

**COLORADO TROUT UNLIMITED**

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**DIGITAL  
ENGAGEMENT**

**October 27, 2021 | Fall Board Meeting**

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# DISCUSSION TOPICS

- **Where CTU is digitally**
- **CTU Chapter Resource Page**
- **Ideas to consider to help your Chapter stand out**
- **Chapter websites - what's working**
- **One TU efforts - What National TU is offering**
- **Discussion- what are your struggles? What has worked well for you?**

# CTU ON THE INTERNET



## FACEBOOK

FACEBOOK.COM/COLORADOTU

Followers

**4.9K**

*+10% since Oct 2020*

### Top Post Topics

Native Trout Volunteer projects ~14K reach

Infographics ~4.8K reach



## WEBSITE

COLORADOTU.ORG

Users

**~ 3-4K/month**

*no significant change since Oct 2020*

### Top Visited Pages

- Home
- Gold Medal Waters
- Native Trout
- Chapter Locations



## INSTAGRAM

@COLORADO\_TROUT\_UNLIMITED

Followers

**3.0K**

*+18.8% since Oct 2020*

### Top Post Topics

Program Updates & Youth ~1-3K reach

Infographics ~1.6K reach



## EMAIL

VIA INFO@COLORADOTU.ORG

Subscribers

**23.88K**

*+3.0% since Oct 2020*

- Currents Newsletter
- Advocacy Alerts
- Fundraising Opportunities
- Volunteer Info
- Raffles

# CTU's Main Online Engagement



# CHAPTER RESOURCES

& TOOLS YOU MAY NOT  
KNOW ABOUT

[www.colordotu.org/chapter-resources](http://www.colordotu.org/chapter-resources)

## LEADERSHIP



GRANT OPPORTUNITIES

[Read More →](#)



BOARD LEADERSHIP POSITION DESCRIPTIONS

[Read More →](#)



2019 RENDEZVOUS MATERIALS & PRESENTATIONS

[Read More →](#)



GOING VIRTUAL  
Tools to help your chapter go virtual and streamline your processes for now and the future.

[Read More →](#)



CHAPTER PLANNING RESOURCES

[Read More →](#)

## OUTREACH



CANVA: DESIGN, SCHEDULE AND PRINT

[Read More →](#)



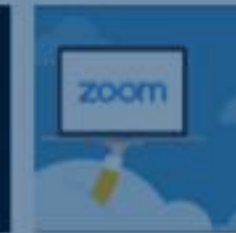
ROSTERS AND EMAILING

[Read More →](#)



[VIDEOS] GOOGLE FOR NONPROFITS: SKILL LEARNING SERIES

[Read More →](#)



SETTING UP & USING ZOOM FOR YOUR MEETINGS OR VIRTUAL EVENTS

[Read More →](#)



ENGAGING VETERANS AND FIRST RESPONDERS

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## FUNDRAISING



GRANT OPPORTUNITIES

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ONLINE RAFFLE GUIDELINES FOR CHAPTERS

[Read More →](#)



TACKLE BOX  
Business practices, membership tools, TU policies, fundraising, conservation resources,



TU NATIONAL WEBINARS

[Read More →](#)

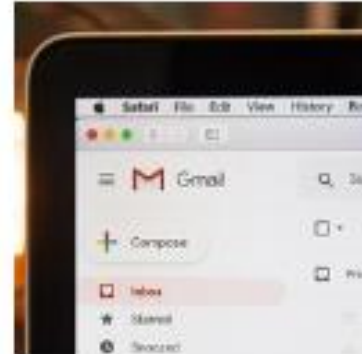
# OUTREACH

[www.coloradotu.org/chapter-resources](http://www.coloradotu.org/chapter-resources)



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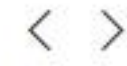
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MEMBERSHIP SURVEYS

[Read More →](#)



2020 BOAT RAFFLE PROMO MATERIALS

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INSTAGRAM

Hashtags, Instastories, and growth ideas.

[Read More →](#)



FREE ONLINE TOOLS YOUR CHAPTER NEEDS

Online stores, credit card processors, project management, graphic design, and bulk emailing!

[Read More →](#)

