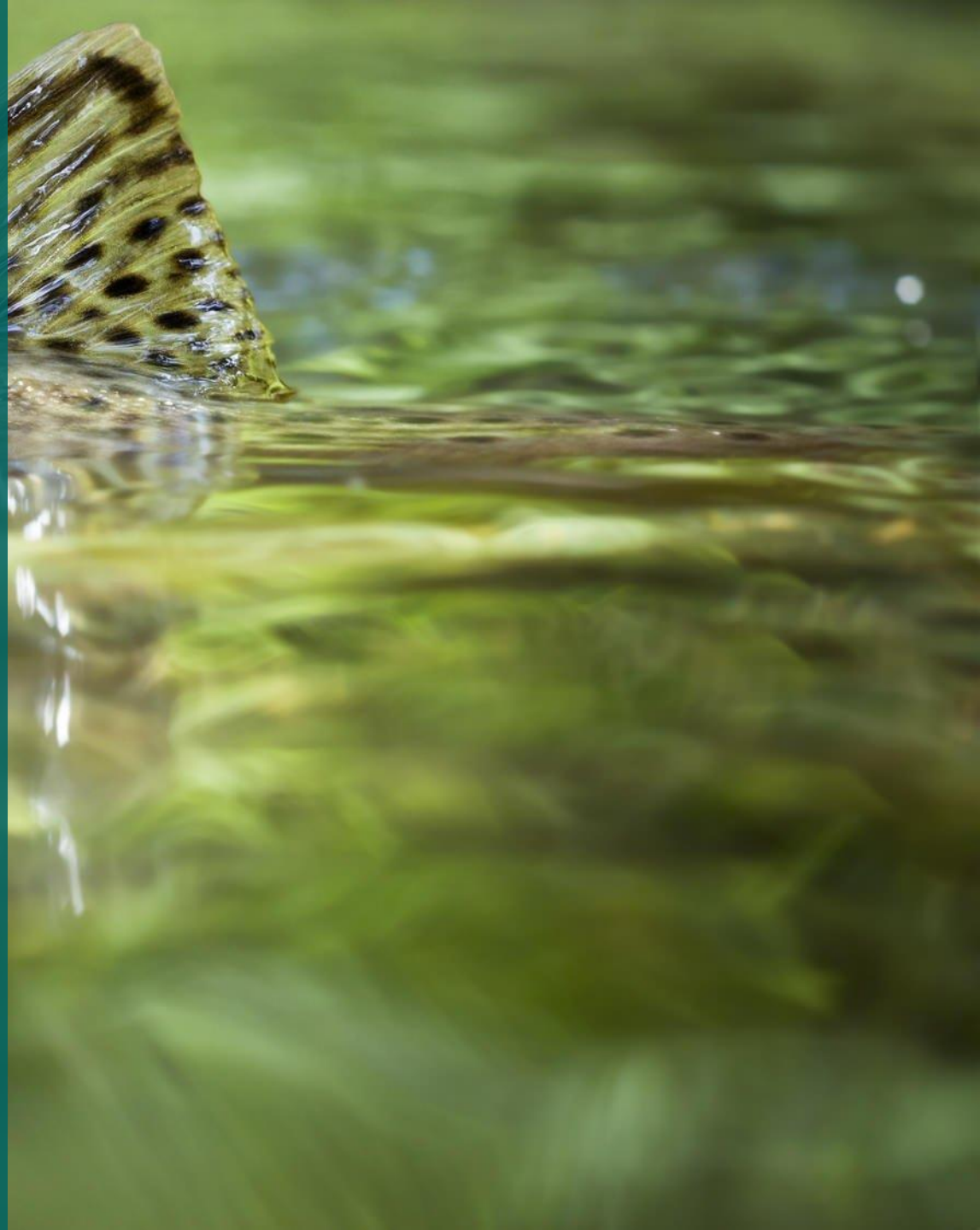
FLY FISHERS INTERNATIONAL

RESOURCE COMMITTEE · WORKSHOP 1

SUCCESSFUL CLUBS & COUNCILS

How thriving clubs keep members connected

ALL FISH, ALL WATERS®



ABOUT THE RESOURCE COMMITTEE

WHY WE'RE HERE

We help FFI clubs and councils build stronger communities of fly fishers.

