



Marketing Your Chapter



Agenda

- Meetings
- Website
- Newsletter
- Social Media

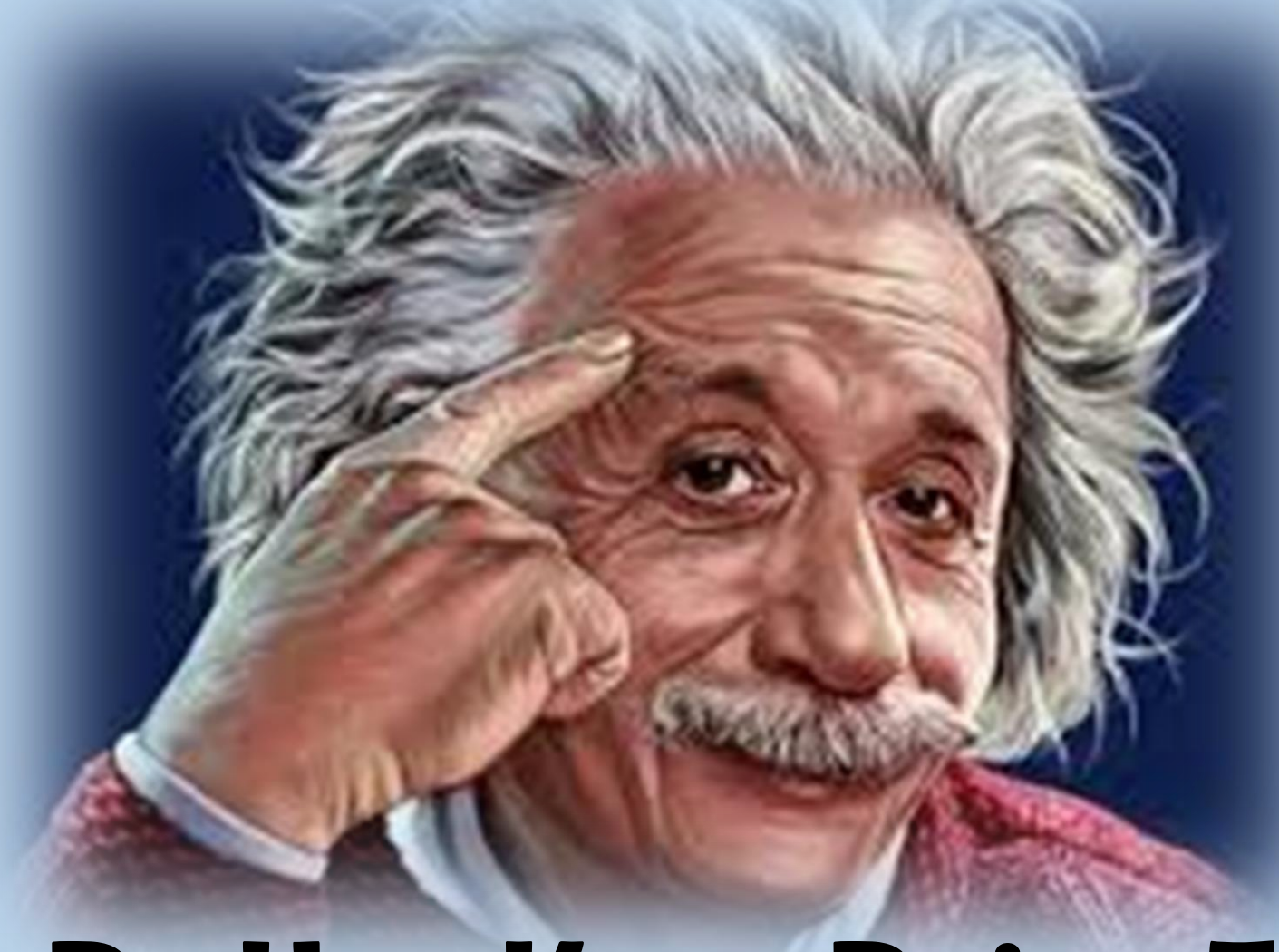


Targeting Your Audience!

