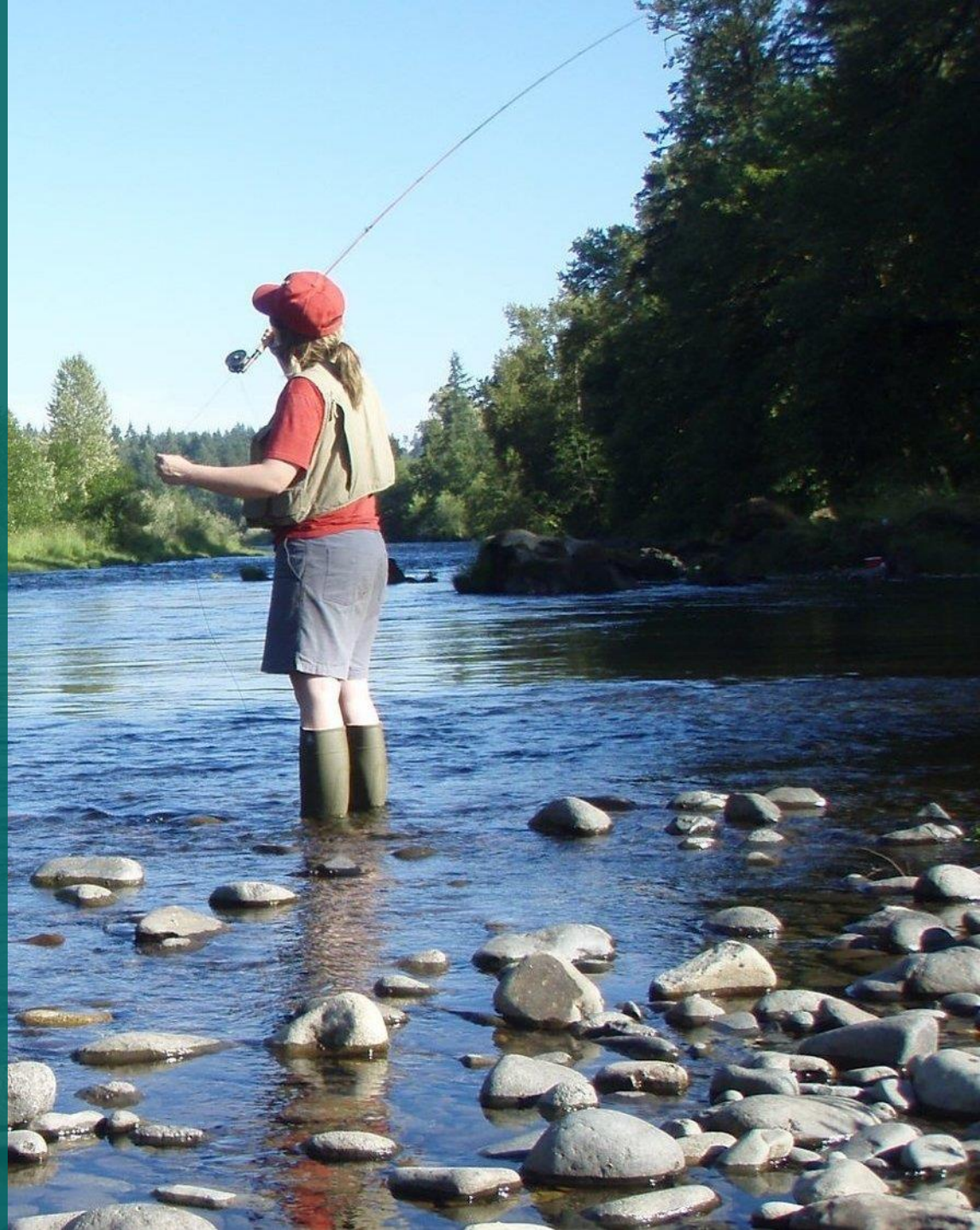
FLY FISHERS INTERNATIONAL

RESOURCE COMMITTEE · WORKSHOP 6

WHY FFI?

Resources for councils, clubs and members

ALL FISH, ALL WATERS®



FOUR QUESTIONS WE'LL ANSWER



Who are we?