# New features you may not know about



## The new Facebook Business Tools for Facebook Pages

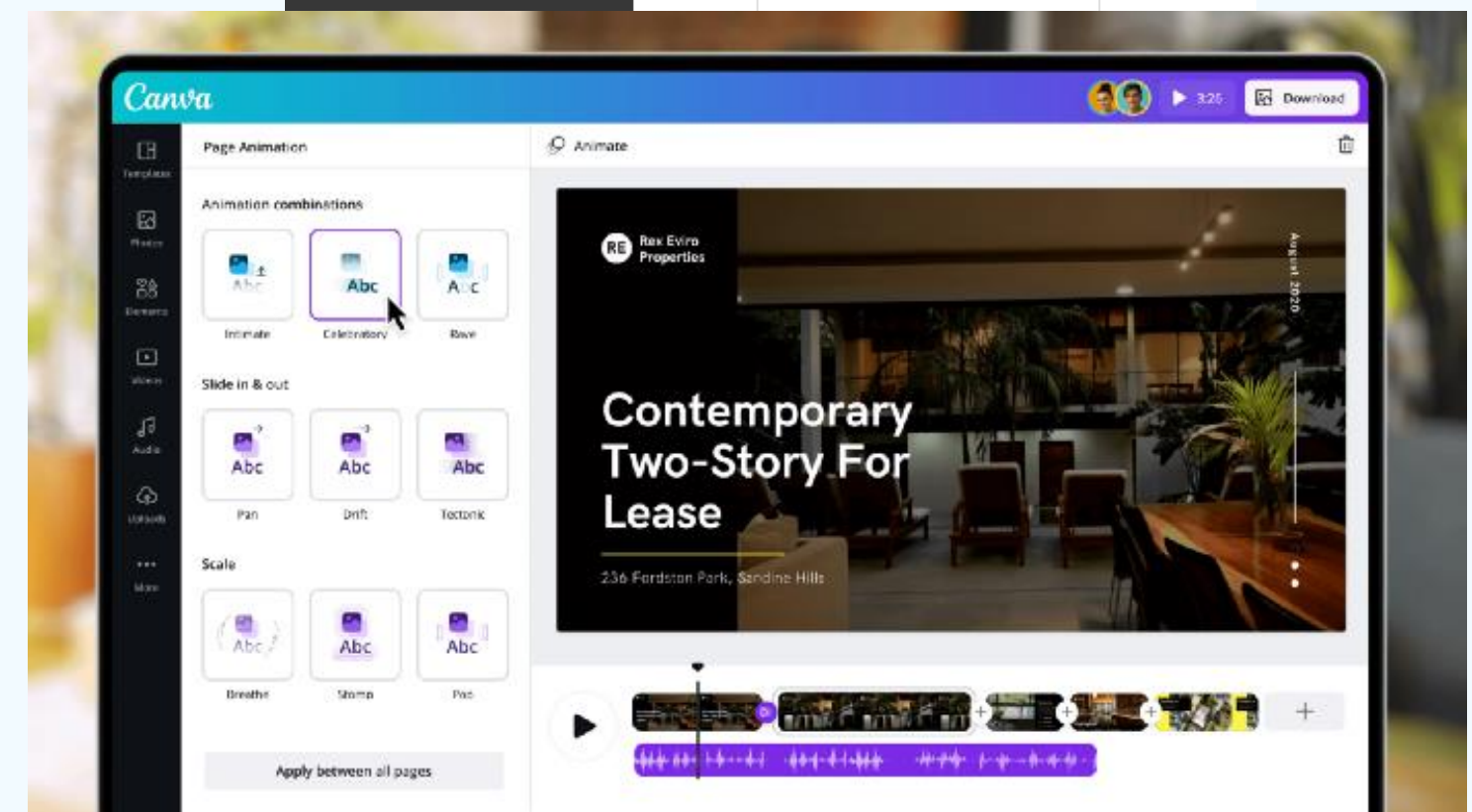
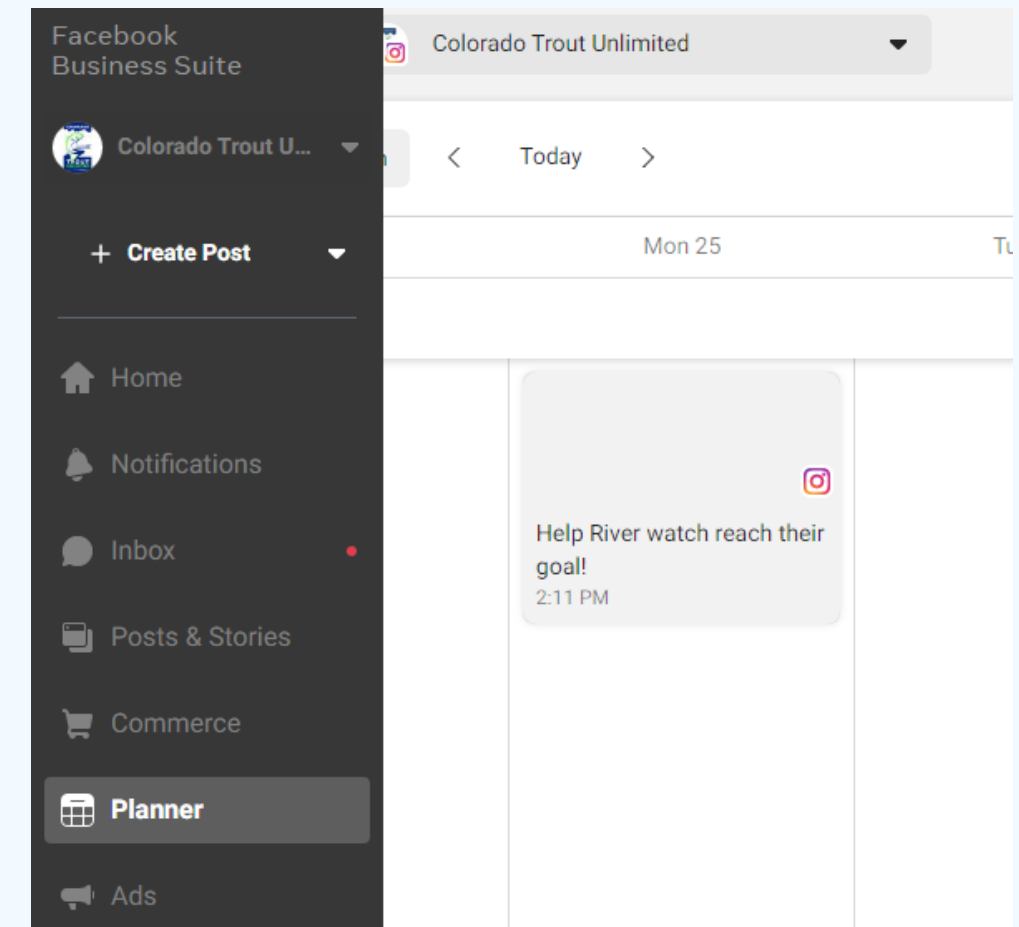
- Now shows insights from both your FB and Instagram Page
- Set up and schedule both FB and Instagram posts from your desktop

