



Tools For Event Promotion & Engagement

2024 Regional Rendezvous

Think of Projects and Events That Connect Our Communities



Outreach, Habitat Projects & Cleanups

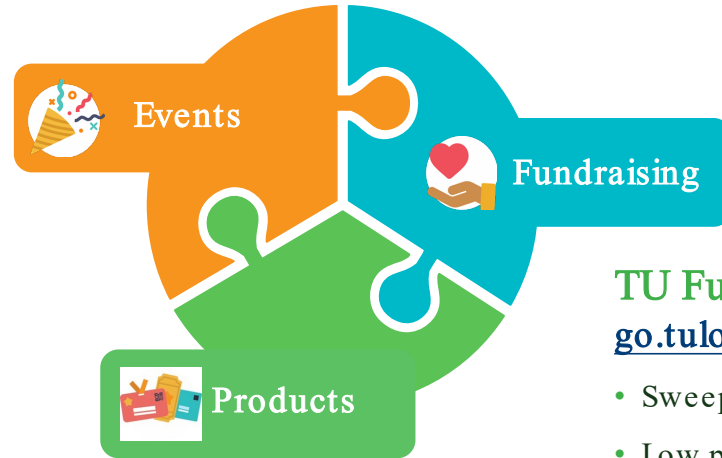
Today's Chapter Tool Talk



- 🐟 TU Events Center events promotion tool
- 🐟 Your donation page for a 2nd CTA
- 🐟 Calendar widget on your chapter's website
- 🐟 Sharing events beyond the Post and Hope
- 🐟 Event reports for engaging supporters
- 🐟 Q&A – what events work for local engagement?



Eventgroove tools for chapters – 3 platforms



TU Events

tu.myeventcenter.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

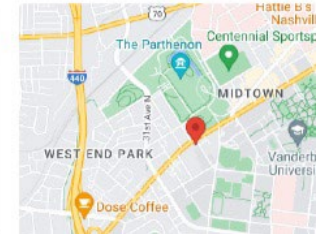
TICKETS DETAILS CART

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”

Mianus TU - Support Our Important Local Conservation Work
Protecting and Restoring the Rivers and Streams of Lower Fairfield County

Donation

Choose your donation amount

\$25.00 **\$50.00** \$100.00 \$250.00 \$500.00
Other

I'd like to make this a monthly donation

I'd like to dedicate my donation in honor or in memory of someone

Causes

FAQs

About Mianus TU
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.

[CONTACT](#)

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”

A screenshot of the Eventgroove interface for an event titled "Sat, Apr 18 - 09:00 AM: Example - Volunteer Tree Planting Event". The page has a navigation bar with "TICKETS" (selected), "DETAILS", and "CART". The event details section lists three ticket types, each with a description and a quantity selector. An orange arrow points to the "Tree Planting Donation" option.

Ticket Type	Price	Quantity
Adult Volunteer - free <i>Please register so we make sure to have enough equipment and refreshments.</i>	Free	0
Youth Volunteer - free <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>	Free	0
Tree Planting Donation <i>My donation to support tree planting in our community.</i>	\$10.00	0

Events Link and Calendar Widget









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

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

Events Link and Calendar Widget



- TU Events Center widget on the Ted Trueblood website at tedtruebloodtu.org
- Add to your Council and your Chapter websites
- Reach out to doug.agee@tu.org for your widget!

A screenshot of a website's 'MEETINGS/EVENTS' section. The page has a light beige background. At the top, the text 'MEETINGS/EVENTS' is in red and underlined. Below it, there are icons for a user profile, a calendar, and a comment bubble, with the text 'By TedTruebloodTU', 'January 2, 2023', and 'No Comments' respectively. A 'Sticky post' icon is also present. The main content is a white box with a green header that says 'Events'. Below the header is a search bar with a magnifying glass icon and the text 'Events Near Me'. The list of events includes:

- Woolly Buggers Fishing Day (Clayne Baker Fishing Day) - May 11**
Julius Kleiner Ponds Picnic Shelter A2
Meridian ID 83642
- Western Regional Rendezvous 2024: Idaho Falls - May 17 - 19**
Hiltens Garden Inn Idaho Falls
Idaho Falls ID 83402
- TU Western Regional Rendezvous: Celebrate the Snake - May 17**
DEC - Idaho Falls
Idaho Falls ID 83402
- Teton Dam Site Cleanup - May 19**
Teton Dam Site

Each event entry has a green 'Buy Tickets' button to its right.

