth
    - Raising $10,715,125 and spending $9,646,017 locally on our mission

TU's Approach to Conservation: A Landscape-Scale Model

Road-building, oil and gas drilling, and other development degrade water quality and diminish fish habitat in high-elevation lands.

Protect:
Backcountry land intact, improving water quality downstream and providing a stronghold for native fish and other species.

Reconnect:
Obsolete dams and diversions removed. Fish ladders and fish passage installed. Sufficient water left in stream, allowing fish to migrate through the river.

Restore:
Tree-shaded river reconnected to its floodplain. Grazing and development practices protect water quality. Industrial and agricultural pollution reduced.

Dams and diversions block fish passage. Streams run dry during the warm months.

Sediment, runoff and pollution make developed areas uninhabitable for fish. Urbanization and channeling of streams increase water filtration costs and the effects of flooding downstream.

Sustain:
Our conservation legacy will endure by engaging young people and mobilizing community members to protect, reconnect and restore lands and waters.

- **Protect**
- **Reconnect**
- **Restore**
- **Sustain**

Building A Community

CHAPTER MEETING

Building A Community

RIVER CLEAN UPS

FISHING TRIPS

FLY TYING

FLY FISHING CLASS

CHAPTER MEETING

RESTORE RIVERS

ADVO-CACY

BANQUET

YOUTH ED

TROUT UNLIMITED

RIVER CLEAN UP

FISHING TRIPS

FLY TYING

FLY FISHING CLASS

CHAPTER MEETING

RESTORE RIVERS

ADVO-CACY

BANQUET

YOUTH ED

"WE CAN'T GET ANYBODY TO COME TO OUR CHAPTER MEETINGS!"

The Lesson: Do Fun Things – Lots of Different, Fun Things

In which chapter activities would you like to participate?	18-35	36-55	56-65	66-75	76+
Regularly scheduled membership meetings				**47.52%**	
Speakers and presentations at meetings			**42.77%**	38.30%	33.33%
Veterans programs & events					36.36%
Stream monitoring programs	**57.89%**				
Tying and casting classes		39.45%			33.33%
Conservation projects – protect, reconnect, restore, etc.	55.26%	**44.95%**	37.57%	38.30%	
Fishing outings	55.26%	37.61%	35.26%		**45.45%**
Other					

COMMUNITY

Building A Community

ROAD SHOW

RIVER CLEAN UPS

FILM TOURS

BAR FLIES

FLY TYING

FISHING TRIPS

COMMUNITY

RESTORE RIVERS

ANGLER SCIENCE

YOUTH ED

FLY FISHING CLASS

ADVO-CACY

CHAPTER MEETINGS

BANQUET

PUBLIC EVENTS

1. Do Fun Things

2. Move the Mountain

3. Invite Everyone

4. Be Welcoming & Nice

5. Build Relationships

6. Engage & Involve Intentionally
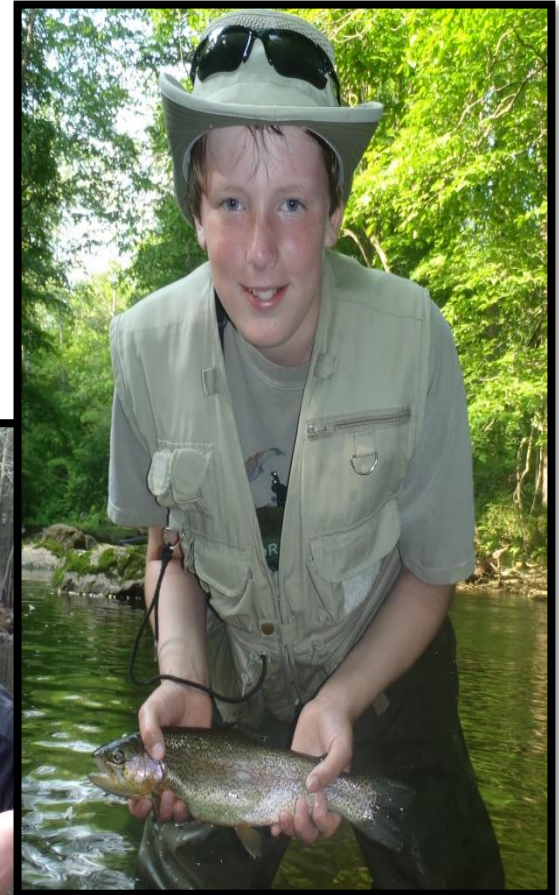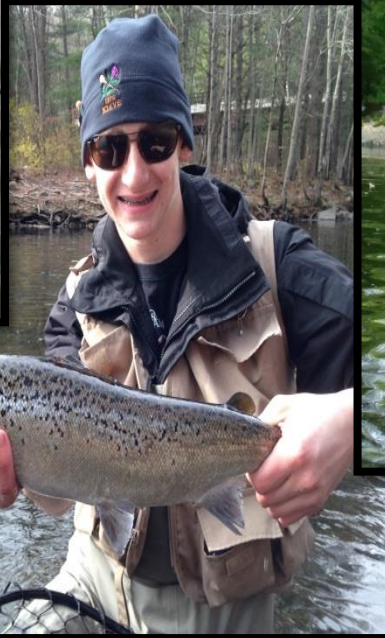
Do Fun Things: Volunteer Projects