<https://business.facebook.com>

## Cloud Video editing and resizing for different platforms

- The free Canva video Suite, included in your Canva for NonProfits account will allow you to edit and record professional-quality videos, add multiple audio tracks, and free video templates.
- Best part? You can edit a video on your desktop or phone and even download it on your phone to then share to Instagram, TikTok, or any other phone based app.

<https://www.canva.com/canva-for-nonprofits/>



# IDEAS TO STAND OUT



# Tips for Effective Social Media



- **Pictures & Videos Increase Eyeballs**
- **Join Your Social Community**
- **Share & “Steal” from TU and CTU**
- **Promote & Cross Link**
- **Know Your Capacity**

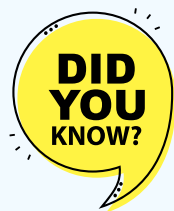
# What CTU's social media shows

- **Infographics are being slept on as an engagement tool**

They are more likely to be shared, spark discussion, increase interest, and attract a more diverse audience

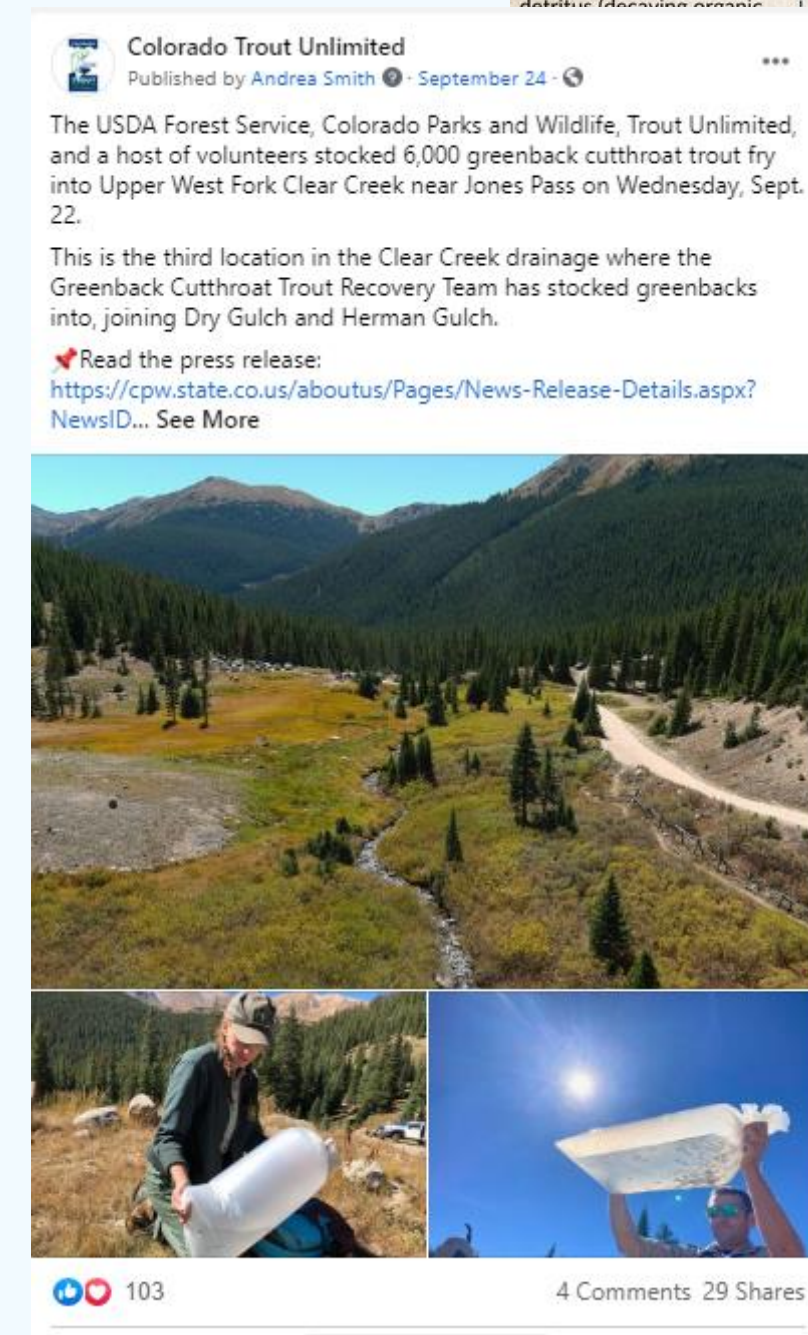
Make infographics on Canva. They have so many icons and templates for free, and more when you have a Canva Nonprofit premium account. Plus you can resize them into different formats.