Three Rules Of Marketing



#1



“Why Do You Keep Doing The Same Thing And Expect Different Results”

#2

*“ You Waste 50% of Your Marketing Dollars,
You Just Don't Know Which 50% ”*

**Growth Costs Money and Time
Use Your Chapters Strengths**

#3

Marketing NEVER Dies!



OUR GOAL...

Volunteers To Help With Projects



What are your strengths?

- Fishing-Teaching
- Information
- Meetings
- Projects

Pick Two



Meetings

- Speaker
- Fly Tying
- Social Events
- Group Trips
- Where
- When



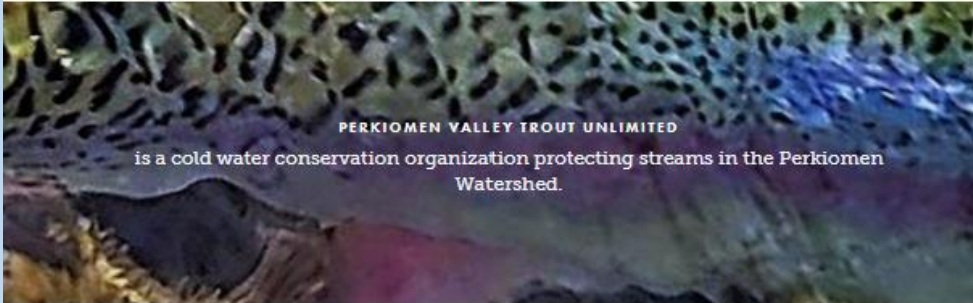
Don't Move Around



PUBLIC or MEMBERS ONLY



WEBSITE UP TO DATE ?



PERKIOMEN VALLEY TROUT UNLIMITED

is a cold water conservation organization protecting streams in the Perkiomen Watershed.

We are...

Over 200 anglers in the Upper Perkiomen Valley. We are committed to protecting the cold water resources of the Perkiomen Valley. This watershed drains 362 square miles and is the largest tributary to the Schuylkill River.



"Plans to protect air and water, wilderness and wildlife are in fact plans to protect man."

34th ANNUAL Perkiomen Valley Trout Unlimited Picnic-Pig Roast Fundraiser
 Saturday June 24th 9:00 AM to 2:00 PM

Guest Speaker Dave Rothrock
 Dave will hold a seminar on Drop Shot Techniques for more trout, and Stream Entomology

Raffles, Casting Lesson, Fly Tying Demonstrations with Mary Kuss, Games, Stream Tours

Largoone's Grove
 1387 RTE 100, Barbo PA
 4th to 8th St
 Oakview Center 17 9502

Tickets Available: www.pvtu02.org or call 610-564-9599

Annual Picnic

Come and learn how to fly-fish casting, entomology (bug life), drop shot fishing techniques, casting instructions, equipment reviews, raffle items and some great food. Help support our stream restoration projects. [Link To Purchase Tickets](#)



[View Past Newsletters](#)

Pennsylvania Hatch Chart

This is a brief list of the many thousands of hatcheries that are found across Pennsylvania. All dates and times are approximate. Weather can have a wide range of effects on the timing of all hatches. The first occurrence of most hatches generally start in the southern part of the state and then work their way north.

Hatch Common Name	Hatch Size	Start Date	Start Time	Latin Name
Little like Winged Cich	16-20	15-May	10:00 AM - 4:00 PM	<i>Ephemerella</i> sp. & <i>Plecoptera</i>
Blue Quill	16-18	17-Apr	11:30 AM - 3:00 PM	<i>Plecoptera</i> <i>Holopteryx</i>
Quill Gordon	12-14	17-Apr	1:30 PM - 5:30 PM	<i>Ephemerella</i> sp.
Horseshoe Nymph	12	19-Apr	2:00 PM - 6:00 PM	<i>Ephemerella</i> sp.
Red Quill Male	14	19-Apr	2:00 PM - 6:30 PM	<i>Ephemerella</i> sp.
Sulphurs	14-15	19-May	7:00 PM	<i>Ephemerella</i> sp.
March Drom	10-12	11-May	All Day	<i>Stenonema</i> sp.
Gray Fox	10-12	11-May	10:00 AM - Noon	<i>Stenonema</i> sp.
Light Caddis	14	15-May	8:00 AM	<i>Stenonema</i> sp.
Black Winged Cich	14-18	20-May	10:00 AM - 3:00 PM	<i>Ephemerella</i> sp.
Green Drake	6-10	24-May	8:00 AM	<i>Ephemerella</i> sp.
Brown Drake	10-15	26-May	8:00 AM	<i>Ephemerella</i> sp.
Stone Drake	11-14	26-May	8:00 AM	<i>Ephemerella</i> sp.
Trout	20-24	15-Jun	7:00 AM - Noon	<i>Trout</i>
Whitefly	10-14	Early August	7:00 AM	<i>Ephemerella</i> sp.
Stone Drake	13-14	August-October	Mid - 4:00 PM	<i>Trout</i>

