

Celebrating our Centennial, Promoting our Conservation Community

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Today's Webinar Topics

- Increasing your local recognition during the Izaak Walton League's centennial with available resources
- Raising awareness through press outreach
- Increasing your visibility, with the power of the internet



Increasing your local recognition during the Izaak Walton League's centennial with available resources



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IWLA Centennial Challenge

100th Anniversary Chapter Outreach and Involvement Project

- Partner in the promotion, participation and celebration of the Izaak Walton League's 100th Anniversary in 2022.
- Improve the League's brand and chapter's name recognition and local standing in the community.
- Generate financial support with contributions to the League and the chapter.



IWLA Centennial Challenge

100th Anniversary Chapter Outreach and Involvement Project

- Chapter Promotional Efforts
- Local Press Outreach - “Promoting Chapter with Local Media”
- “Centennial Community Conservation Projects”
- Outdoor Recreational Events - “Celebrate Outdoor America”
- Chapter Centennial Celebration Fund-Raising



Centennial Resources

- Yard Signs and Banners
- Centennial Community Conservation Project Signs
- Chapter Fund-Raising Packages
- Historical Book and Video
- IWLA 100th Anniversary Merchandise



Centennial Support

- 100th Anniversary Logo
- Promotional Chapter Posters and Customized Chapter Brochures
- IWLA Webpage www.iwla.org/100years
- “IWLA 100 Year History Fact Sheet”



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Raising awareness through press outreach



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Raising awareness through press outreach

- Work with journalists to get coverage in newspapers, TV, radio.
- The result is called “earned media.” We have to earn it.



Sam Briggs, the clean water program director for the Izaak Walton League of America, dips a vial into Muddy Branch to sample the water for chloride levels. (John Kelly/The Washington Post)



Build a relationship with your local press

- NOW is a great time to communicate with reporters.
- Review Unit VI: Communications and Marketing of your IWLA Chapter Manual.
- Prepare a 1-page chapter history to share with press.
- Meanwhile, share occasional notes about activities with your local press.



Opportunity to discuss on past, present, future.

- 100th anniversary reminds us that the concerns and passions of our founders in 1922 are still valid today.
- Past: Your chapter is part of the community's history.
- Present: Your chapter continues to provide benefits.
- Future: Future generations will also need the League.



Specific story ideas

- Interesting programs or events from your or the League's past (Don't Be a Litter-Bug, Save Our Streams)
- How you help to conserve natural resources and promote enjoyment of outdoor traditions.
- Mention current activities: stream clean-ups, conservation education, gun safety, engaging youth, etc.



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Tactics for pitching local reporters

- Individual, personalized emails with useful information to specific reporters is a best practice.
- Letters to the editor or guest editorials (op-eds) are ways to get your specific messages into newspapers.
- Again, the topic could be the anniversary, specific chapter programs that help the community, youth activities...



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National Office can help with earned media

- We can provide contact information for some of your local reporters or news outlets.
- We can review materials and tactics and discuss any questions you may have.
- Michael's email: mreinemer@iwla.org.