- **Videos do well on all platforms**



Hubspot reported that 72% of customers would rather learn about a product or service by way of video or graphics

- **Our followers engage most with posts about native trout, public land/recreation access, and our raffle fundraisers (paid)**



# Content Ideas



- **Write/share stories about your volunteers/interns/supporters**
- **Post event recaps or upcoming volunteering opportunities**
- **Start a science series of infographics or videos that relate to one of your chapter's projects**
  - **Example: How native trout will be reintroduced to your local stream or the lifecycle of trout in a TIC classroom**
- **Testimonies or positive outcomes from events or fundraising**
- **Host a photography contest on Instagram using a custom hashtag**
- **Do a live fly-tying stream on FB, Youtube, or Instagram**
- **Partner up with a fly shop and see if they will collab to do a fun fishing tips video to post on your pages**
- **Repost and share any content from CTU and TU's own channels**

# The goal of social media

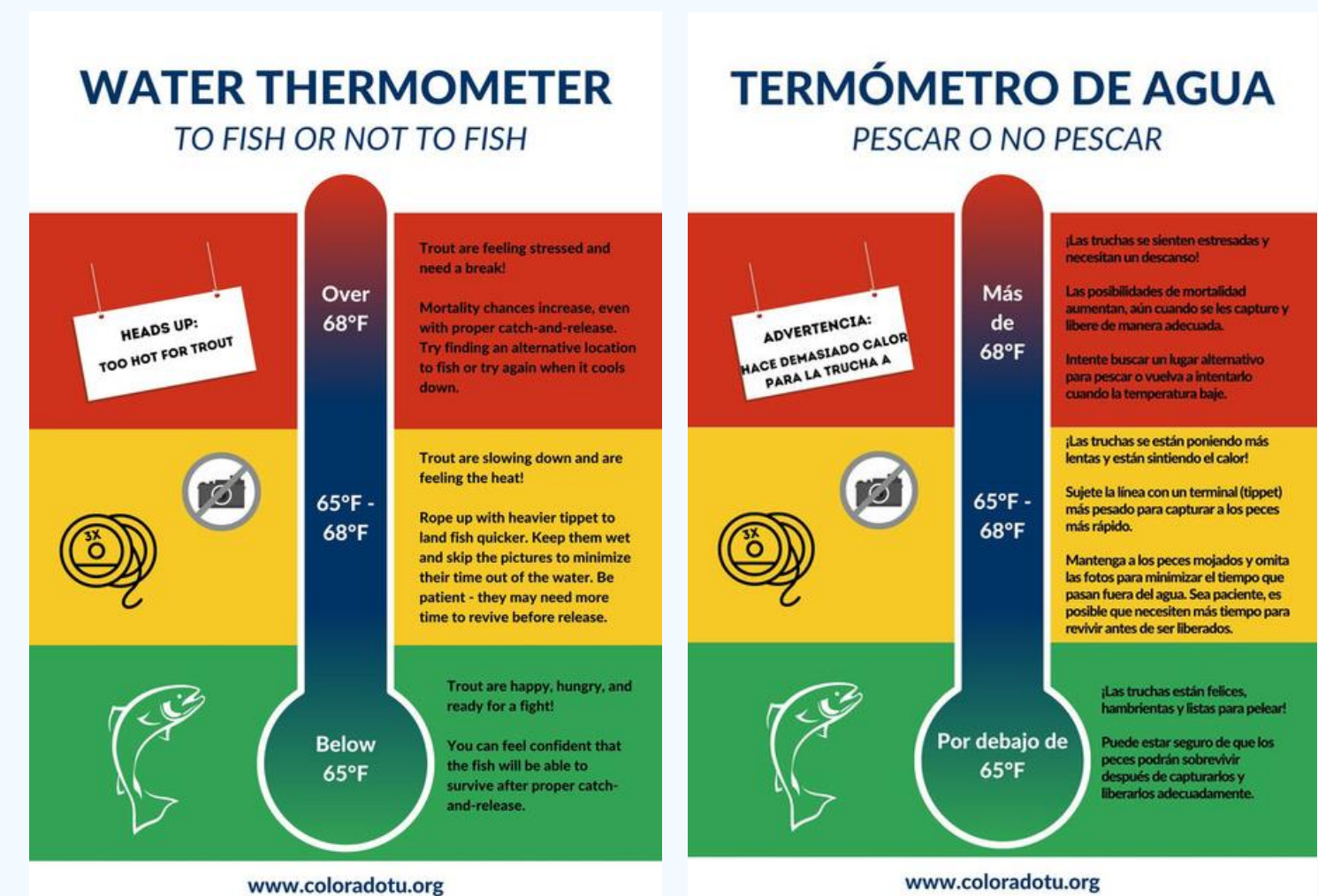


**To build an engaged audience so when you do need to fundraise, promote events, or gather volunteers, these platforms have people ready to interact and take action.**

# Accessibility and Inclusivity

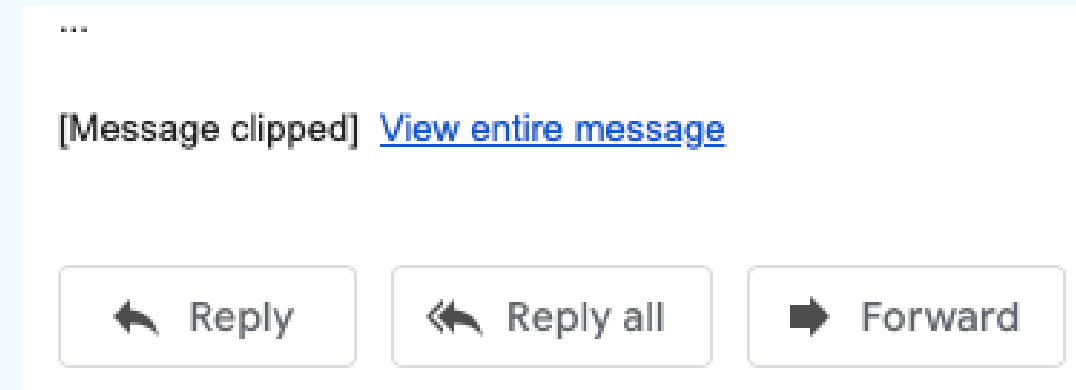


- Strive to include diverse voices, imagery, and video in your outreach
- Follow other partners that are doing it well, cross-promote, and share
- Reach out and collaborate on a project with other organizations that are similar but reach different audiences from yours
- Consider translating your membership outreach or fishing guide into Spanish
- Is your website easy to use, accessible across different devices, or have an option to translate your content?