- Create and promote programs, opportunities and benefits for clubs and councils
- Help the Council Presidents Committee develop best practices for engaging local communities



RESOURCE COMMITTEE WORKSHOPS

A SIX-PART WORKSHOP SERIES

01 TODAY

Successful Club & Council Practices

02

Membership Recruitment, Retention & Leadership

03

Fundraising for Clubs & Councils

04

Event Planning for Councils & Clubs

05

Social Media That Builds Membership

06

FFI Resources for Clubs & Members

TODAY'S FORMAT

SHORT PRESENTATION, THEN YOUR IDEAS

01

WHAT WE LEARNED

Highlights from our survey of thriving clubs and councils

02

WHAT WORKS FOR YOU

Open discussion — every club has something to teach the rest of us



THE SURVEY

WHAT WE LEARNED FROM THRIVING CLUBS

WE ASKED SEVEN THRIVING CLUBS AND COUNCILS

What has contributed to your success?

Their answers are today's discussion points.

- **Delaware Valley Fly Fishers**
  Pennsylvania
- **Falmouth Flats Fly Fishers**
  Virginia
- **Southeast Council**
  KY, TN, NC, SC, GA, AL
- **High Plains Drifters**
  Colorado
- **Northern Kentucky Fly Fishers**
  Kentucky
- **Suncoast Fly Fishers**
  Florida
- **Clark-Skamania Flyfishers**
  Washington

WHAT WE ASKED ABOUT



COMMUNICATION

How do you communicate with members?



ACTIVITIES & EVENTS

How do you engage your members?



EXPOS & ANNUAL EVENTS

What events do you offer?



RECRUITMENT & RETENTION

How do you recruit new members and keep them engaged?



EDUCATION & CONSERVATION

What education or conservation activities do you offer?

THE BIG IDEA

No club grew by doing one big thing once.

They grew through consistent, frequent and personal engagement that made members feel connected and active.

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HOW THEY DO IT

FOUR PRACTICES THRIVING CLUBS SHARE



1

Frequent fishing outings



2

Monthly meetings & newsletters



3

Targeted social media & email



4

Mentorship & personal outreach

PRACTICE 1

GET MEMBERS ON THE WATER — OFTEN

Clubs with a dedicated outings director run more outings, and more popular ones.

The Southeast Council calls theirs the "Chief Fishing Officer."



DISCUSSION

LET'S TALK: OUTINGS

- Did your club hold more than 5 fishing outings last year? More than 10?
- When you plan an outing, what matters more: fishing success or time together?
- Do your outings include a meal — club-sponsored or potluck?
- Does your club have a dedicated outings director?

PRACTICE 2

PAIR MEETINGS WITH NEWSLETTERS

For many thriving clubs — but not all — a monthly meeting and a monthly newsletter go hand in hand.



DISCUSSION

LET'S TALK: MEETINGS & NEWSLETTERS

Does your club publish a monthly newsletter?

Does it only promote meetings and outings, or also cover conservation, fly tying and trips?

Does your newsletter content also appear on your club's Facebook or Instagram?

PRACTICE 3

KEEP SOCIAL MEDIA SHORT AND TARGETED

Social media works best when it's brief and to the point.

We'll go deeper in Workshop 5: Social Media That Builds Membership.



DISCUSSION

LET'S TALK: SOCIAL MEDIA & EMAIL

Does your club have a Facebook, Instagram or TikTok account? How often do you post?

Can members reach one another directly — for example, through Facebook messages or a members-only Google Group?

PRACTICE 4

MAKE IT PERSONAL

Mentorship and one-on-one outreach help new members feel welcome.

This is the focus of Workshop 2: Membership Recruitment & Retention, Mentorship, Leadership & Succession Planning.



YOUR NEXT STEP

PICK ONE PRACTICE TO STRENGTHEN THIS SEASON



Frequent fishing outings



Monthly meetings & newsletters



Targeted social media & email



Mentorship & personal outreach

Consistency beats one big event.

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THANK YOU

Next up: Workshop 2 — Membership Recruitment, Retention & Leadership

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