Do Fun Things: River Restoration

Do Fun Things: Learning Opportunities

Do Fun Things: Fishing Outings

Do Fun Things: Social & Community Events

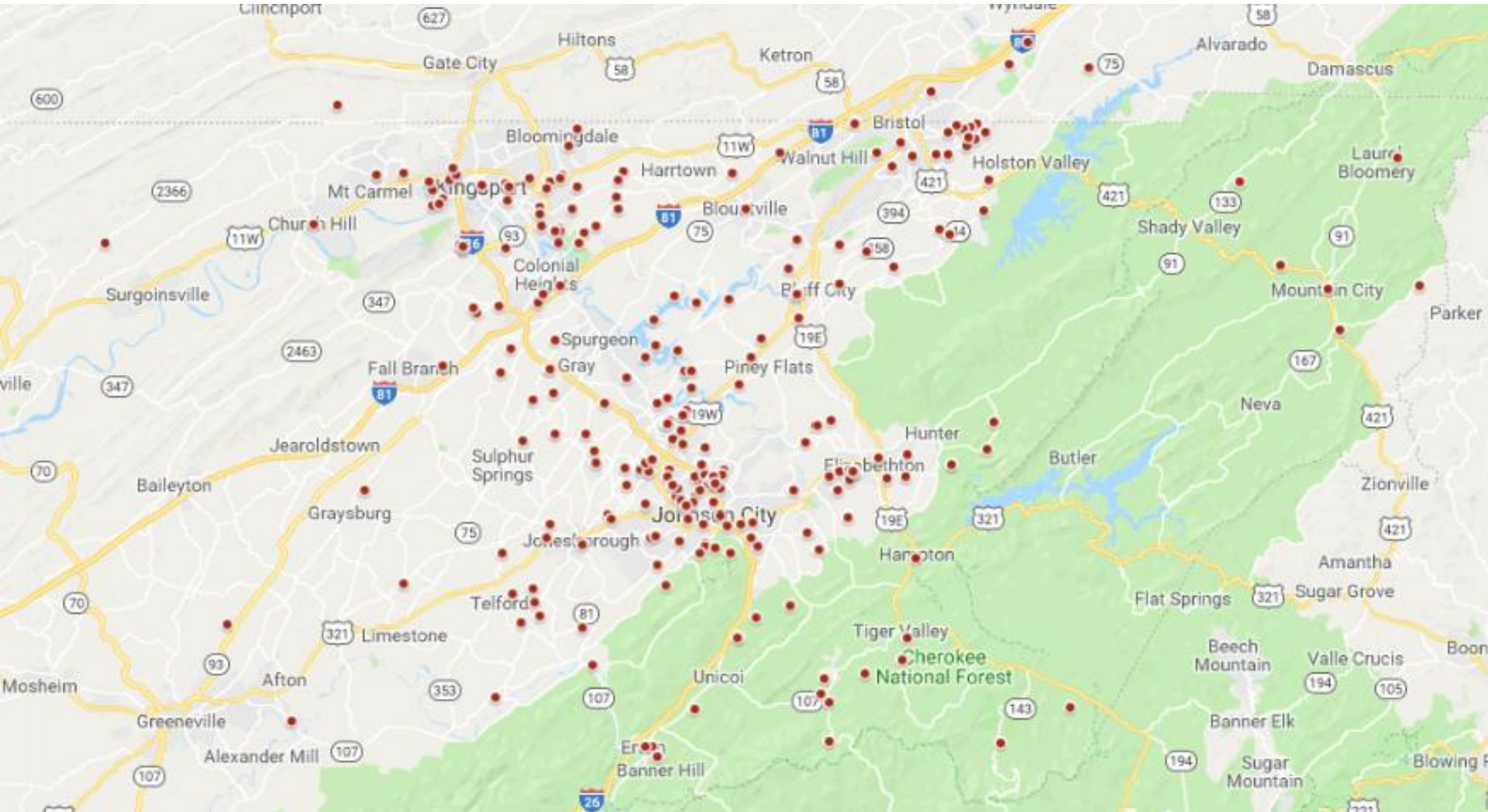# Do Fun Things: Family Fishing & Learning