# DID YOU KNOW?

*Gmail is probably cutting off your long newsletters*



So what do we do? Well, here's 2 options.

The problem is the message size is larger than 102 KB

## PRIORITIZE CONTENT WITH ITS POSITION IN THE EMAIL

- This will help you guide your email subscribers to see what you need them to see the most at the top
- That leaves an extra step for readers to expand your email to see the rest of the email
- Not everyone uses Gmail, so your other users will probably see the full newsletter

## PRIORITIZE THE REDUCTION OF TEXT AND CONTENT

- You can put a short sentence, image, and button to lead people a blog post or page on your website (which will help with traffic on your website)
- This would also appeal to mobile users since a long email would require more data and download speeds

# CHAPTER WEBSITES

# It's your first impression



Where are you with your chapter's website?

## ALREADY HAVE A WEBSITE

- Is it updated, helpful, and functional?
- Is it mobile friendly?
- What are your most visited pages on your website?
- Do you need a refresh?

**New pictures, reduced/cleaned up homepage, menu reworks, information updates, new logo**

## DO NOT HAVE ACTIVE WEBSITE/ANY WEBSITE

- Does your chapter have a budget for a website?
- Do you have volunteers/interns/leaders willing to help update the site?
- Do you have an old TU.org website that needs to be taken down?
- Where do your members and supporters receive information online if not through your website?



# So, your chapter needs a website



## CTU recommends Squarespace

- This all-in-one platform will get you everything you need for under \$300/year on their Business annual pricing plan. This includes templates, domain name and hosting.