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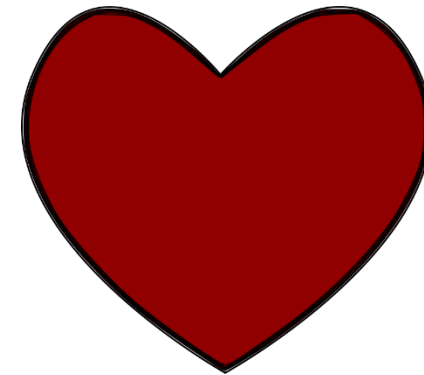
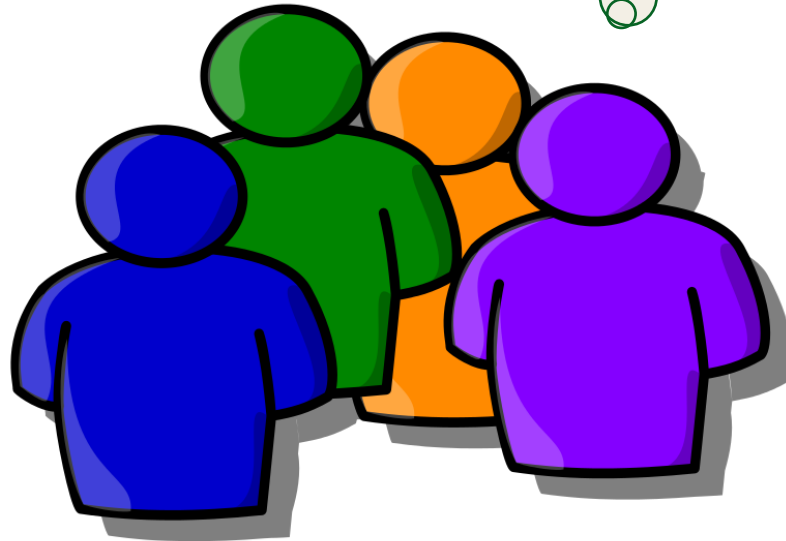
Increasing your visibility,
with the power of the internet



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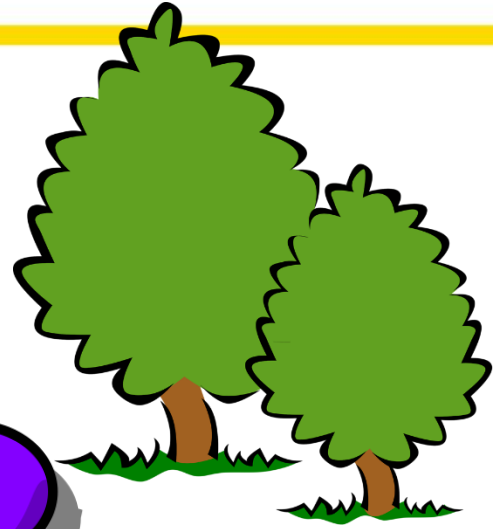
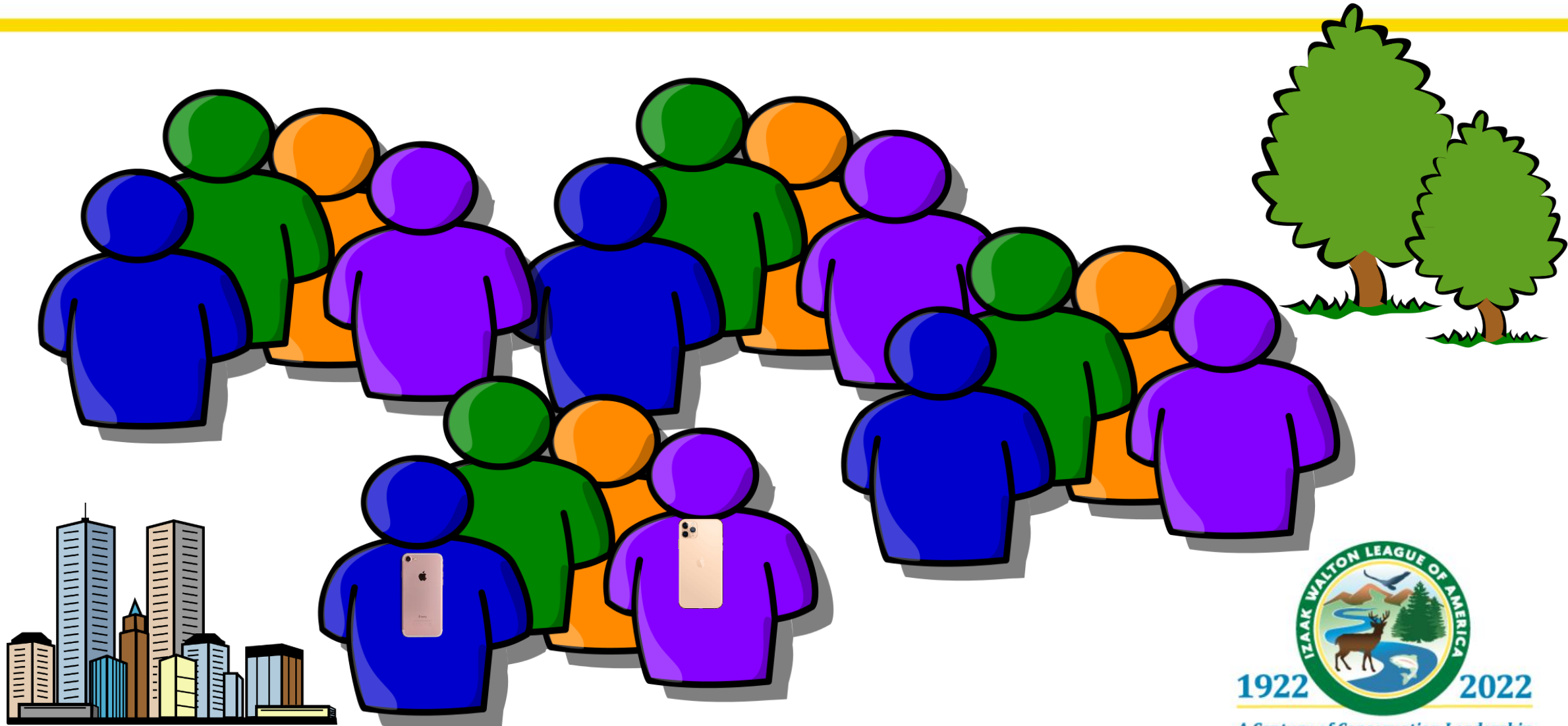
What is “raising awareness”?