PERKIOMEN VALLEY TROUT UNLIMITED

Proud Chapter of Trout Unlimited

[HOME](#) | [ABOUT](#) | [PROGRAMS](#) | [NEWS](#) | [EVENTS](#) | [CONTACT](#)

[CONTACT](#) | [BETAN KLUOP, PRESIDENT](#)

[BETANKLUOP@PTU02.ORG](mailto:betan.kluop@pvtu02.org)



PERKIOMEN VALLEY TROUT UNLIMITED IS A COLD WATER CONSERVATION ORGANIZATION PROTECTING STREAMS IN THE PERKIOMEN WATERSHED.

Trout in the classroom

The Perkiomen Valley Chapter of Trout Unlimited (PVTU) has a program dedicated to the conservation, protection and restoration of cold water fisheries and their watersheds and supports local schools with Trout in the Classroom (TIC), an educational program in partnership with the PA Fish and Boat Commission (PFBC) and coordinated by the PA Department of Education. The program introduces conservation education to the classroom by raising brook trout, native freshwater fish, from eggs received in November from PFBC, to fingerlings during the school year when and then released by the students in the spring in the local watershed. Brook trout are used since they are "Trout-in-a-Bag" species, for requiring the same clean water conditions that people need to survive.



PVTU directly supports the schools through chapter members, with one designated as the TIC Coordinator, who oversees the program, a position recently assumed by Jim DeMay. The TIC Coordinator works with our partner institutions, from assisting in equipment setup in the fall, meeting with the classes throughout the school year to observe the students and fish teachers as they feed the fish, and assist in maintaining clean aquariums, feeding the students to ensure safe levels of nitrate, nitrite, ammonia, etc., and even assembling the water with special dechlorinated water. TIC hosts an annual field trip where students and PFBC staff support the program. The TIC Coordinators, along with other chapter members, assist with fish releases in the spring during which they provide an educational fly fishing, in addition to teaching and giving the teachers and students an opportunity to see a fly with a fly rod in "release day".

PVTU presently supports six schools in the Southeastern, Springdale and Upper Perkiomen School Districts with TIC in Orams Elementary School, Highland Elementary School, Department Area High School, The Southeastern School, Calverton, Upper Perkiomen Middle School, and Upper Perkiomen Elementary School.

Conservation/Stream enhancement

West Branch Perkiomen / Skippack Ten Million Tree Partnership

The Perkiomen Valley Chapter of Trout Unlimited teamed up with multiple organizations to plant 100 trees in the Skippack area along the West Branch of the Perkiomen Creek in October 2022.

The trees were obtained from a grant that PVTU received from the Skippack Ten Million Tree Partnership. Volunteers from the organization with assistance from Aqua FC, Westland and Montgomery County Conservation District helped plant the trees. Skippack Ten Million Tree Partnership provides water, soil, and stream flow, river stream bank work, help to prevent flooding, lower stream temperatures, improve water quality and provide habitat for wildlife.



Main Branch Perkiomen Creek / Tree Valley Partnership

In the fall of 2021, Perkiomen Valley Trout Unlimited teamed up with the Environmental Science Center at Upper Perkiomen High School to plant a stream bank area on the Main Branch of the Perkiomen Creek at the Fly Tying Area by Church Road in Shoen Lane Park. One of the sections of the Upper Perkiomen has been a riparian habitat with significant stream bank vegetation and has eroded in this area and a few other locations. The trees will help prevent soil erosion, filter sediment runoff, provide groundwater infiltration, and provide wildlife habitat.