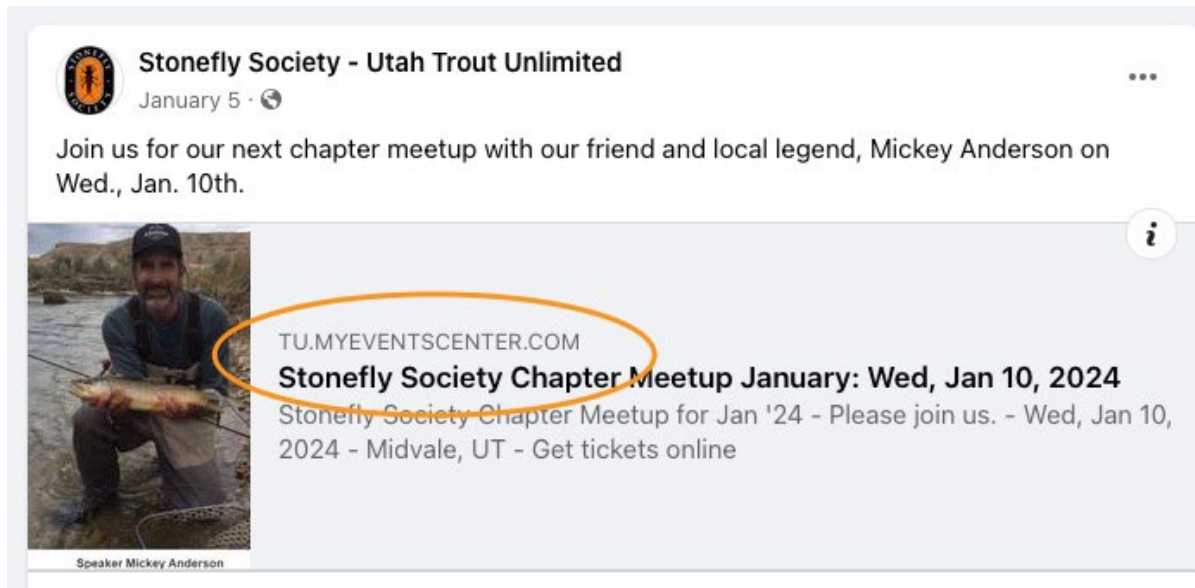
Scroll the window above to see our upcoming events!