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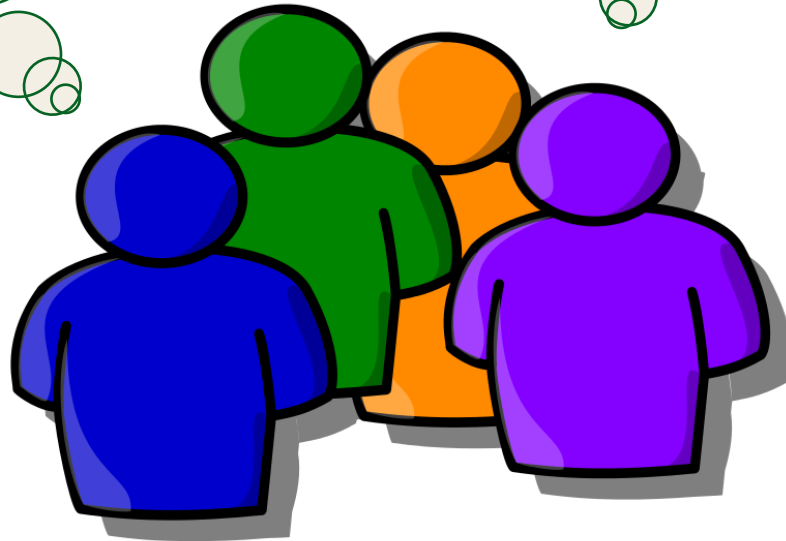
Whose awareness do you want to raise?



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Watch out!



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Raising awareness on social media

1. Show service
2. Advertise events
3. Put people in focus
4. Highlight amenities
5. Celebrate accomplishments
6. Reveal history
7. Follow your fellow Ikes



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Raising awareness on social media

1. **Two** posts a week is enough
2. **Always** include an image
 - Pixabay
 - Pexels
 - Unsplash
3. **Always** Like your own posts

