



Tools For Event Promotion & Engagement

2024 Regional Rendezvous

Think of Projects and Events That Connect Our Communities



Outreach, Habitat Projects & Cleanups

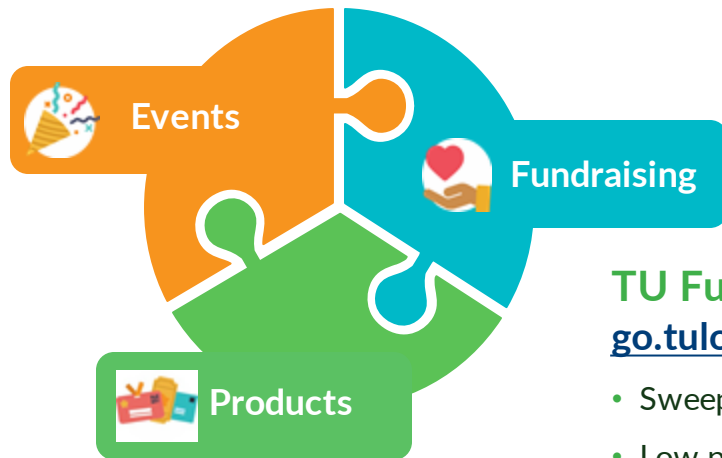
Today's Chapter Tool Talk



- 👉 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.myeventscenter.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

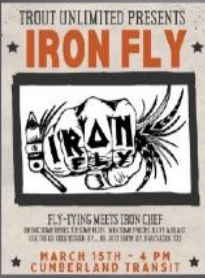
- Sweepstakes, auctions, crowdfunding & more
- Low pricing: Tip pricing or 4.9-7.5%
- 20% conservation giveback by Eventgroove
- (Update) More than \$900k raised with TU

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

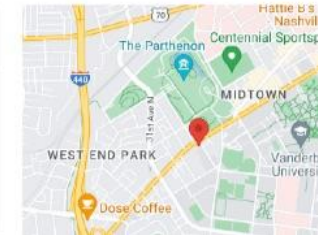
TICKETS DETAILS CART

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”

The screenshot shows a donation page for "Mianus TU - Support Our Important Local Conservation Work". The page has a background image of a river. The main heading is "Mianus TU - Support Our Important Local Conservation Work" in blue, with the subtitle "Protecting and Restoring the Rivers and Streams of Lower Fairfield County" below it. The page is divided into two main sections: "Donation" and "FAQs".

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”

TICKETS DETAILS CART

Sat, Apr 18 - 09:00 AM: Example - Volunteer Tree Planting Event

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

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
Wareham MA 01996

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. At the top, it says 'By TedTruebloodTU' with a user icon, 'January 2, 2023' with a calendar icon, and 'No Comments' with a comment icon. Below that is a 'Sticky post' icon. The main content is a widget titled 'Events' with a search bar 'Events Near Me'. It lists four events, each with a 'Buy Tickets' button:

- Woolly Buggers Fishing Day (Clayne Baker Fishing Day) - May 11**
Julius Klanner Parks Picnic Shelter A2
Meridian ID 83642
- Western Regional Rendezvous 2024: Idaho Falls - May 17 - 19**
Hiltner 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

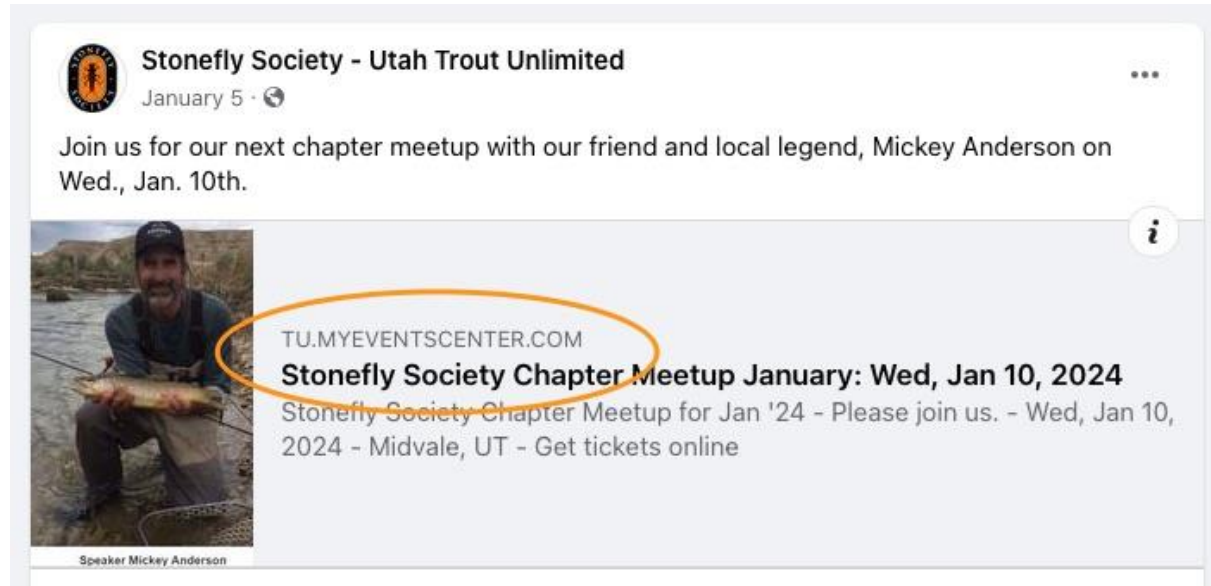
Scroll the window above to see our upcoming events!