Share events on Facebook and Instagram



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

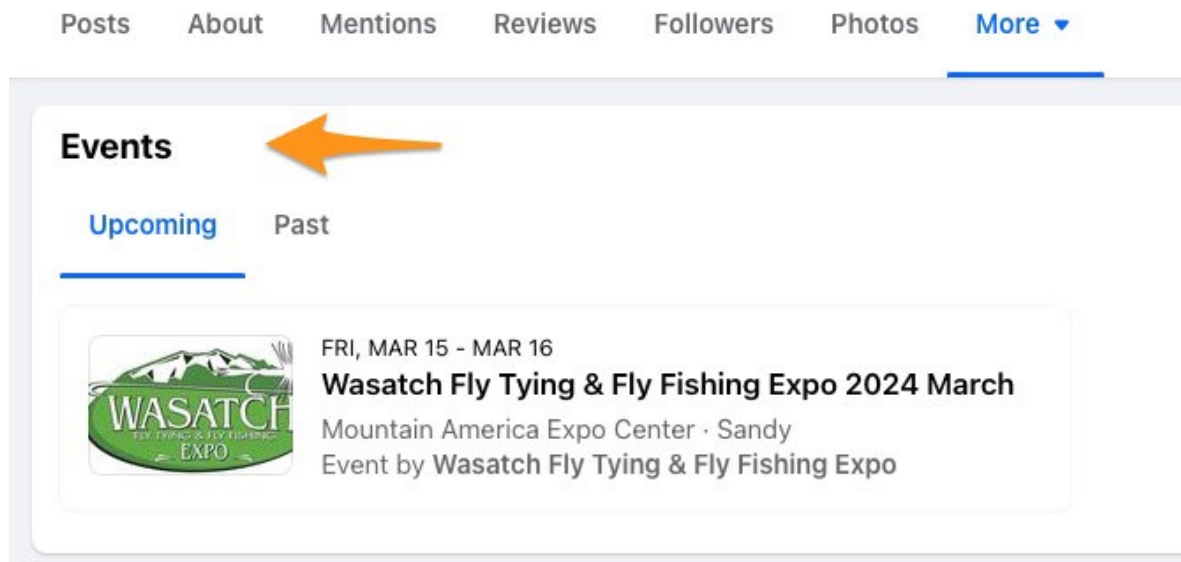
Example:
<https://tu.myeventscenter.com/event/Stonefly-Society-Chapter-Meetup-January-24-88007>



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

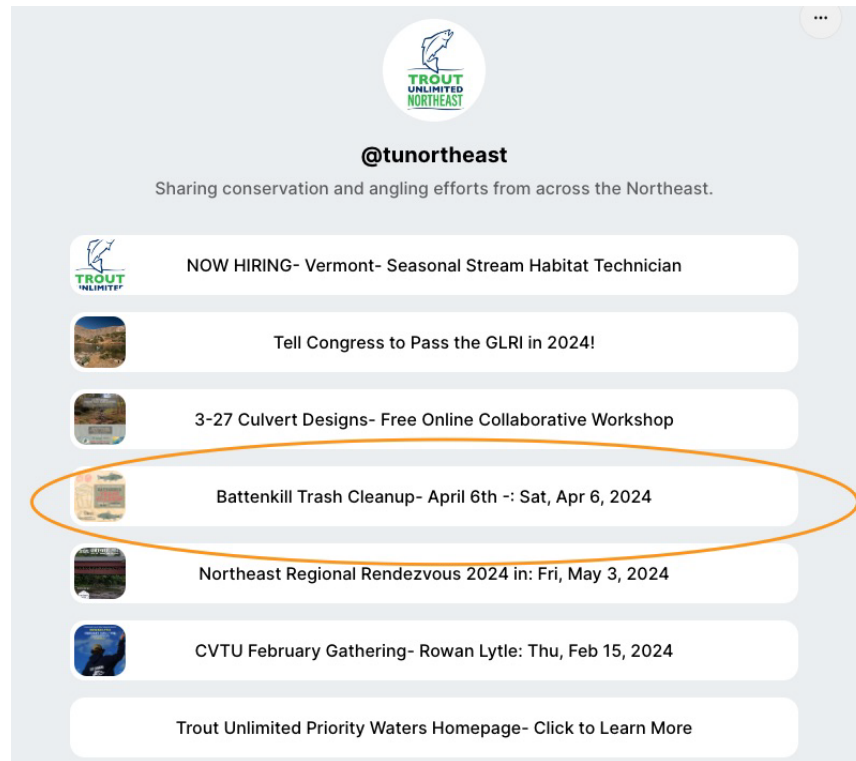


Share events on Facebook and Instagram



The Linktree page for TU Northeast

The top links for the regional TU engagement team



Eventgroove Reporting Tools



Communicating with members and supporters with the Reports tools

The screenshot shows the Eventgroove interface. On the left is a dark sidebar menu with the following items: My Events, Event Dashboard (selected), Details & Quality, Sales Totals, Analytics, Orders & Refunds, Guests & Check-In, Reports (circled in orange), Event Badges, Promote, and Manage. Below the menu is a search bar. The main content area is titled "Thomas Jefferson" and contains the following text: "In most cases, reports are delivered as MS Excel (CSV) files, which either can Print and take along with you to your event." Below this is a list of bullet points: "Scheduled Reports are sent to you via email. Just set the delivery op", "Order reports cover transactions for your entire event.", and "Guest reports cover tickets and guests attending a performance." Underneath the list is a section titled "Scheduled Reports: 1 of 2 Selected" with two options: "On-Demand Order Reports" (circled in orange) and "On-Demand Guest Reports".