## My chapter does not need a website, but perhaps just a page

- CTU can setup a page on our website
- Your url will be [www.coloradotu.org/chaptername](http://www.coloradotu.org/chaptername)
- It can have links to your social media accounts and contacts
- Can have an embedded calendar that you manage outside of the website, like Google Calendar or Facebook Events (or National TU's event module)
- If you want a custom domain name, you can purchase one for under \$20/year and redirect
- Contact Annie if you are interested [andrea.smith@tu.org](mailto:andrea.smith@tu.org)

Do you have an old group site through TU.org? Contact Doug Agee to help you set up a timeline to take it down.  
[dagee@tu.org](mailto:dagee@tu.org)

# NATIONAL RESOURCES AND UPDATES

# National TU wants to streamline events and fundraising



- Promote all of your events through TU national communications – see the new calendar at [www.tu.org/events](https://www.tu.org/events)
- Track event registrations across all activities so TU can provide you with information on what types of activities your members and supporters are most interested in attending, who your most active members and supporters are, and ways you can use this event tracking to grow your army of volunteers and future chapter leaders
- Welcome non-member supporters into the TU community in line with the new strategic plan and goals to grow and diversify the TU community

<https://www.tu.org/events/>

The screenshot displays the 'Events' page on the TU website. At the top, there is a green header with the word 'Events'. Below the header, there is a search bar with a dropdown menu set to 'All States' and a button labeled 'Events Near Me'. The main content area lists three events:

- Rockford MI - October 28**  
Witches and Wizards Tree Planting Party on the Rogue River  
Rogue River at Childsdale  
A green 'REGISTER' button is located to the right of the event details.
- Cody WY - October 29 - 31**  
Wyoming Fall 2021 Council Meeting  
Holiday Inn Cody at Buffalo Bill Village  
A green 'EVENT DETAILS' button is located to the right of the event details.
- Piney Flats TN - October 30**  
5th Annual Bill Beazell & Allen Robbins Memorial Tailwater Roundup  
Hardee's  
A green 'REGISTER' button is located to the right of the event details.



# Get started on the free event/fundraiser tool





Your chapter can use this tool to setup any – or all – of the following fundraisers as well:

- Online Auctions
- Sweepstakes Drawings
- Crowdfunding Campaigns
- A-Thon Challenges
- Donation Pages
- Online Stores
- What’s more, Eventgroove, is offering free, one-on-one support to help you set up your first fundraiser.

Schedule a walk through for your chapter or council:

Tammy Schuchard  
 tammy@eventgroove.com  
 855.425.1071 (ask for Tammy)

Tanya Walette  
 tanya@eventgroove.com  
 855.425.1071 (ask for Tanya)

	<b>Witches and Wizards Tree Planting Party on the Rogue River</b> Volunteers needed to plant trees along Michigan's Rogue River! <b>Upcoming</b> Thu, Oct 28 at 4:30 PM (EDT) Venue: Rogue River at Childsdale 7700 Childsdale Avenue NE, Rockford, MI 49341	<a href="#">Buy Tickets</a> <a href="#">Learn More</a>
	<b>Wyoming Fall 2021 Council Meeting</b> The Wyoming Trout Unlimited Fall 2021 council meeting will be held in Cody, Wyoming <b>Upcoming</b> Fri, Oct 29 at 12:00 PM (MDT) Ends: Sun, Oct 31 at 10:00 AM (MDT) Venue: Holiday Inn Cody at Buffalo Bill Village 1701 Sheridan Avenue, Cody, WY 82414	<a href="#">View Event</a> <a href="#">Learn More</a>
	<b>5th Annual Bill Bezell &amp; Allen Robbins Memorial Tailwater Roundup</b> Cleanup on the South Holston and Watauga Rivers in Northeast Tennessee <b>Upcoming</b> Sat, Oct 30 at 7:30 AM (EDT) Venue: Hardee's 5680 Hwy 11 E, Piney Flats, TN 37686	<a href="#">Buy Tickets</a> <a href="#">Learn More</a>
	<b>1st Annual Army - Navy Fly Fishing Competition</b> Army Navy Fly Fishing Competition <b>Upcoming</b> Sat, Oct 30 at 9:00 AM (EDT)	<a href="#">Buy Tickets</a> <a href="#">Learn More</a>

<https://go.tulocalevents.org>

Your login to start is ChapterNameChapter@tu.org (Example: RockyMountainFlycastersChapter@tu.org) and your password is initially "troutpass"

# Volunteer Operations Contacts



## **Nick Halle**

**Volunteer Operations Coordinator**  
**nick.halle@tu.org**  
**(703) 284-9425**

### **Contact Nick for:**

**Volunteer Leader Login Issues**  
**Insurance Requests / Questions**  
**Fundraising Program & Support**  
**Membership Recruitment Tools**  
**L.L. Bean Rod Donations**  
**Updates to your chapter page on tu.org**