What do we do?



Where are we going?



What's in it for you?

OUR BEGINNING

Watch the story of how FFI began.

Scan to watch, or visit
vimeo.com/295648394



OUR DISTINCTIVE MISSION

Serve the fly fishing community through education and connection, for all fish in all waters.

Education, and opportunities to connect with other fly fishers.

FLY FISHERS INTERNATIONAL

PARTICIPATION OVER TIME

FLY FISHING GREW BY 2 MILLION IN A DECADE



Source: RBFF / Outdoor Foundation, 2025 Special Report on Fishing

8M participants in 2024, vs. 5.8M a decade ago

3% national participation rate

31% of participants are women

WHO FLY FISHES

A DISTINCTIVE COMMUNITY OF ANGLERS

69 / 31

Male to female ratio, little changed in a decade

25%

Live in the West, versus 24% of the U.S. population

48%

Report household income over $75,000

Highest

Income and education levels of any fishing category

Source: RBFF / Outdoor Foundation, 2025 Special Report on Fishing

FFI TODAY

17

Councils, with about 200 clubs

~12,000

Members

44

Countries

1,100

Certified Casting Instructors

1,000

Fly Tying Group members

500

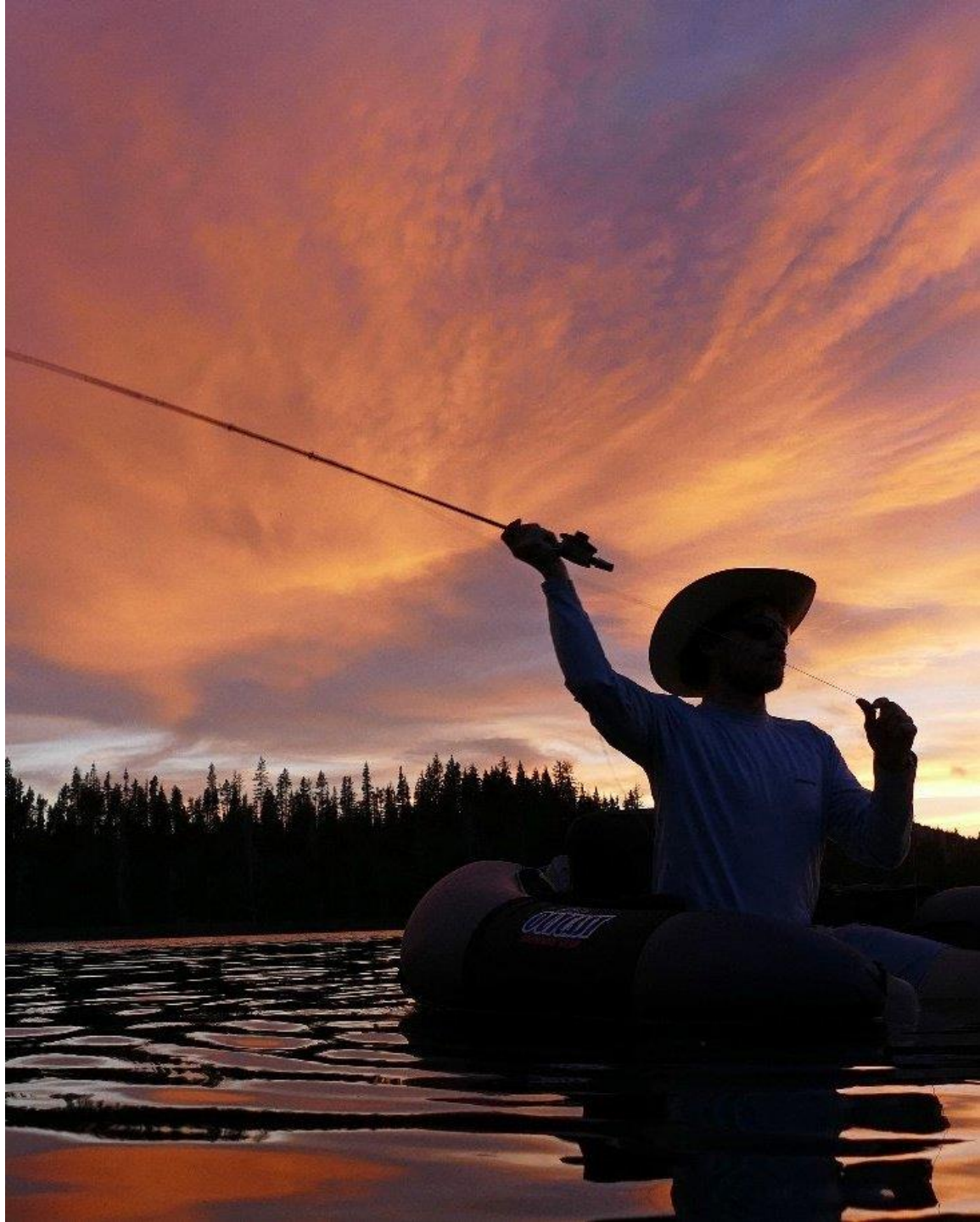
Women Connect members

WHERE WE'RE GOING

A NEW CHAPTER FOR FFI

A new strategic plan and a new President and CEO.

- Priority 1: Education
- Priority 2: Community
- Priority 3: Financial Sustainability



WHAT FFI DOES FOR COUNCILS AND CLUBS



MEMBER INCENTIVE PROGRAM



INDUSTRY PARTNER PROGRAM



INSURANCE PROGRAM



MARKETING YOUR CLUB TO FFI MEMBERS



EDUCATIONAL MATERIALS



A VOICE IN CONSERVATION

MEMBER INCENTIVE PROGRAM

RECRUIT MEMBERS, EARN CREDIT

Every 12 new FFI members your club recruits earns $75 in credit.

Spend credits on merchandise through the Industry Partner Program.



DEEP DISCOUNTS FROM TOP BRANDS

Buy gear at deeply discounted rates.

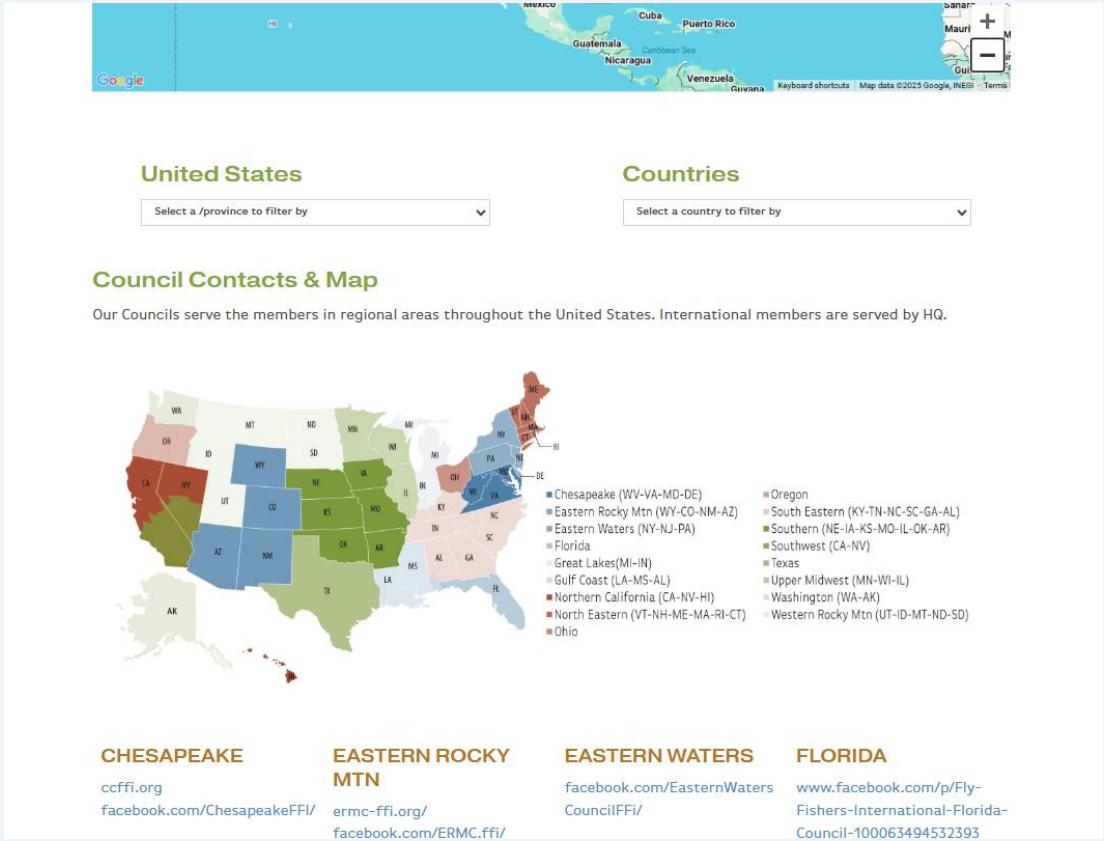
Use it for education, fundraisers, member recruitment and recognition. Pay directly or with Member Incentive credits.



