

**TROUT
UNLIMITED**

COSTA



RIVERS

**TU COSTA 5 RIVERS COLLEGE CLUBS
PROGRAM GUIDE**



WHAT IS TU COSTA 5 RIVERS?



WE ARE A NATIONWIDE NETWORK OF CONSERVATION-MINDED COLLEGE FLY FISHING CLUBS.

The Trout Unlimited Costa 5 Rivers Program is a national network of TU-affiliated college fly fishing clubs. As the capstone of the TU Headwaters Youth Program, 5 Rivers clubs work to engage fly anglers of all skill levels on their campuses. 5 Rivers clubs bring Trout Unlimited's mission to life on their campuses

through conservation projects, fishing trips, community outreach, and collaboration with their local TU chapter. This program is made possible by the organization of Trout Unlimited and the generosity of Costa Sunglasses. Without the help of these groups, the 5 Rivers program would not be possible.





BUILT BY STUDENTS FOR STUDENTS!

This is a cornerstone of the 5 Rivers program. This is your program, and it is our job to empower you to achieve your dreams, whatever they may be. Take a good look at the vision statement and values above. This is what we believe at 5 Rivers, and this is what we want to see you do. We want you to be able to plan conservation projects, lead incredible fishing trips and create a powerful community on your campus. Whatever it is you set out to achieve, the 5 Rivers program is here to support you.

5 RIVERS VISION AND VALUES

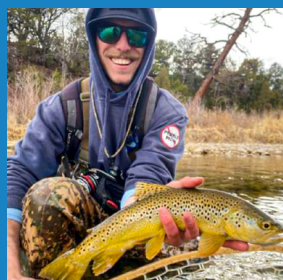
Vision:

To create the most empowered, educated, and engaged generation of conservation-minded college fly anglers in history.

Values:

Conservation, education, stewardship, community, fun, respect, inclusivity, growth, engagement, and leadership.

If you are interested in starting a 5 Rivers club on your campus, please check out the How to Start a Fly-fishing Club document. As you learn about the program, keep in mind that you have the backing of your campus community, the entire 5 Rivers program and over 300,000 local TU members! Your local TU chapter can be a great resource for getting your club off the ground, fundraising, guest speakers, and hosting large events. I look forward to working with you and if you have any questions, feel free to reach out!



Tight lines,
Cliff Watson, Director
clifford.watson@tu.org



WHAT ARE THE 5 RIVERS?



You may be wondering at this point, what are the 5 Rivers? Well, that's a great question. Trout Unlimited and Costa sunglasses decided that there were 5 very important areas for college fly fishing clubs to focus their efforts. Those areas are conservation, fundraising, community outreach, TU connection and Costa ambassadorship. To remain a part of the 5 Rivers program and have access to the student discount program, your club should complete all the 5 Rivers.

1.) CONSERVATION: Each club will host at least one conservation initiative a semester. This can be anything from a creek clean-up, a trout in the classroom project, a STREAM girls' event, water monitoring project and much more.

2.) FUNDRAISING: Money is imperative to the success of all 5 rivers clubs. Therefore, we ask that you complete at least one fundraising event each semester. This could be a film showing event with a raffle, profit sharing night at a local restaurant, merchandise sales and much more. The options here are endless so get creative and raise some money for your club!

3.) COMMUNITY: Creating a fly fishing community is also a cornerstone of the 5 Rivers program. Make sure

that your events are fun, engaging and supportive. To accomplish this, work to build a diverse club full of anglers of varying skill levels, races, genders and more. In addition, work to build relationships outside of your university. Connect with the local community in ways that raise awareness of your club and promote unity through fly fishing.

4.) TU CONNECTION: Each 5 Rivers club needs to be involved with their local Trout Unlimited chapter. These local chapters can be your greatest resources for fishing knowledge, planning events, fundraising and becoming intertwined with your local community. We recommend having a specific club officer responsible for building and maintaining this connection.

5.) COSTA AMBASSADORSHIP: The president of every 5 Rivers club will take on the role of being a Costa Ambassador. As a Costa Ambassador, you are not asked to take on any additional duties besides creating the best club possible. We ask that you do a fantastic job at your current role by growing membership, bringing your members to rendezvous events, planning successful events, gatherings, meetings, and conservation projects. By accomplishing this, each president will receive a free pair of Costa sunglasses.



WHY JOIN 5 RIVERS?



SUPPORT

As a 5 Rivers Club, you will receive support from both national and local chapters of Trout Unlimited. The 5 Rivers coordinator (Cliff) is here to help you with getting your club started, publicity, club orders, event logistics and more. Your local TU chapter is also a great resource. They can help you with local fly fishing knowledge, fundraising, and planning/ executing events.

NETWORK

As a member of 5 Rivers, you join a large network of college fly fishing clubs. All these clubs are in the same boat, working towards similar goals. If you have a problem, chances are that another club has worked through the same issue. This network can be a great resource for the success of your club. The fly.fishing platform is one way to get in touch with other college clubs. Fly.fishing is the exclusive 5 Rivers network that connects all our clubs. Check out the “how to start a fly fishing club document” ([link new document here](#)) to learn more.

DISCOUNT PROGRAM

The 5 rivers student discount program is a favorite of our members. Once you join the 5 Rivers, your club members are eligible for exclusive discounts at some of fly fishing’s greatest brands. The list is currently Costa, Simms, Orvis, and TFO.

TU MEMBERSHIP

As a 5 Rivers member you are also a TU member. Here is what that boils down to:

- Local chapter membership
- Quarterly issues of TROUT magazine
- Access to TU’s online community
- And more!

EVENTS

The TU Costa 5 Rivers program is known for our industry shattering events. Whether it is virtual or in-person, you can count on a fun time and some gear giveaways. Each year, we host 4 regional rendezvous (Midwest, Southeast, Northeast and Western) in which we invite clubs from these areas to join us for a weekend of fishing, conservation, and fun. In addition to the rendezvous, each summer we host the Costa Ambassador Summit. This is a weeklong leadership summit in the Rocky Mountain region with club presidents from around the country. We also offer exclusive virtual classes, speaker events and film showings.



HOW TO START A 5 RIVERS CLUB ON YOUR CAMPUS?

If you are interested in starting a 5 Rivers club on your campus, please check out the How to Start a Fly-fishing Club document. In addition, reach out to the program director Cliff Watson at clifford.watson@tu.org. Cliff can connect you to the relevant resources, forms and answer any questions you may have.



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