5 Ways You Can Help

1. Get 10 Friends to Join TU!
   - www.tu.org/intro

2. Promote EVERY Volunteer Opportunity
   - Cleanups, Plantings, Youth Events, Fundraising, Meeting Support

3. Share on Social Media
   - Share Chapter & Council posts

4. Think About the Skills You Can Give
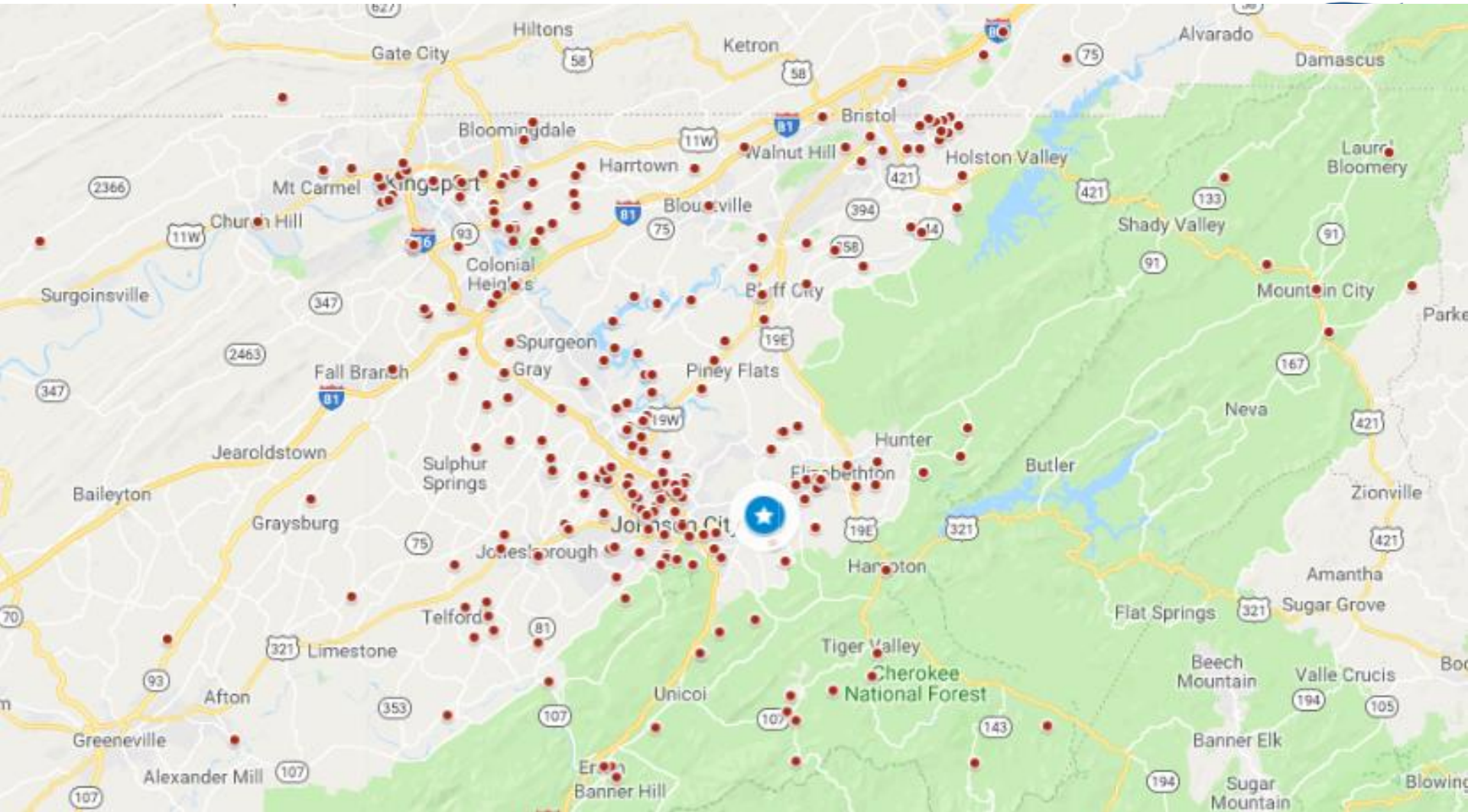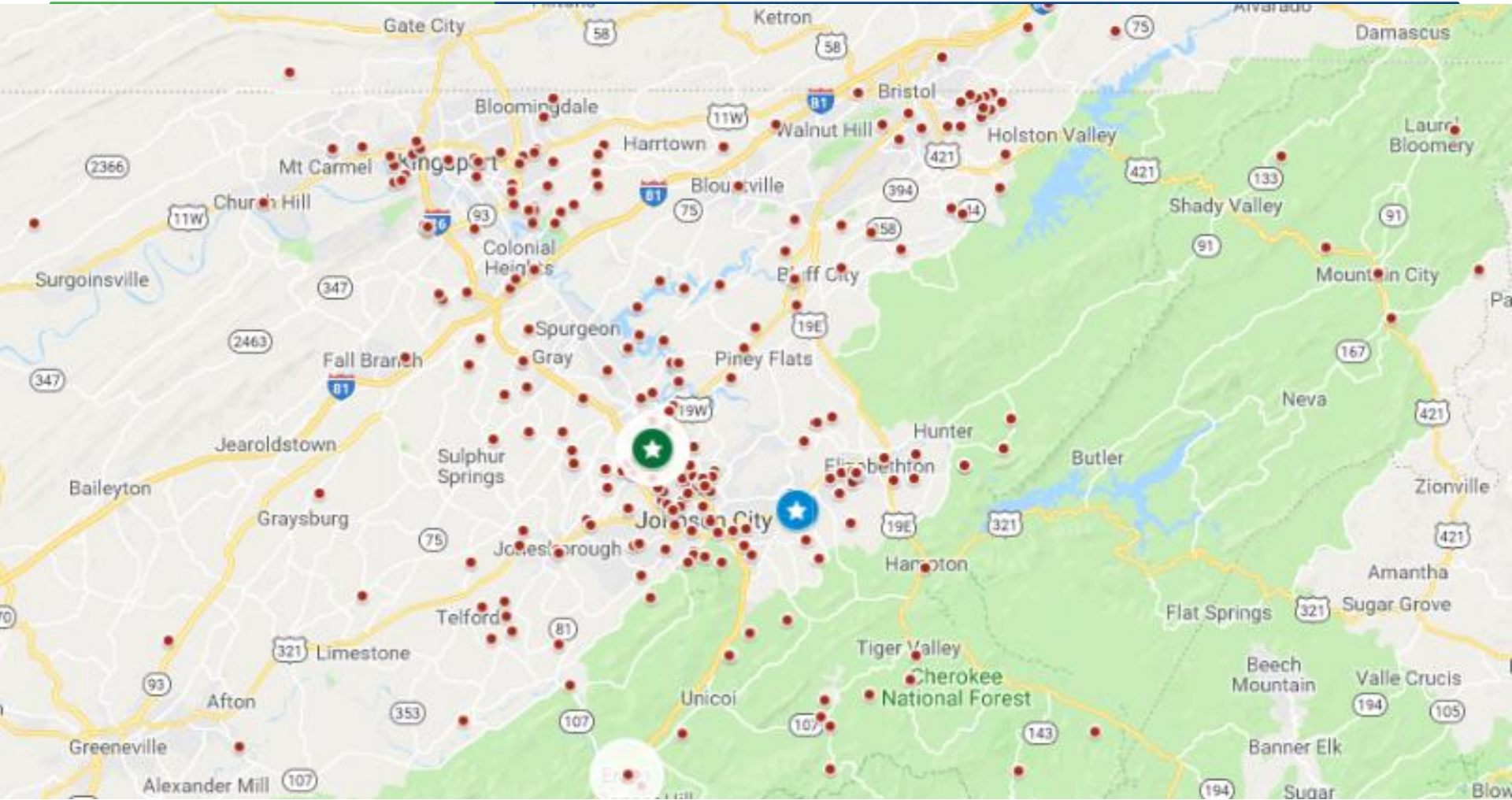   - From grant writing to marketing, engineering & more

5. Bring A Friend Every Time…

UNCLE SALMO WANTS YOU!

Timothy G. Moore

TU.org/ChapterSearch
SIGN UP TODAY AND JOIN THE FIGHT
FOR CLEAN, CLEAR, FISHABLE WATER!

TROUT UNLIMITED

Make one change

TROUT UNLIMITED

Who are
we missing?

TROUT
UNLIMITED

What do we do to reach this group?

TROUT
UNLIMITED

Questions?

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(203) 216-7078