FFI HELPS NEW MEMBERS FIND YOU

Your club, in front of every new member.

Every new member receives a list of their council and clubs. Your club also appears in the FFI website's searchable directory, where you can post events and newsletters.



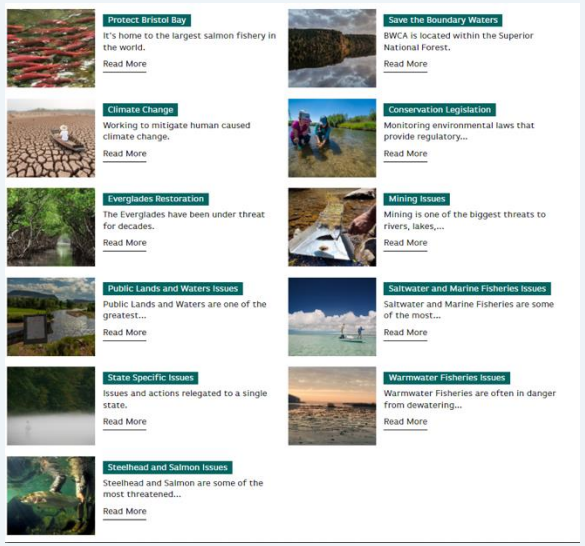
OUR CONSERVATION PARTNERS

- Bonefish & Tarpon Trust
- Fisheries Conservation Foundation
- Fisheries Resource Volunteer Corps
- Idaho Conservation League
- Keep Fish Wet
- San Gabriel River Conservancy
- Save Our Wild Salmon
- Single Hooks
- Theodore Roosevelt Conservation Partnership
- Trout Unlimited
- Water Protection Network
- Western Rivers Conservancy

SPEAKING UP FOR FISH AND WATERS

FFI takes action on conservation issues.

Example: protecting the Okefenokee Swamp.





CONSERVATION EDUCATION

LEADING ON FISH HANDLING

FFI has championed catch and release since its founding.

- Next: Safe Handling for Soft Release
- Conservation education, online and in person
- BassCatch and CuttCatch
- Conservation scholarships



EDUCATION

LEARNING, IN PERSON AND ONLINE

IN-PERSON TEACHING

ONLINE OPPORTUNITIES

NEW PROGRAMS

FLY CASTING EDUCATION PROGRAM

FLY TYING GROUP

FFI WOMEN CONNECT

EDUCATIONAL RESOURCES

FLY CASTING EDUCATION PROGRAM

- Casting Instructor Certification Program (CICP)
- Expanded reach
- Casting education for all fly anglers
- Fly Casting Skills Development
- New website launched in 2025