Funding was provided by PVTU from the Tree Valley Program of TIC. The project also received assistance from Aqua FC and the Montgomery County Conservation District.

WEBSITE, What Is Your Purpose?

- Announcements
- Project
- Trout In The Classroom
- Events
- Shows
- Education
- Fishing Outing
- Meetings



Newsletter

- What To Send
- When To Send
- Not Too Much

1. Information About Projects, Volunteers needed
2. Upcoming Meetings
3. Events
4. Useful Information, Hatch Charts
5. Map Of Steams
6. History Of The Chapter

CATCH THE RELEASE NEWSLETTER
PERKINSON VALLEY CHAPTER

ESPRIT YETI SIMMS
FLY FISHING FILM TOUR
PHOENIXVILLE, PA
THE COLONIAL THEATRE
May 11, 2023 | 7:00 PM

TOUR INFO AND TICKETS AT FLYFILMTOUR.COM

QUEST SA PROVISIONER

If you have nothing to do tonight, catch a fly fishing film.

OUR NEXT MEETING is
Monday March 20th at 7:00 PM

March's meeting we will have Tim Carrillo via Zoom.

Tim Carrillo of "Trout and Feather" has been addicted to fly fishing and fly tying for about as long as anyone can remember. Although he and his wife Heather live in western Pennsylvania, fly fishing has taken him all over the country, with his fly fishing "home base" being in the Scenic College area. Some of Tim's favorite waters include the mighty Delaware (where he has guided) and Missouri Rivers; though discovering small streams with wild trout still continues to excite him (his son Angelo especially likes this, as he goes to be the "fish sponsor"). Tim is one of the new generation of fly fishers who have taken to social media to promote and teach the sport. A fly fisherman and fly tier for 30 years, Tim started making fly tying tutorials and posting them on YouTube, which permits users to upload their own homemade videos on just about any topic.

Tim and his coffee mug have co-starred in over 250 videos on many different fly fishing and tying topics, like purchasing and maintaining gear, tying with certain materials or a specific fly pattern, and giving back to charities such as Project Healing Waters. Tim has had a great response to his videos — he now has an audience of over 27,000 subscribers with four million video views (yes, 4,000,000!). You can view Tim's fly tying and fly fishing videos on his website: <http://www.troutandfeather.com/>

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Mailchimp or Constant Contact \$\$\$

PATU Annual Meeting set for Sept. 16 in Mill Hill

Philadelphia Council of Trout Unlimited will host its Annual Meeting on Saturday, Sept. 16, 2023, at Mill Hill in the Pennsylvania State University. The meeting will be held from 9:00 AM to 5:00 PM. The agenda includes a registration session, a keynote address by Governor Shapiro, a presentation by the Pennsylvania Department of Environmental Protection, and a presentation by the Pennsylvania Department of Agriculture. The meeting will also feature a networking session and a social event. The cost of the meeting is \$100 per person. For more information, contact the Pennsylvania Council of Trout Unlimited at 215-261-1111.

STREAM Gibe at the nearby...



Visit our website for more information on our youth education programs and materials. We offer a variety of programs for schools and youth groups, including field trips, classroom presentations, and hands-on learning activities. Contact us at 215-261-1111 for more information.

- MEMBERSHIP**
- Headquarters
 - Treasurer's Report
 - By-Patrons of Pennsylvania
 - PATU Merchandise Order Form
 - Minutes
 - Executive Reports

See pages 2-7 for more info on PATU's Annual Meeting on September 16 in Mill Hill. Registration and more information are available online at www.patrou.org.

TIC grants announced for 2023-24 school year

The Pennsylvania Council of Trout Unlimited is pleased to announce that 111 TIC grants have been awarded to education across Pennsylvania through the Trout Unlimited Conservation Grant Program. These grants will be used to purchase equipment and supplies to enhance existing TIC sites and set up new ones. For more information and to apply for future grants, visit www.patrou.org and contact your local TIC coordinator.

Working on these grants is a priority for PATU and from the Pennsylvania Department of Environmental Protection through the Trout Unlimited Conservation Grant Program. For more information, contact your local TIC coordinator.