Share events on Facebook and Instagram



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

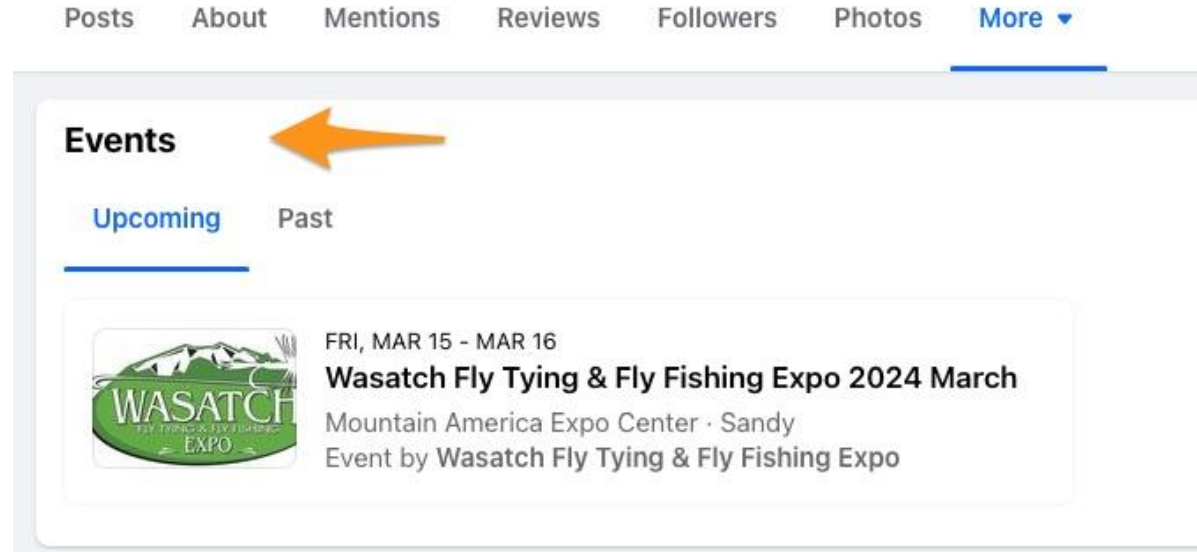
Example:
<https://tu.myeventscenter.com/event/Stonefly-Society-Chapter-Meetup-January-24-88007>