EDUCATIONAL RESOURCES

FLY TYING PROGRAMS

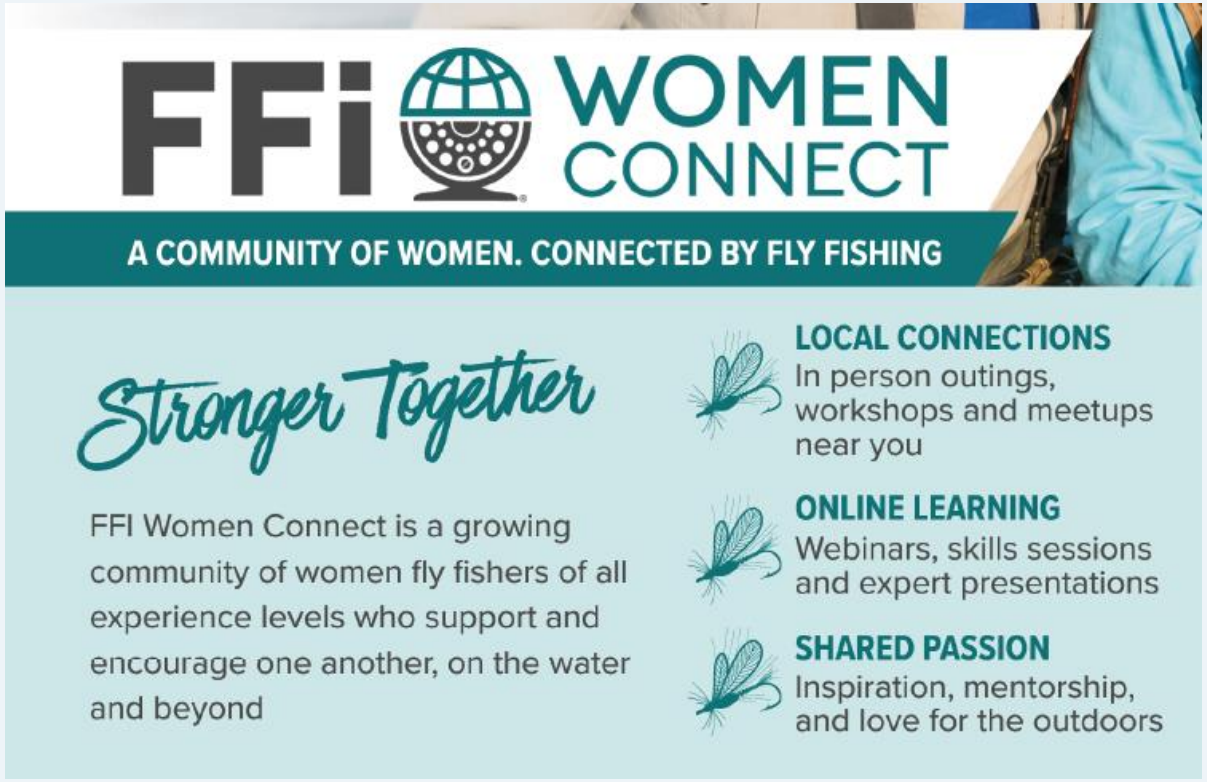
- 2,000+ fly tying videos
- Fly Tying Group membership
- Fly Tying Instructor Program
- Online instruction
- Expert tyers at fly fishing shows
- Fly Tying Skills Award Program
- Beginner and saltwater tying manuals



FFI WOMEN CONNECT

A growing community of women fly fishers.

Women of all experience levels supporting one another, on the water and beyond: local connections, online learning and shared passion.



EDUCATIONAL RESOURCES

YOUTH AND BEGINNER PROGRAMS

YOUTH PROGRAM

- Video-based: kids teaching kids
- Partnership with Trout Unlimited
- Youth-centered working group
- Available for club use

LEARN TO FLY FISH SERIES

- Introductory videos you can use
- Funded by a Howe Foundation grant
- Industry steering committee with AFFTA

FLY FISHING FUNDAMENTALS: SIX SESSIONS

1 GETTING STARTED & GEARING UP

2 YOUR FLY LINE SYSTEM

3 SELECTING YOUR FLY

4 READING WATER & FISH BEHAVIOR

5 CATCHING & HANDLING FISH

6 ON-THE-WATER CONCERNS

Plus an instruction guide for clubs: instructors, facilities, scheduling and partnerships.

DISCUSSION

LET'S TALK: FFI RESOURCES



Which FFI resources does your club use today?



Which resource would help your club most this year?



What questions do you have for FFI?



THANK YOU

Thank you for being part of FFI. · flyfishersinternational.org

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