PA Council of Trout Unlimited

Minutes of the July 16, 2023 Executive Committee Meeting
 State College, PA
 State College, PA

Attendees: Lenny Licivar, Russ Collins, Gary Parzanese, Greg Malaska, Ari Capotis, Bryan Mathie, Kelly Williams, Dave Rothrock, Scott Koser.

The meeting was called to order at 10 a.m. by President Lenny Licivar. Minutes of the April 23, 2023, EXCOM meeting were approved as submitted.

President's Report: Submitted by L. Licivar.

Treasurer's Report: Submitted by R. Thrall.

List of Actions Taken: Submitted by F. Lewis.

Program Director's Report: Submitted by R. Kester. Have received approximately 30 resumes for the open Conservation Communication Coordinator position. G. Malaska suggested the position being an onsite requirement could be an issue for finding the right individual. Also discussed the position being a steppingstone for younger applicants. Annual Meeting discussed and tentative agenda reviewed. There are plans for a women's meet-and-greet on Friday night at the Floating Brewery in Mill Hill. Higher cost of the meeting due to location and amenities offered.

Communication and Outreach Reports: Submitted by R. Kester.

Keystone Coldwater Conference 2024: Submitted by R. Kester. A Capotis suggested inviting someone from Maryland or West Virginia to discuss their approach to an experimental watershed project for the protection of wild brook trout. B. Mathie discussed a proposed research project at Chatham University to install a hatchery specifically for brook trout.

NLC Report: Submitted by R. Collins. NLC is going through a reorganization, establishing 3- to 7-year goals with emphasis on climate change, conservation issues and priority waters. R. Collins attended the NE Rendezvous in Connecticut.

Advocacy Report: Submitted by E. Baldazzi. Scott Koser, manager of the coldwater habitat program for National Trust in Lock Haven attended. The group has completed 12 projects this year and is about halfway through the total project list. He stated that last year was a record for sediment and nutrient reduction for Pennsylvania. Most projects were coordinated through local conservation districts or watershed groups. G. Malaska suggested the position being an onsite requirement could be an issue for finding the right individual. Also discussed the position being a steppingstone for younger applicants. Annual Meeting discussed and tentative agenda reviewed. There are plans for a women's meet-and-greet on Friday night at the Floating Brewery in Mill Hill. Higher cost of the meeting due to location and amenities offered.

Regional VP Reports: Submitted by R. Kester.

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Southwest (H. Mathie): The Laurel Highlands Trout Trail has seen an increase in angler activity. There was a successful STREAM Kids event. Discussed a possible virtual TIC program in conjunction with Chatham University, Penns Woods West and a number of inner-city schools in the Pittsburgh area for schools that cannot afford the program.

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hanna TU met with board members of the Loyalsock Creek Watershed and Key EQI operations staff to discuss gas leases in the watershed and in Tidaghton State Forest. EQI has then over leases from Anadarko and Alta. The meeting was informative, and the chapter feels EQI was interested and receptive to their concerns. EQI stated it is committed to using sound BMPs and adherence to environmental laws. Penns Creek is in the process of writing to DEP, PBC and local legislators about a white out event on Honey Creek in Milffin County. The last white out was an extended event of about two weeks. The chapter's main concerns are for the macroinvertebrates and the condition of the Class A wild brook trout in the stream. The call of response from DEP and PBC to calls is concerning. The conservation district also expressed concern over the communication issue. They are working to set up a monitoring site on Honey Creek.

Northwest (T. Burns) - See chapter reports.

Northwest (A. Capotis) - Complainer chapter will set up a monitoring site on Honey Creek.

Southcentral (I. O'Connor) - See chapter reports.

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Rothrock also mentioned the stocking of fingerling rainbow trout by the Commission. He stated that surveys have shown that a 25% or lower percentage of the fingerlings survive. Suggested PATU urges the commission to stop this stocking. PBC Fisheries Managers: Update by L. Licivar. Fly Fishing Only Requests: Update by L. Licivar. PATU-NFC Work Group: Update by L. Licivar.

Developmental Committee Report: Submitted by B. New.

Awards Committee Report: Submitted by J. Sittler.

Delaware River Committee Report: Submitted by J. Skelving.

