

NLC COMMUNICATIONS Workgroup Message Map

www.tu.org/nlc

#onetu



Facebook: Trout Unlimited
Instagram: @TroutUnlimited
Twitter: @TroutUnlimited

[NLC Workgroup Contact Info](#)

Chair: Scott Hood
Co-Chair: Paul McKay
TU Staff: Nick Halle

Three goals:

1

Foster communications to/from NLC, state councils, and chapters.

2

Clarify and communicate the role and function of National Leadership Council (NLC) to all parts of TU.

3

Facilitate communications among all NLC work groups.

WHY are we doing this?

TU members and volunteer leaders often report that communication efforts are weak and lacking.

TU needs the support of NLC representatives to strengthen communication across council and chapter level.

Volunteer leaders play a vital role communicating our message to all TU members.

Workgroup Initiatives

Develop Communications Best Practices

Monitoring :

- www.tu.org
- Social Media
- TROUT Magazine
- Lines to Leaders
- Community Forum
- TU Volunteer Leaders Forum
- TU Action Alerts
- TU App
- Zoom Conferences
- Webinars/web training
- Regional Rendezvous
- Annual Meeting

How does the Communication Workgroup work?

The Workgroup is organized as a volunteer- led group under TU's NLC and supported by TU staff and Trustees.

You do not need to be an NLC member to participate.

The Workgroup meets monthly via Zoom call, at the TU Regional Rendezvous and at the annual meeting to discuss best practices and share resources.

What can I do?

Visit www.tu.org often to check for new resources and information available for dissemination to membership.

Cultivate a culture of communication within your council and chapters. Review your current methods and constantly look for ways to improve.

Visit <https://www.tu.org/get-involved/volunteer-tacklebox/communications-resources/> for new communication ideas to better support your needs. Utilize the [TU Capacity wheel](#) to encourage multiple levels of involvement.

Join our monthly work group Zoom conference for ideas and networking support.

Create a plan for your council/chapter that improves communication as a strategy for better planning.

Reach out to the TU community for support and assistance. Better communication is an achievable goal that will improve every aspect of your council and