The screenshot shows the "REVENUE AND FEES" section of the Eventgroove interface. It features a "SALES GRAPH" header and three download options: "CSV Downloads:" (circled in orange) with sub-options for "Tickets", "Transactions", and "Revenue and Fees". Below this is a "Revenue and Fees Summary" dropdown menu. The main content area is titled "Southeast Regional Rendezvous 2024: Building Community in the Music City" with a date and time of "Mar 15, 2024 7:00 AM (ACTIVE)". Below the title is a table with the following data:

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

Below the table is a link for "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?

Benefits of Eventgroove tools for chapters



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

- Events listed on national website gives a 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](#)

Our Helpful Volunteer Operations Staff



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

Find us: tu.org/volops-staff

	<p>Nick Kalla Volunteer Operations Coordinator nkalla@tu.org (703) 228-9423</p>	<p>Contact Nick For:</p> <ul style="list-style-type: none"> - New volunteer recruitment - Leadership/Trade section of being support - Insurance certification - Fundraising support
	<p>Dwight Agre Chapter Connectivity Manager dagre@tu.org (801) 482-2229</p>	<p>Contact Dwight For:</p> <ul style="list-style-type: none"> - TU Online Community Forum help - TU Online Events Center - TU Online Fundraising Platform - Help e-mailing and chapter website - General digital engagement support
	<p>Araa Shafiq National Engagement Coordinator araas@tu.org (980) 330-2429</p>	<p>Contact Araa For:</p> <ul style="list-style-type: none"> - Best practice guides and resources on the most common engagement activities - Reporting systems for tracking outdoor measurements, key performance indicators and more data
	<p>CME Watson TU Costa Beach Fly Fishing Program Manager cme@tu.org (704) 498-4767</p>	<p>Contact CME For:</p> <ul style="list-style-type: none"> - Working up a fly fishing college club - Connecting with a fly fishing club
	<p>Derek Hask Northeast Conservation Education Manager dhask@tu.org (800) 643-0720</p>	<p>Contact Derek For:</p> <ul style="list-style-type: none"> - Youth education programming in Oregon and Washington
	<p>Quentin 'Q' Collins Volunteer Governance & Reporting Manager qc@tu.org (303) 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 Howanack Manager of Volunteer Operations maggie@tu.org (206) 798-2241</p>	<p>Contact Maggie For:</p> <ul style="list-style-type: none"> - Volunteer leadership development - Strategy planning support - TU Regional Breakdowns - To adjust content for diverse leaders - Partnership and affinity group support - New chapter charters, decharters & name changes
	<p>Emily Handstrom PERMAN Education Manager emily@tu.org (503) 798-9111</p>	<p>Contact Emily For:</p> <ul style="list-style-type: none"> - TU youth education programming - PERMAN, TRM, etc. - TU Summer Programs/ Expeditions
	<p>Jeff Yates Northeast Director of Engagement jyates@tu.org (303) 228-9376</p>	<p>Contact Jeff For:</p> <ul style="list-style-type: none"> - Community engagement training - Regional engagement partnership - State or Section grant interest
	<p>Beverly Heath NW President for Volunteer Operations bheath@tu.org (503) 798-2824</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 reports - E&I

Q&A: What events work well (TU engagement models)



Conservation

- Community science
- River clean ups
- Lobby days
- Willow planting
- BDA builds
- Ditch fish salvages

Community

- F3T screening
- Veterans outreach
- Family centered events
- Youth programs
- Local fairs, fests and schools

Fishing

- Fishing outings for members
- Casting lessons
- Fly tying demos and lessons
- Kids fishing days
- Women only trip

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