Conservation Committee Report: Submitted by B. Wagner.

Diversity Committee Report: Submitted by K. Williams and A. Daniel. K. Williams reported the Women's Leadership Weekend was a success, with about 30 attendees. She stated they are already planning for next year and that most of the cost was covered by donations from chapters and outside organizations. The group is looking to potentially hold regional events in the future.

Youth Committee Report: Submitted by J. Sittler.

Membership Committee Report: Submitted by J. Miller.

Communications Committee Report: Submitted by H. Isles.

Financial Review: Submitted by N. Cousins.

College/S. Rivers: Submitted by C. Charleworth.

TU Service Partnership: Vacant.

OLD BUSINESS

Priority Watersheds: Update by L. Licivar.

NEW BUSINESS

TU Compliance Officer: R. Collins informed Council there is a new compliance officer for National TU, Quentin Collins. He will answer any questions chapters have on contract issues and documents that chapters would be asked to sign by outside agencies or groups.

Zaner Creek: Update by L. Licivar. The next EXCOM meeting is Oct. 15, 2023. Motion to adjourn at 1:05 p.m.

Respectfully submitted,
 Erick Lewis, Secretary

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YES! Sign me up for a *FREE*
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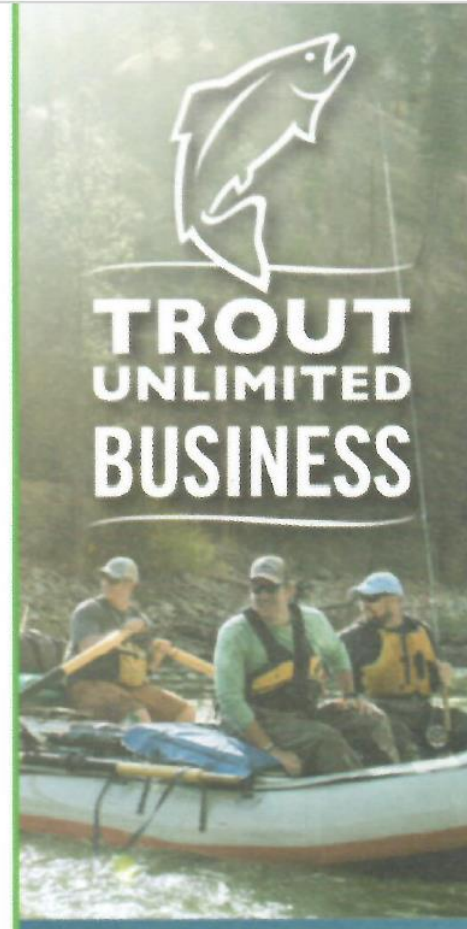
STATE

ZIP

EMAIL

PREFERRED CHAPTER

Stream Explorer (ages 12 and under) TU Teen (ages 13-19) Regular





[TU TackleBox](#)

[TU Graphic Standards](#)

[TU Printshop](#)

[TU Event Registration Tool](#)

[TU Fundraising Program](#)

National TU Tools Available.

LOGIN TO THE LEADERS ONLY TOOLS SITE

VOLUNTEER TACKLE BOX ROADMAP
DIRECT LINKS TO RESOURCES

CONTACT YOUR VOLUNTEER OPERATIONS STAFF

COVID-19 UPDATES & RESOURCES

Top Tacklebox resources for volunteers

Click the buttons below to jump straight to the Tacklebox section or resources you need. [Click here for a roadmap of all the resources you can find in the Tacklebox.](#) Scroll down to view all the Tacklebox sections.

INSURANCE FORMS FUNDRAISING RESOURCES MEMBERSHIP RECRUITMENT STRATEGIC PLANNING ANNUAL MEETING

CHAPTER LEADERSHIP RESOURCES YOUTH EDUCATION RESOURCES DIVERSITY INITIATIVE RESOURCES SERVICE PARTNERSHIP RESOURCES ANNUAL MEETING AWARDS

Insurance Forms, Education, Leadership, Planning, etc.

For Marketing, Website, Brochures, Social Media.

Logos

The Trout Unlimited logo is the most immediate representation of our organization, our members and our brand to the rest of the world. It is our most valuable brand asset and therefore must be used consistently within the [proper brand guidelines](#).

