



Resources, Tools, and Services Available To Chapters

The Izaak Walton League's National Office provides a wide variety of support and materials to help chapter leaders and members manage chapter operations, conserve natural resources, and promote outdoor recreation.

Chapter Leadership and Management

Leadership Development –

- ***IWLA Chapter Manual (Notebook/CD-ROM)*** – Provides valuable information on how to operate a chapter, including governance, financial management, legal issues, fundraising strategies, membership, conservation projects, outdoor activities, and public relations.
- **“Chapter Leaders Training Module” DVD** – Based on the *IWLA Chapter Manual* and designed for self-taught or chapter volunteer group training on various aspects of effective chapter operations.

Administrative Chapter Support Services –

- **IRS Non-Profit Determination and Support** – Assistance for chapters in obtaining and maintaining 501(c)(3) tax-exempt status under the national organization's group exemption, thus allowing contributions made to those chapters to be tax deductible.
- **Historical Documentation** – Archives of chapter charters, historic correspondence, and past IWLA publications.
- **New Chapter Chartering Support** – A Chapter Starter Kit is available for those interested in starting a new local chapter. Kit includes chapter charter petition form, sample articles of incorporation and bylaws, and *IWLA Chapter Manual*.

Communications

Publications –

- ***Outdoor America Magazine*** – Quarterly, members-only publication reports on conservation and outdoor recreation issues and covers major member, chapter, and division achievements. Magazines are available free of charge in bulk quantities upon request as a handout and recruiting tool. Nominal shipping fees may apply.
- ***Conservation Currents E-Newsletter*** – Monthly electronic newsletter provides updates about developing natural resource issues, conservation programs, pending legislative and regulatory actions, and chapter resources. Helps connect members to timely issues, and content can be repurposed for use in chapter newsletters and other communications.
- ***Social Media Buzz E-Newsletter*** – Quarterly electronic newsletter gives chapter and division leaders an overview of what's new in social media as well as specific tools and tips on keeping social media channels fresh and useful. E-mail amarathe@iwla.org to sign up.

- ***Ikes On Target Newsletter*** – Specialized, quarterly newsletter highlights shooting sports issues and promotes best practices for chapters with shooting ranges.

Other Services –

- **National Website and Social Media Feeds** – National website (www.iwla.org) provides visibility for the League and educates tens of thousands of people about the organization and our chapters each year. Site provides chapters and members with online access to a variety of League resources and tools. Social media channels offer timely updates, connect people to the League, and engage others in our work. Chapters can link to national social media feeds to repurpose content for use on chapter social media channels and websites.
- **Local Media Outreach** – Communications staff can provide chapters with local media contact lists to help chapters expand their promotional and outreach efforts.
- **IWLA Promotional DVD** – This professionally produced DVD provides a quick overview of our mission, history, and conservation work across America.
- **Outdoor America Library Subscriptions** – The League's quarterly magazine is available at a special discounted rate for League members and chapters that want to provide these subscriptions to local school, university, and community libraries.

Conservation

Advocacy Support –

- **Conservation Policy Handbook** – Summarizes the League's policies on a wide range of natural resource, conservation, public lands, and outdoor recreation issues. Available online in PDF format.
- **Staff-Facilitated Advocacy Training** – Specialized coordination between staff and chapter leaders and members for grassroots support on national League public policy priorities.
- **Speaker Presentations** – Staff are available to make presentations to chapters on national and regional conservation issues.
- **Advocacy Tools** – The League provides notification about public policy developments, Action Alerts on time-sensitive advocacy issues, and an online Conservation Advocacy Center that members can use to contact legislators at the national and state levels.

Clean Water/Save Our Streams Water Quality Monitoring Training and Technical Assistance –

- **Technical Support and Assistance** – Staff can provide technical assistance by telephone on stream, wetland, or watershed conservation issues, including advice on how to start a water quality monitoring group, protect a wetland from development, and find additional information sources, contacts, and potential partners.
- **Stream Monitor Workshop** – On-site training available nationwide to conduct biological water quality monitoring and learn about watersheds, pollution sources and prevention, macroinvertebrate identification, and field monitoring techniques. Optional training on chemical water quality monitoring and physical monitoring techniques is also available.
- **Trainers Workshop** – On-site training for volunteers who completed the introductory water quality monitoring workshop, passed the quality assurance test, and are interested in training new volunteer monitors.
- **Monitor Quality Assurance Test** – Certification process that tests volunteers who complete the SOS Water Quality Monitoring Workshop to demonstrate that they have

mastered macroinvertebrate identification skills and are able to follow the proper protocol to ensure validity of water quality data they collect.

