



**TROUT
UNLIMITED**

COSTA



RIVERS

HOW TO START A FLY FISHING CLUB ON YOUR CAMPUS



@TUCOSTA5RIVERS



BUILT BY STUDENTS, FOR STUDENTS



Thank you for your interest in starting a 5 Rivers fly fishing club at your university! The TU Costa 5 Rivers program is a network of more than 65 TU-affiliated college fishing clubs around the nation. In this guide, you will find our recommendations on how to run your club based on our most successful practices in our network.

This program is built by the students who participate in it. As you read this guide, and come up with ideas and questions, please do not hesitate to shoot me an email (clifford.watson@tu.org). Your input is extremely valuable to the success of this program and to the future of coldwater fisheries conservation!

We encourage you to use your own creativity and initiative while developing your 5 Rivers club. We believe that your organization should first and foremost be fun! By fostering an enjoyable and welcoming environment, students will naturally become interested in fly fishing, outdoor adventures, and conserving these natural resources for the enjoyment of future generations. You have the backing of not just your campus community, but over 300,000 TU grassroots members. Your local TU chapter can be a great resource for getting your club off the ground, fundraising, guest speakers, and executing large events.



I look forward to working with you this school year!

*Tight lines,
Cliff Watson, TU Costa 5 Rivers Coordinator*



ORIGIN

In the beginning...



STEP 1

Find some friends (3-5) that are also interested in starting a college fly fishing club. This will be a big project so having a good group of people to help you along the way will be key.

STEP 2

Familiarize yourself with Trout Unlimited and the [5 Rivers program](#). Trout Unlimited, commonly referred to as TU, is a national organization that seeks to bring together diverse interests to care for and recover rivers and streams, so our children can experience the joy of wild and native trout and salmon. The 5 Rivers program is this mission coming to life on college campuses. As a leader of a 5 Rivers club, it is your job to facilitate this mission on your campus. To learn more about TU, [click here](#).

STEP 3

Fill out this form! Once you hit submit, Cliff will reach out to plan an introductory meeting.



RECOGNITION

You're official!



STEP 1

All 5 Rivers clubs must be associated and registered with the university. To do this, contact your university's student organizations office and explain your intention to start a fly fishing club.

STEP 2

Complete all the university requirements. Each university is different but familiarize yourself with the process of starting a new student organization and make sure to complete all the steps.

STEP 3

Contact your local Trout Unlimited chapter. Use [this map](#) to find your local chapter (or the closest one to you). In order to be part of the 5 Rivers program, you must be involved with a local TU chapter. Reach out to the local chapter and tell them you are interested in starting a 5 Rivers club. They will be one of your greatest resources.



ORGANIZATION

Making it all work



Now that you have registered with 5 Rivers, connected with a local TU chapter, and are affiliated with your university, it is time to get to work on the organization of your club.

STEP 1

Answer some important questions about your club:

- What are the goals of your fly fishing club?
- How will you accomplish these goals?
- What is everyone's role in accomplishing these goals?

STEP 2

Form a club leadership based on the goals you are setting out to achieve. Check out the list below that shows an example of potential club leadership positions and their respective responsibilities. Keep in mind that this list is just a suggestion. We recommend tailoring these ideas to your individual club.

STEP 3

Create a schedule of events and club happenings for the semester. Pro tip: the earlier you start planning, the better these events will run. We also recommend familiarizing yourself with university policies to make sure that you are adhering to their rules when carrying out activities.

STEP 4

Create a club communication method. You can use whatever platform you think works best for your specific university. Some clubs use email newsletters, GroupMe, or fly.fishing. The key is to determine the method that gives you the most reliable connection to your members.

STEP 5

Create a club Instagram account. This is a great way to showcase your club to the world and gain attention on your own campus. In addition, if you tag @tucosta5rivers in your posts/stories we will repost them!



RECRUITMENT

The more the merrier!



Now that you have the foundation of your club, it's time to get some members! This can be a daunting task, but it is imperative to the success of your club.

The beginning of the semester is your best time to find new members. Club fairs and “get involved” events for new students are the perfect spot to recruit. Talk to the student organization office to find out when and where these events happen. We recommend getting a table, setting up some fly rods and asking everyone that walks by if they want to join the fly fishing club. Set up a laptop to collect names and email addresses. We recommend holding an event relatively soon after these involvement fairs to grab people's interest.

Most importantly, don't limit yourself! Make sure to recruit everyone, regardless of fly fishing experience, gender, race or any other differences. Growing the fly fishing community is best done when everyone feels welcome.