LOGOS TO BE USED IN PRINT

[This zip file](#) includes all the necessary files to provide a vendor for print projects using our logo, as well as a README.pdf document that explains which files to use for various print applications in our [logo guidelines document](#).

Many of these files (.eps, .tif, .psd) require professional-grade software (Adobe Photoshop, Illustrator, etc.) to view, open or edit. They are intended to be distributed to professional print shops and designers.

[Download print logos.](#)

LOGOS TO BE USED DIGITALLY


PNG is the preferred format for using our logo online and in other digital applications, but you can also find JPG's below if they are requested. Choose your format and color from the chart below, or [download a zip file](#) containing all sizes and versions. (To download the logos, simply click on the one you'd like to use; then when the image of the logo loads, right click on it and then select save image as.)

Size	PNG	JPG
Extra large	download	download
Large	download	download
Medium	download	download
Small	download	download

If your vendor requests a vector version of our logo to be used in an online or digital project, please provide them with [this file](#).

Powerpoint Templates


Displaying: 243 of 243



Spanish Membership Brochure

\$31.39 for 100 (\$0.31 per item)


[Start Customizing](#) 🔍 ❤️



Membership Application

\$31.39 for 100 (\$0.31 per item)

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TU Brook Trout VIP Pass


\$131.67 for 300 (\$0.44 per item)

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Events and Tickets

TOOLS!

Upcoming Events



Youth Spin Fishing Program

📅 Tue, Aug 15 at 9:30 AM (CDT)

📍 McColl Pond Environmental Learning Center
13550 Dakota Ave S,
Savage, MN 55378

[GET TICKETS](#)



OMTU Chapter Meeting

📅 Tue, Aug 15 at 6:00 PM (EDT)

📍 Golden Corral
3104 Browns Mill Road,
Johnson City, TN 37604

[VIEW EVENT](#)

EVENTS

Fundraising, Custom Items, Discounted, and Brochure



Fundraising Resources

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July, 2023 (3)