- **Virginia Save Our Streams Training Workshop** – On-site introductory training available to all Virginia chapters and members on the Virginia SOS monitoring protocol, which is specifically designed for the state’s stream ecology and to meet Virginia Department of Environmental Quality requirements for volunteer monitoring data.
- **How-to Videos** –The Clean Water section of the League’s Web site includes a series of short videos about the major steps in the stream monitoring process. Videos highlight how to collect and identify macroinvertebrates as well as chemical and physical monitoring techniques.

Clean Water/Save Our Streams Educational Support Materials –

The following items are available for purchase directly from the League’s publisher, McDonald and Woodward (www.mwpubco.com), by contacting them toll-free at (800) 233-8787 or by e-mailing mwpubco@mwpubco.com.

- **Watershed Stewardship Action Kit** – A collection of fact sheets that cover watershed ecology, water quality problems, and actions individuals and groups can take to protect clean water. Also addresses stream and wetland ecology, water quality monitoring, federal regulations, and how to fundraise, organize stream cleanups, and reduce water usage at home.
- **Field Guide to Aquatic Macroinvertebrates** – Designed for use by stream monitors in the field, this handy reference tool identifies aquatic macroinvertebrates, grouped by biological type and common features.
- **A Handbook for Stream Enhancement and Stewardship** – A basic resource that will help individuals, groups, and communities plan and carry out environmentally sound, cost-effective stream corridor assessment, enhancement, and stewardship projects.
- **“SOS for America’s Streams: A Guide to Water Quality Monitoring” DVD** – Demonstrates biological stream monitoring methods, macroinvertebrate identification techniques, and how to “adopt” a stream. Great for training volunteers or introducing schools or community groups to monitoring.

Along with a variety of recommended stream monitoring supplies and equipment, the following items are available for purchase online from Amazon.com or by calling (888) 280-4331.

- **Guide to Aquatic Insects and Crustaceans** – This illustrated book is designed to enable anyone to identify aquatic insects and crustaceans and includes detailed descriptions of each organism and tips for proper identification.
- **Handbook for Wetlands Conservation and Sustainability** – *Provides tips for organizing your community to monitor, conserve, and restore local wetlands. Defines wetlands; explains wetland ecology, functions, and values; and provides wetland restoration and monitoring project ideas.*

Membership

Supplies –

- **Chapter Member Renewals** – Support materials to assist chapters with managing renewals, including personalized annual renewal invoices and member cards, membership rosters, and mailing envelopes with special promotional inserts and member decal.
- **New Chapter Members** – Support materials to help chapters bring new members on-board, including personalized member cards, mailing envelopes with special promotional inserts and member decal, and welcome letters from the national office.

- **Membership Applications and Forms** – Materials to assist in recruiting and processing new and renewing chapter members, including generic application forms with receipts, temporary member cards, and a variety of membership forms to submit with payment for processing (i.e., tally sheets, new member forms).
- **Life Membership Brochures** – Brochures with application forms highlighting the values and benefits of upgrading to a life or life benefactor membership level.
- **Membership Brochures** – Pre-printed color brochure highlights the background and programs of the League and the benefits of membership that can be used as a recruiting tool. Supplied in bulk upon request.

Support & Training –

- **MDR 101: Chapter Membership Officer Manual** – Designed for a chapter membership officer (called the Membership Dues Recipient) and membership committee, this guide helps with all aspects of a chapter's membership program, including tips on member processing, recruitment, retention, and marketing.
- **Membership Database** – Provides a centralized system to maintain all individual membership details as well as a record of chapter payments. Staff can provide chapter leaders with details upon request about how to update, modify, and maintain information about chapter members via our national website portal. National staff can also provide data files for chapters wishing to create their own local membership database. The national database also maintains details of chapter, state, and national leaders that the League uses for targeted, vital communication purposes.

Online Tools –

- **Electronic Membership Forms** – These electronic tools make it easier to prepare and maintain required membership paperwork. Tools include online tally sheets, which automate dues calculations, and new member reports.
- **Online Chapter Member Renewal Processing** – Chapter membership officers can take advantage of our online portal, which allows renewals to be submitted to our office online. This does away with the need to mail renewal notices back to the office. Options exist to also submit payment electronically, making the entire process seamless.
- **Officer Reporting** – Allows authorized chapter officers to make direct updates to their chapter's leadership records. Accessible through the League website.
- **Maintenance of Personal Data** – Members can make real-time changes to their contact information in our database, including address, telephone numbers, e-mail address, and desired electronic communication options. Members can also request a replacement membership card or a missing magazine. Select chapter officers also have access to this function to update information for their chapter members.
- **Chapter Roster and Data Files** – Allows authorized chapter officers to request and download chapter membership rosters and mailing lists. Divisions can also use this function to obtain newsletter mailing files that can be downloaded or e-mailed directly to a print vendor.
- **IWLA National Directory** – Accessible online, the directory includes complete listings of current national, regional, division, and chapter leaders along with contact information for national committees, the Izaak Walton League Trust, and the IWLA Endowment. The League's bylaws, conservation policies, mission statement, member pledge, officer induction oath, resolution process, important dates and deadlines, and staff contact information are also accessible through the directory.