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

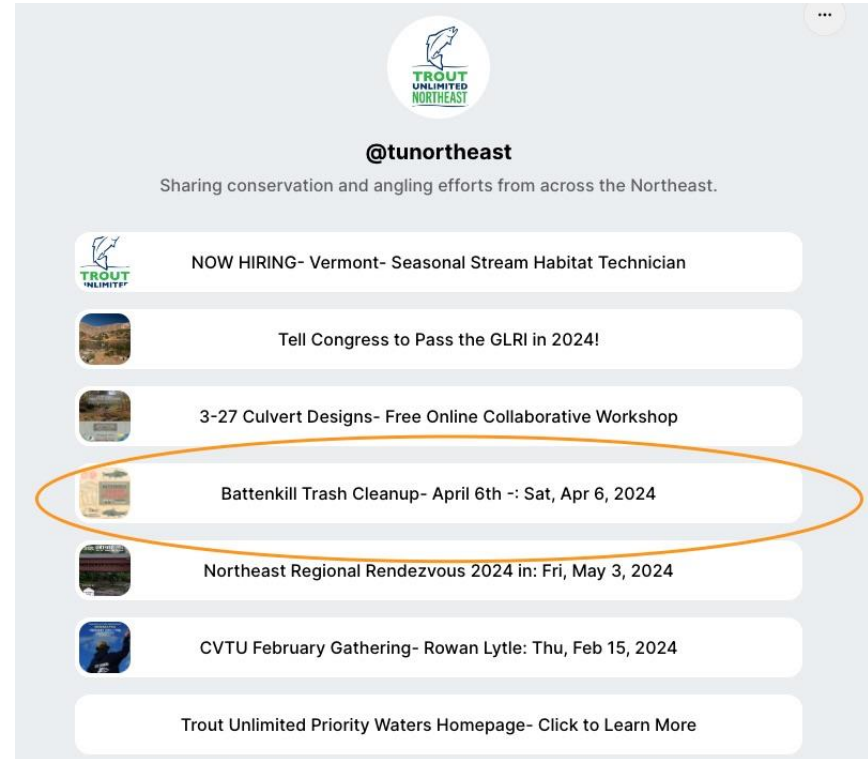


Share events on Facebook and Instagram



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 dashboard for the event 'Thomas Jefferson'. In the left sidebar, the 'Reports' menu item is circled in orange. The main content area shows the 'Reports' section with the following items:

- Scheduled Reports: 1 of 2 Selected
- On-Demand Order Reports** (circled in orange)
- On-Demand Guest Reports

The screenshot shows the 'REVENUE AND FEES' summary page. At the top, there are three download options: 'CSV Downloads: Tickets' (circled in orange), 'Transactions', and 'Revenue and Fees'. Below this is a dropdown menu for 'Revenue and Fees Summary'. The main content area shows the event details: 'Southeast Regional Rendezvous 2024: Building Community in the Music City' on 'Mar 15, 2024 7:00 AM (ACTIVE)'. A table displays the sales data:

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

Below the table, there 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?

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
 - The GPS logo Blue is 3B537A
 - The GPS logo Green is 339933
- ✎ Resource tu.org/tu-brand-messaging

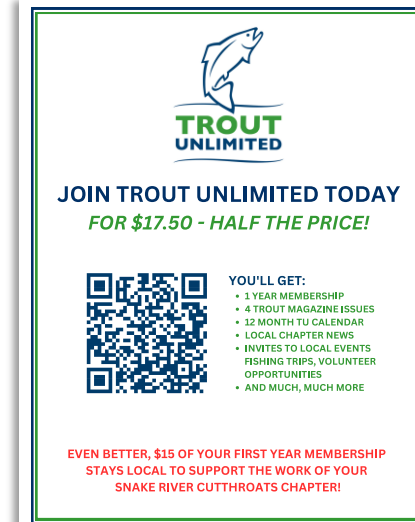


Custom URL For New Member Recruitment



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

	Nick Kelle Volunteer Operations Coordinator nkelle@tu.org (770) 228-9423	Contact Nick Kelle: <ul style="list-style-type: none"> Non-Indigenous recruitment Leadership/Trade section of Young Support Internship workbooks Fundraising support
	Drew Agre Online Community Manager dragre@tu.org (907) 487-5228	Contact Drew Agre: <ul style="list-style-type: none"> TU Online Community: Forum help TU Online Storefront/Content TU Online Fundraising Platform Help in reading and chapter website General digital engagement support
	Araa Miller National Engagement Coordinator amiller@tu.org (980) 382-3479	Contact Araa Miller: <ul style="list-style-type: none"> Best practices guides and resources on the most common engagement activities Reporting systems for tracking outdoor management, key performance indicators and more data
	Carmel Watson TU Costa Verde Fly Fishing Program Manager cwatson@troutunlimited.org (760) 498-0987	Contact Carmel Watson: <ul style="list-style-type: none"> Working w/ a 3 Rivers college club Consulting with a 3 Rivers club
	Derek Houch Northeast Conservation Education Manager dhouch@tu.org (360) 642-0720	Contact Derek Houch: <ul style="list-style-type: none"> Youth education programming in Oregon and Washington
	Quentin "Q" Collins Volunteer Recruitment & Reporting Manager qcollins@tu.org (307) 740-9111	Contact Q Collins: <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
	Maggie Hoverson Manager of Volunteer Operations mhoverson@tu.org (202) 796-2241	Contact Maggie Hoverson: <ul style="list-style-type: none"> Volunteer leadership development Strategy planning support TU Regional Breakthroughs Tri-annual courses for Leaders & Leaders Partnership and affinity group support Non-chapter chapters, debaters & more changes
	Emily Washburn TRM&M Education Manager ewashburn@troutunlimited.org	Contact Emily Washburn: <ul style="list-style-type: none"> TU youth education programming TRM&M, TRC, etc. TU Summer Programs/Expeditions
	Jill Yates Senior Director of Engagement jyates@tu.org (303) 228-7078	Contact Jill Yates: <ul style="list-style-type: none"> Community engagement training Regional engagement partnership State w/ federal grant support
	Beverly Heath TU's President for Volunteer Operations bheath@tu.org (307) 734-2824	Contact Beverly Heath: <ul style="list-style-type: none"> Diversity, equity & inclusion support TU Service/Partnership Developing national partnerships Risk management, policy compliance & governance reports EU&

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!**