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Unlimited
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 [\(copy 87\)](#) Sent **58.1%** **0.4%**
Regular · Perkiomen Valley Trout Classic Builder Opens Clicks
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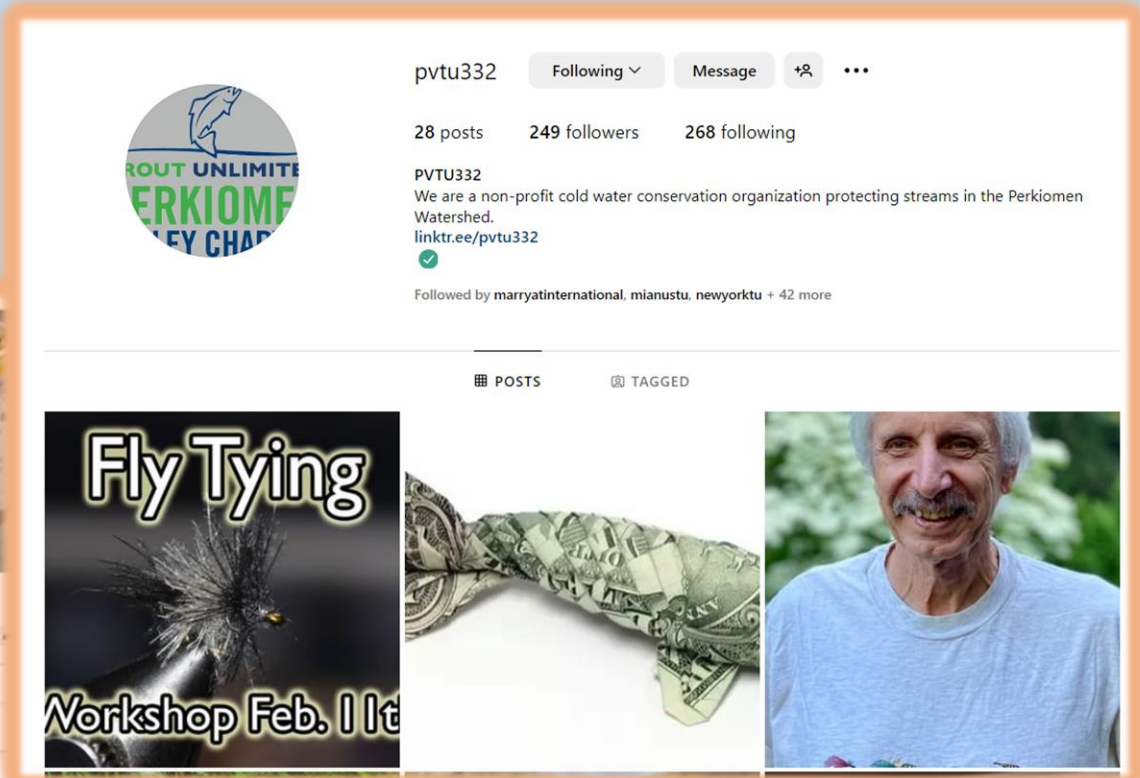
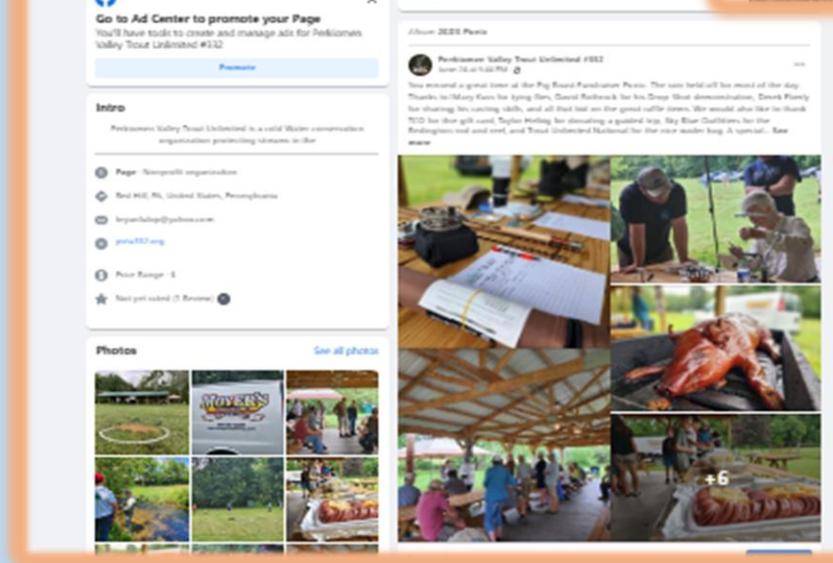
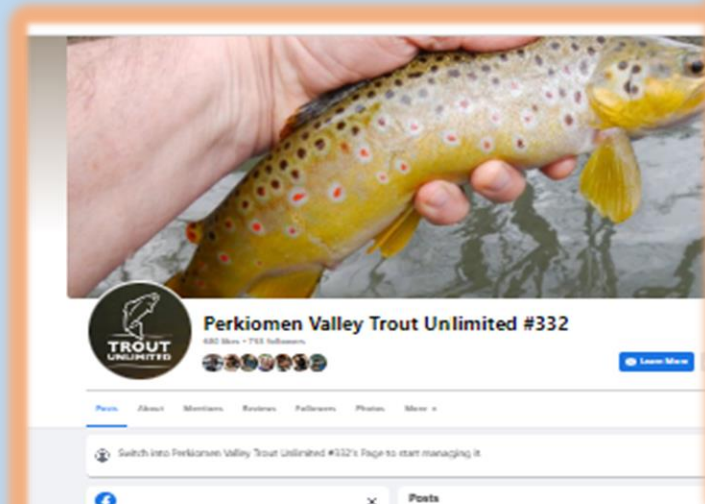
 [\(copy 86\)](#) Sent **56.3%** **0.4%**
Regular · Perkiomen Valley Trout Classic Builder Opens Clicks
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Successful deliveries	271 100.0%	Clicks per unique opens	0%
Total opens	206	Total clicks	0
Last opened	8/1/23 11:00PM	Last clicked	N/A
Forwarded	0	Abuse reports	0

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- Instagram
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1. Share
2. Advertise/Click
3. Keep Up To Date

**Conclusion... You Need To
Invest In The Future
Through Marketing!**

Thank You