Promotions and Marketing

Marketing Tools –

- **Chapter Membership Brochure** – An online tool that allows a chapter to customize and order printed full-color, tri-fold brochures with information about the League and that chapter. This new tool is available through an on-demand printing company, Digital Lizard, at www.digitallizardprint.com or (866) 494-6155. Request a discount code for 100 free brochures by e-mailing brochures@iwla.org.
- **Chapter Website Development Assistance** – League staff can help chapter and division leaders establish a website using a free Google Sites tool to increase chapter visibility and facilitate electronic communication with members and the community. For chapters and divisions that previously worked with League staff to develop a Google-based website, Google is going to “retire” the old Google Sites in 2018. Google has introduced a new format for Google Sites that not only look great but offer additional functionality, including more mobile-friendly web pages and easy integration with Google Analytics. League staff can help chapters/divisions transition to this new site template.
- **Chapter Social Media Assistance** – League staff can provide one-on-one assistance to help chapters and divisions set up social media channels (such as Facebook, Twitter, Instagram) and share best practices for maintaining these channels.
- **Chapter Promotional Posters** – Available in five different themes, the full-color poster stock can be customized to create attractive marketing tools to promote a chapter event, activity, or project and to recruit new members and supporters from the community. Includes instructions and editing templates.
- **Fact Sheets on IWLA and Issues and Programs** – Simple one- or two-page color fact sheets about the League and conservation and outdoor recreation issues. Ideal as handouts to help educate new members and the public about current issues and the League, these can be downloaded for free from the League’s Web site.
- **Chapter Locator on IWLA Website** – Tool on League’s website allows potential members to locate a chapter near them. Locator provides chapter overview, including chapter name, property/meeting address, membership officer’s contact information, a link to chapter’s website, and a brief write-up about and a photo representing the chapter (when supplied by chapter).
- **Loaner Membership Displays** – A professionally-designed tabletop display is available in eight states (California, Illinois, Maryland, Nebraska, Ohio, South Dakota, Virginia, and West Virginia) for divisions to share locally with their chapters. Use the online national directory to locate division president contact information. In addition, one display is available for loan from the national office by e-mailing chapters@iwla.org.
- **Custom Chapter Pop-Up Displays** – The League offers chapters professionally-designed pop-up display banners as part of a Membership-Marketing Display Unit that also includes a customized table cover and an IWLA flag banner. These are made available to chapters at a discounted rate as grant funding is available.

Member Recognition –

- **Judge John W. Tobin Chapter Volunteer Appreciation Award** – Annual recognition of a chapter’s top member volunteer.
- **Defenders Chapter Achievement Award** – Provides an opportunity for chapters to be recognized for their combined accomplishments.
- **Other League Awards** – National Awards provide an opportunity for chapters and members to be recognized for efforts and accomplishments, while the Membership Awards highlight a chapter’s notable membership growth.

Sales Items –

The following items are available for purchase by contacting the Izaak Walton League's national office toll-free at (800) IKE-LINE (453-5463) x208, e-mailing members@iwla.org, or ordering direct online at www.iwla.org/shop.

- **Patches, Pins, and Decals** – An assorted offering of promotional items with the official IWLA logo.
- **IWLA Branded Items** – The League's online store includes a wide range of League-branded apparel, including t-shirts, Oxford dress shirts, sweatshirts, and caps and other promotional items.
- **Customized IWLA Chapter Caps** – Customized for chapters, these outdoor-themed baseball caps are also available for bulk purchase in a variety of popular styles and colors.
- **IWLA Flags and Banners** – Official yellow and green nylon Izaak Walton League flag for chapter house or meeting place and banner to display at public events.
- **IWLA Roadside Signs** – High-quality, reflectorized, aluminum signs meet Federal highway standards and can be customized for individual chapters. Ideal for use along adjacent roadways and entrances to chapter grounds, as part of a community's roadside display with the other civic organization logos, or mounted at a local project site.

To purchase the items below, contact the Izaak Walton League's national office toll-free at (800) IKE-LINE (453-5463) x216 or by e-mail at chapters@iwla.org for ordering information.

- **Name Badges** – Durable, hard plastic badges with a rear fastener, IWLA green and yellow logo, and engraved with name, title, and chapter name. Designed for easy identification of chapter officers and volunteers at meetings and public events.
- **Anti-Litter Signs** – High-quality, aluminum signs that are ideal for use along adjacent roadways, trails and streams, and on chapter grounds as a reminder to keep the area clean of litter.
- **Zebco Discounted Youth Fishing Rods and Reels** – Youth and adult fishing gear available at reduced prices for a chapter's use at sponsored fishing derbies and as prizes or giveaways.