## **Jeff Yates**

**Director of Volunteer Operations**  
**jeffrey.yates@tu.org**  
**(203) 216-7078**

### **Contact Jeff for:**

**Leadership Recruitment & Development**  
**Embrace A Stream Grants Program**  
**Strategic Planning Support**  
**Diversity Event Planning**  
**TU's new EventGroove platform**

## **Doug Agee**

**Online Community Manager**  
**Volunteer Operations**  
**435-633-1359**  
**dagee@tu.org**

### **Contact Doug for:**

**Community and Leadership Forums**  
**Old TU.org chapter websites**  
**TU's new EventGroove platform**

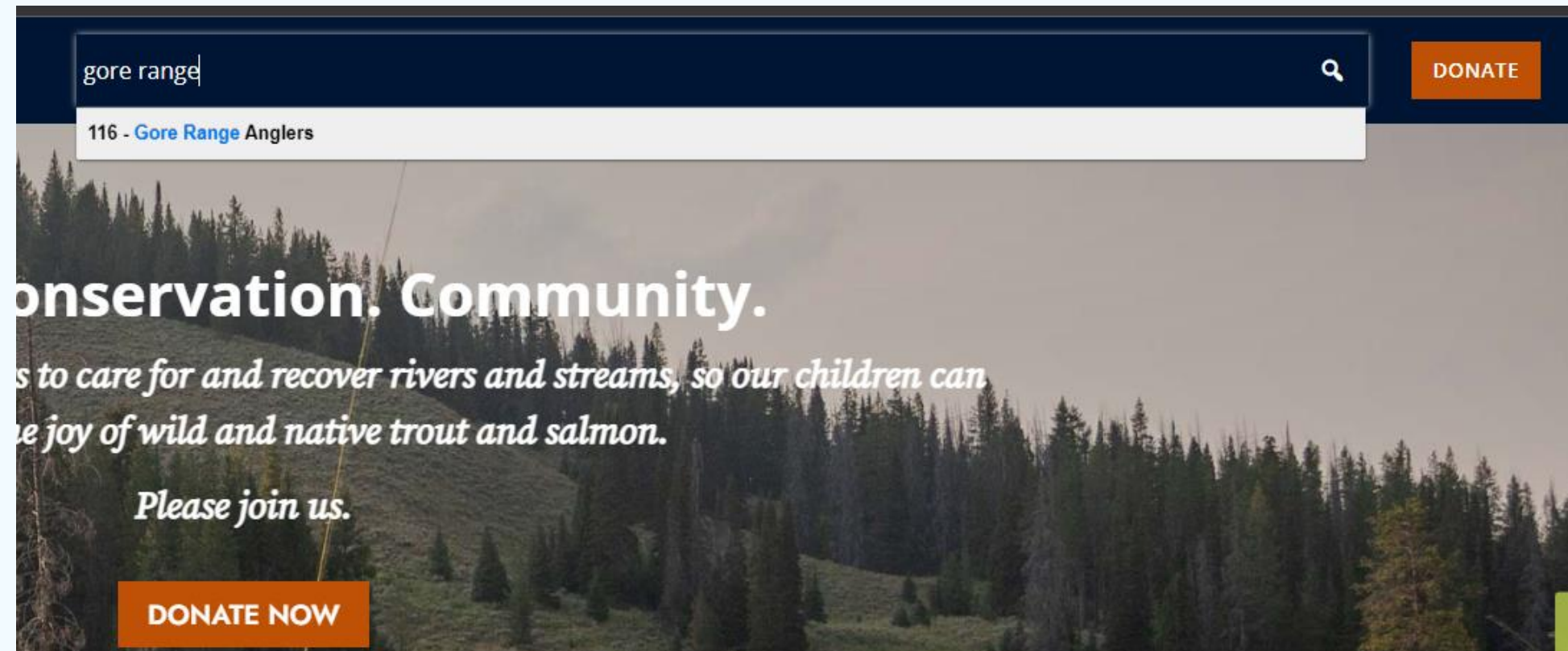
# Heads Up



If you are updating your chapter's information on the Leaders Only Tools, it is not an automatic update. You need to contact Nick Halle (nick.halle@tu.org) and let him know you updated your chapter information.

This includes important information for new/current members, such as:

- Chapter website
- Chapter address
- Chapter contacts
- New Chapter Leaders (usually auto updates, but if not please reach out to Nick)



See if your public page is outdated on the National TU website by searching for your chapter page on TU.org

# New website from National TU



What's at Stake?

Colorado Gold

Gold Medal Waters

The Coalition

The Plan

Why Now?

Get Involved

## COLORADO

Search Keyword	Page	Clicks	Impressions	Click Rate	Avg. Position
colorado trout unlimited	/	1,113 (3.96%)	2,382	46.73%	1.51
gold medal waters colorado	/blog/2015/11/colorados-gold-medal-waters	762 (2.71%)	2,153	35.39%	1.57

they deserve. That's just what Colorado Gold intends to do.