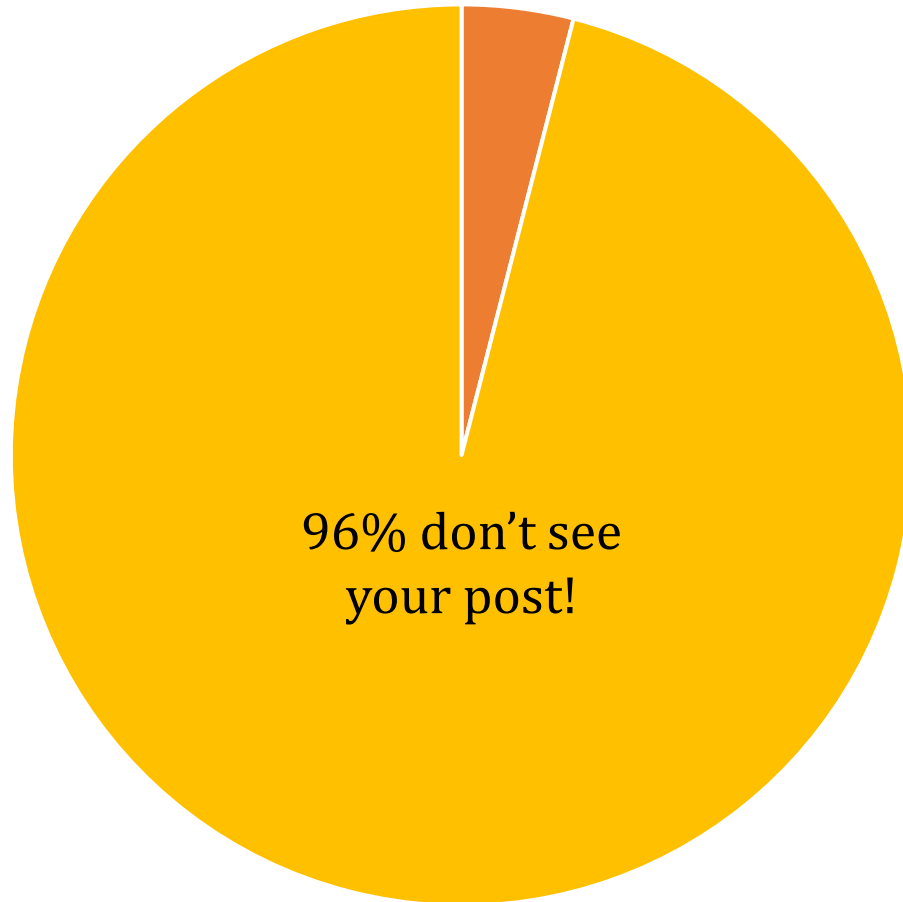


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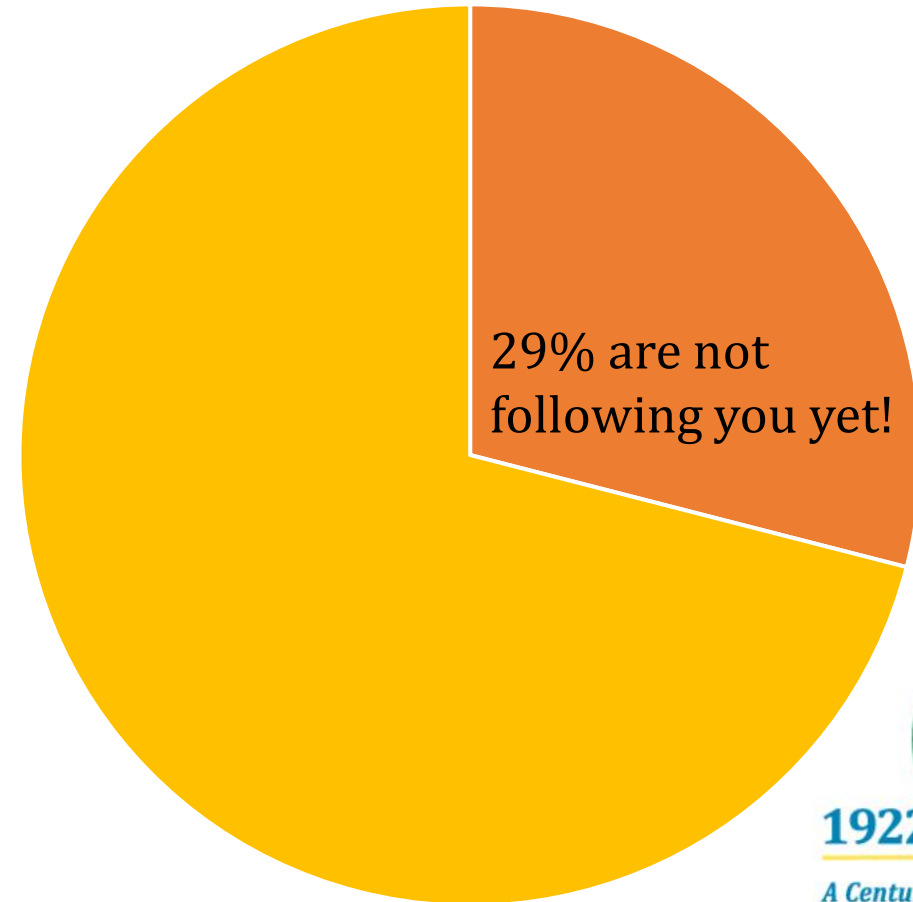
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Raising awareness on social media