Youth

Training –

- **Creek Freaks Volunteer Leader Workshop** – Staff can provide on-site training to volunteers on using local streams and hands-on activities to connect children (ages 10 to 14) to the outdoors and conservation using the League's clean water educational program, Creek Freaks.

Educational Support –

- **Creek Freaks Program Curriculum** – Clean water educational program for children (ages 10 to 14) to learn about stream ecology and pollution prevention. Includes hands-on activities about stream ecology and biological, chemical, and physical stream monitoring techniques. Creek Freaks website (www.creekfreaks.net) can be used as an additional resource for program leaders and youth, and children can upload stream monitoring data, photos, and videos to the site.
- **Engaging Youth In The Outdoors Manual (Notebook/CD-ROM)** – Comprehensive guide to youth activities and educational resources that provides step-by-step instructions for conservation activities and tips for starting a local youth program.

- **Family Adventures in Nature (FAN) Club Guidebook** – This resource provides step-by-step guidance for starting a FAN Club. It includes tips for community outreach and building partnerships, leveraging social media to attract participants, and sustaining participation over time. It also contains examples of social media posts and printed outreach materials. It can be downloaded at www.iwla.org/fanclub.
- **Youth In The Outdoors Webinars** – In a series of webinars available online (www.iwla.org/youthwebinars), staff and experts provide information to help chapters establish or expand their programs to provide youth with positive, educational experiences with nature.
- **Young Ikes Activity Booklets** – Ideal for introducing youth to conservation issues, two age-appropriate (ages 5 to 8 and ages 9 to 11), full-color booklets are filled with games and puzzles centered on the League’s motto: Defenders of soil, air, woods, waters, and wildlife. Available in bulk for a small fee.
- **Young Ikes Worksheets** – One-page sheets feature coloring activities, simple games, and puzzles related to wildlife, water, and conservation. Can be downloaded for free from the League’s website and easily photocopied to be handed out at chapter and community events to introduce children (ages 5 to 11) to nature and conservation.
- **Youth Project and Activity Ideas** – The youth section of the League’s website offers a wide array of information on outdoor activities, educational experiences, and conservation projects for young people ages pre-K through high school.
- **Hands-on Save Our Streams: Science Projects Guide** – Contains project ideas, monitoring instructions, and information about stream ecology for educators and takes students (grades 6 to 12) through the steps to plan a successful science fair or community project. Available for purchase through the League’s publisher, McDonald and Woodward (see page 8 for contact information).
- **National Conservation Scholarships** – As a complement to scholarships awarded by chapters, the IWLA, in partnership with the IWLA Endowment, offers \$2,500 scholarships annually to two college students majoring in natural resource fields.

**Izaak Walton League of America
707 Conservation Lane
Gaithersburg, Maryland 20878-2983**

Telephone: (301) 548-0150

Toll Free: (800) IKE-LINE (453-5463)

<u>Points of Contact</u>	<u>Extension</u>	<u>E-mail</u>
Chapter Relations	216	<i>chapters@iwla.org</i>
Awards	216	<i>awards@iwla.org</i>
Brochures	216	<i>brochures@iwla.org</i>
Membership and Sales	208	<i>members@iwla.org</i>
Communications	220	<i>oa@iwla.org</i>
Conservation	224	<i>conserve@iwla.org</i>
Clean Water Program	219	<i>sos@iwla.org</i>
Historical Archives	202	<i>izaakwalton@iwla.org</i>
501(c)(3) Support	223	<i>general@iwla.org</i>

Fax: (301) 548-0146 and (301) 548-0149

Website: *www.iwla.org*

Web Pages for Specific Resources

Chapter Tools	<i>www.iwla.org/chapter-resources</i>
Youth in the Outdoors	<i>www.iwla.org/youngikes</i>
Membership	<i>www.iwla.org/members</i>
Award Programs	<i>www.iwla.org/awards</i>
Clean Water Programs	<i>www.iwla.org/sos</i>
Scholarship	<i>www.iwla.org/scholarship</i>
IWLA Store	<i>www.iwla.org/shop</i>

Additional Clean Water Resources:

For Technical Support Toll Free

(800) BUG-IWLA (284-4952)

Related Websites

www.creekfreaks.net
www.vasos.org

To Order Clean Water Educational Support Materials

McDonald and Woodward	Amazon.com
431 East College Street	<i>www.amazon.com</i>
Granville, OH 43023	(888) 280-4331
<i>www.mwpubco.com</i>	
(800) 233-8787	
<i>E-mail: mwpubco@mwpubco.com</i>	

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