LEARN MORE

- People that are on the Colorado Trout Unlimited website are searching for Gold Medal water
- Make button or a page on your website that links to this website! Coloradans are searching for this information on Google

# One final thing...



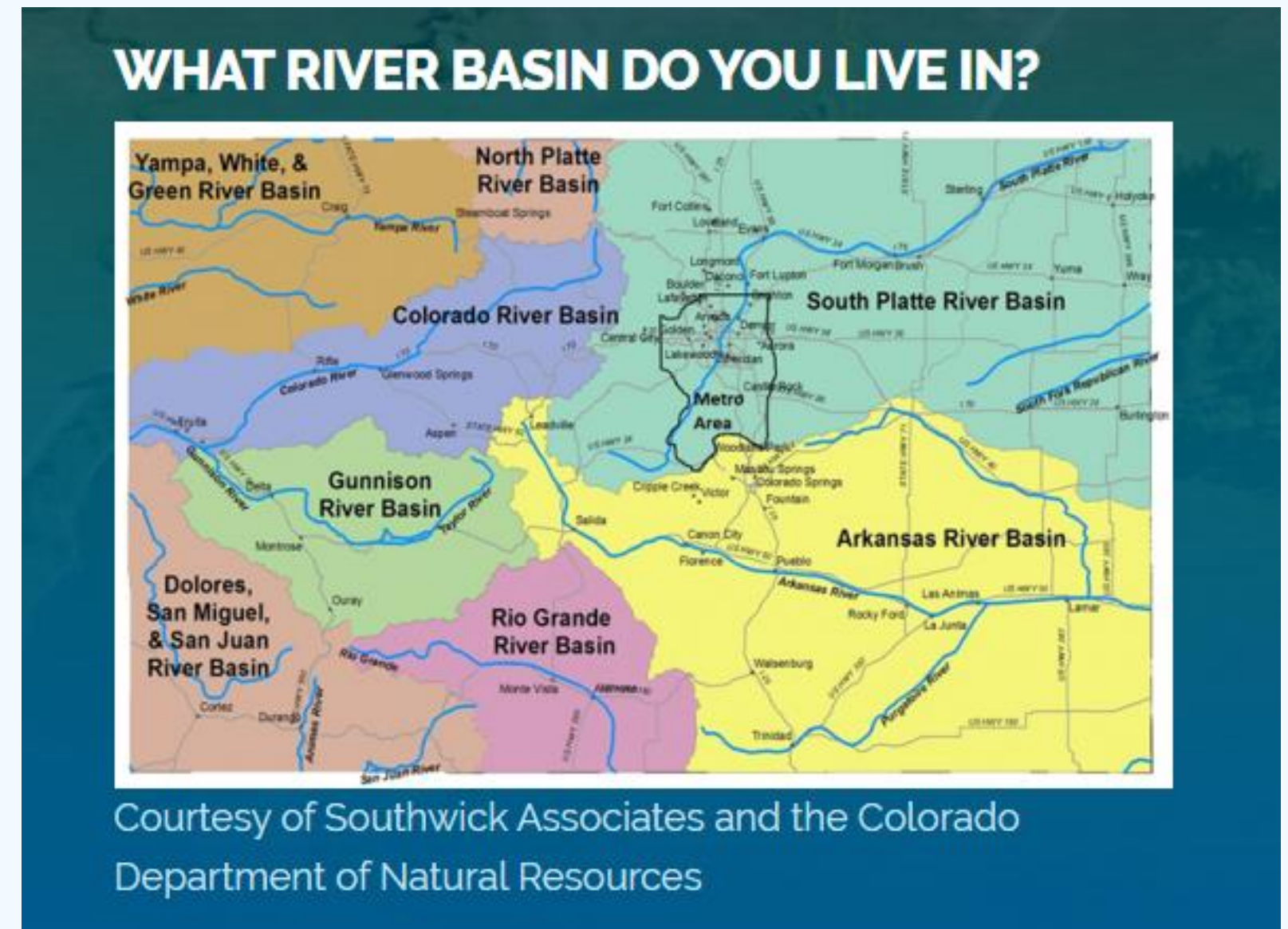
## ACTION ALERT

Comments are needed on the Colorado Water Plan updates

- We would like to see each chapter send in comments for their basin
- There is an action alert on our website and an eblast sent out, we will also include this in our November Currents
- Commenting period closes **November 15**

Direct link to share and use:

[www.waterforcolorado.org/take-action/engage-in-bips/](http://www.waterforcolorado.org/take-action/engage-in-bips/)





# **THE FINAL TAKEAWAY**

**Let's clean up our "virtual cobwebs", together.**



**This is a great time to regroup, plan, and get your online presence up to date to start the new year off right.**

# DISCUSSION & QUESTIONS