FUNDRAISING AND FINANCIAL MANAGEMENT

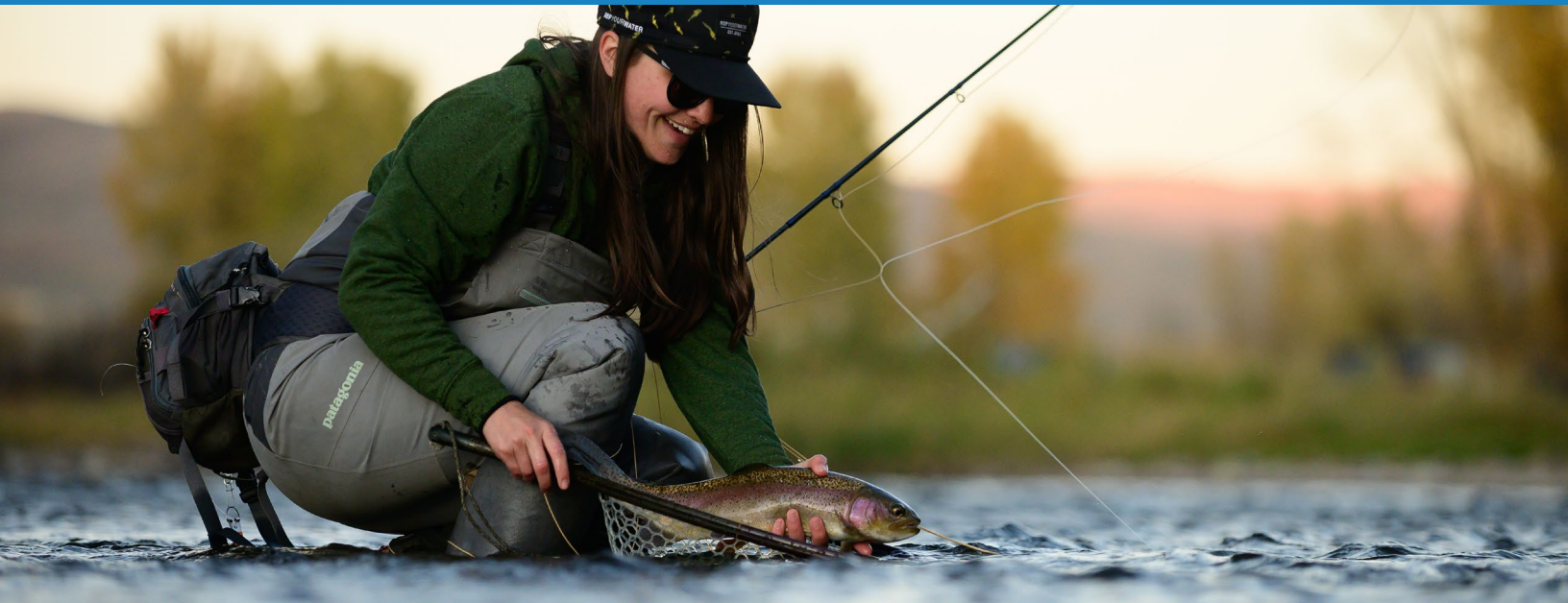
Fundraising is critical to the success of your club. Fundraising is all about finding a diverse set of ways to bring money into your club. This is just as important as recruiting members. For now, focus on deciding how to get some initial money for your club. Most 5 Rivers clubs charge membership dues ranging from \$10-\$25 a semester. You can decide the price point that is right for you and the club. Keep in mind that the higher the price, the more your members are going to expect from you. In addition, the local TU chapter can be a great resource for funding. Many TU chapters have provided the initial funding to get 5 Rivers clubs off the ground. Finally, discuss seed funding with the student organization office. Most universities set aside money for new student organizations.

Financial management is critical to having a successful club. Create a bank account with a local bank or credit union. This is a great topic to discuss with the student organization office as they can point you in the right direction. Make sure that money going in and out is accounted for and agreed upon among club leaders.



CONGRATS!

You're a natural-born leader



Now that you have started your club, it's time to get to work! The first step is to create an account on fly.fishing. [Follow this link](#) to sign up, don't worry, it's free. On fly.fishing you will find countless resources for managing your club as well as the Student Discount Program. Poke around in there for a little while and if you have any questions, reach out to Cliff at clifford.watson@colorado.edu.

CLUB LEADERSHIP EXAMPLE

Here is an example of potential officer positions and their respective roles. Keep in mind that this is purely an example. It is likely that you will organize your club differently. You can think of this document as a list of jobs that need to be done, you figure out the best way to complete all those jobs. You will see the 5 Rivers mentioned here in this document, if you are not familiar, reference the program guide section about [What are the 5 Rivers?](#)

<p>PRESIDENT</p> <ul style="list-style-type: none">- Communicate with 5 Rivers program director! flyfishing management- Make sure the club achieves the 5 Rivers.- Organize and lead meetings.- Point of contact for the club (Members, alumni, & prospective members will all want to talk to you.)- Communicate with the university.- Costa Ambassador River	<p>VICE PRESIDENT (SECRETARY)</p> <ul style="list-style-type: none">- Maintain membership directory.- Maintain record of all club happenings- Meetings, events, fundraisers, trips, etc.- Chief assistant to the president	<p>TREASURER</p> <ul style="list-style-type: none">- Manage the club finances- Budget- Dues- Historical record of transactions- Hold club debit card (if applicable)- Solicit funding from the university	<p>MARKETING</p> <ul style="list-style-type: none">- Recruitment- Increasing knowledge of the fly fishing club- Club branding- Promote and advertise the club events- Manage club social media
<p>TU COMMUNICATIONS OFFICER</p> <ul style="list-style-type: none">- Direct line of communication between the local TU chapter and the club- Create a relationship between local TU chapter & the club through events, joint meetings, fishing, etc.- TU connection River	<p>FUNDRAISING OFFICER</p> <ul style="list-style-type: none">- Plan, organize, and execute club fundraising activities- Works closely with the treasurer- Fundraising River	<p>EVENT PLANNER</p> <ul style="list-style-type: none">- Plan and execute club events with respective officers (help fundraising officer plan fundraising events)- Community Outreach River	<p>CONSERVATION OFFICER</p> <ul style="list-style-type: none">- Plan and execute club conservation projects- Conservation River
<p>TRIPS OFFICER</p> <ul style="list-style-type: none">- Plan and coordinate fishing outings and any other club trips	<p>FLY TYING OFFICER</p> <ul style="list-style-type: none">- Manage fly tying equipment and organize/facilitate fly tying events.	<p>GEAR MANAGER</p> <ul style="list-style-type: none">- Manage all club gear- Assist trips officer with supplying gear to members	<p>UNIVERSITY ADVISOR</p> <ul style="list-style-type: none">- A faculty/staff member of the university that serves as an on-campus resource.

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