



Engagement 101 – 5 Effective Activities

Finding New People Who Care About Clean Water As Much as You

M IS FOR MURDER

Monthly Membership Meeting

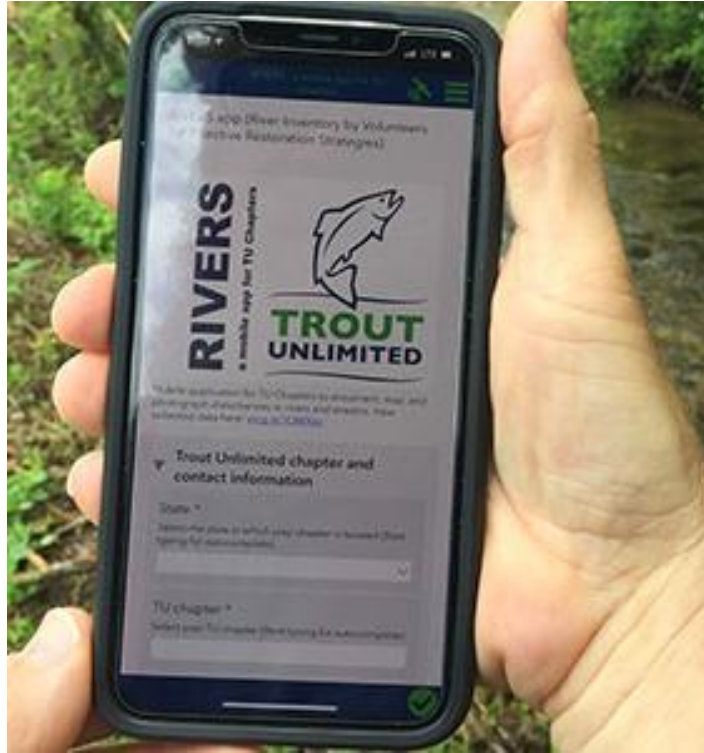
I) Plant A Tree with TU



2) Clean A River with TU



3) Become A Scientist with TU



4) Learn Something New with TU



5) Catch A (Different) Fish with TU



TRADITIONAL TU PARTNERS

- 🐟 Fly Shops
- 🐟 Watershed Associations
- 🐟 Land Trusts
- 🐟 Municipal & State Agencies
- 🐟 Boy Scouts
- 🐟 Project Healing Waters
- 🐟 Fishing Clubs
- 🐟 Other TU Chapters

NON-TRADITIONAL TU PARTNERS

- 🐟 Girl Scouts
- 🐟 Garden Clubs
- 🐟 Audubon
- 🐟 YMCAs
- 🐟 Community Orgs (Kiwanis, Lions etc...)
- 🐟 Colleges
- 🐟 Alumni Associations
- 🐟 Local Businesses
- 🐟 Nature Centers
- 🐟 Other “Green” Groups

Step 1) Meet them!

- Attend their events
- Present at their meetings
- Call them on the phone

Step 2) Invite them!

- Ask for help in person
- Ask them to share the message

Step 3) Thank them!

- All nonprofits need to “ring the register” with their members/donors
- Your newsletter, letter to the editor, meetings etc...



Step 1) Listen & Learn

- What's THEIR mission?
- Why are they passionate?
- How can you help them?

Step 2) Support Them

- Donations
- Volunteers
- Ambassadors

Step 3) Celebrate Shared Success

- Welcome any and all levels of support
- Celebrate small wins together





QUESTIONS?

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