Followers Who See Your Post



Everyone Who Sees Your Post

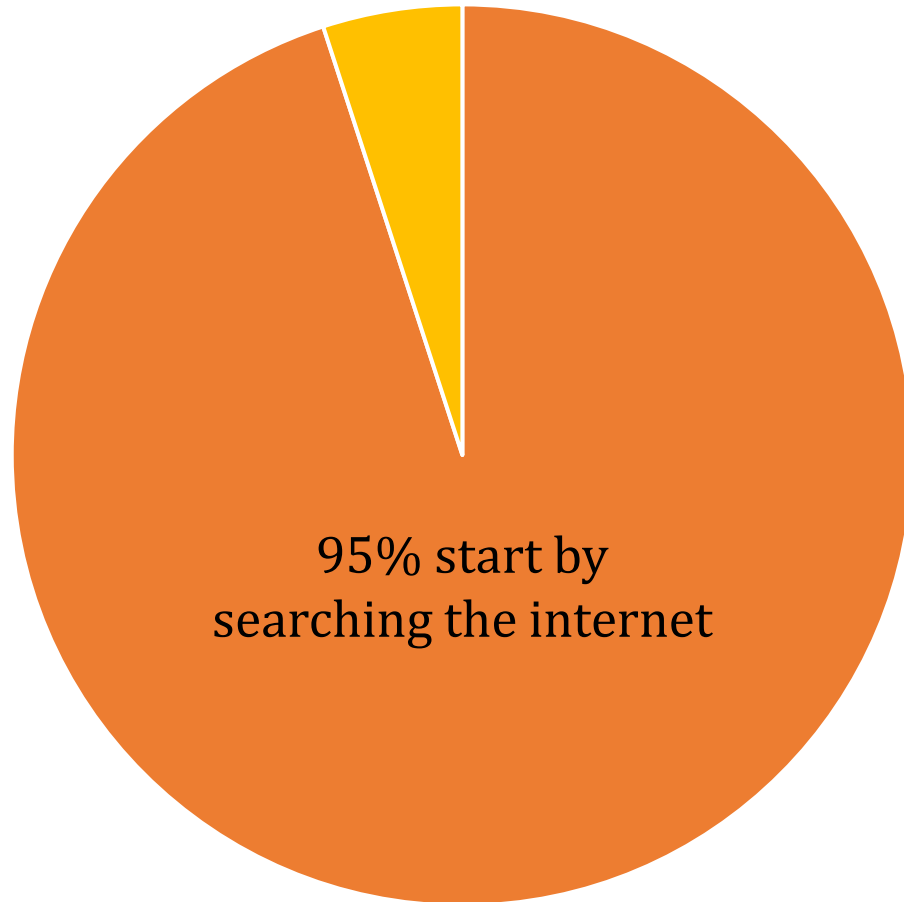


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Raising awareness with a website

How Millennials Learn About Things



Chapters That Have Built Google Websites

- Bill Cook (WI)
- Chicago #1 (IL)
- Davenport (IA)
- Fremont (OH)
- Grand Island (NE)
- Miami County (IN)
- Miller (IN)
- Peoria (IL)
- Prince William (VA)
- Southwestern Wisconsin (WI)
- W.J. McCabe (MN)
- Yankton Area (SD)



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Raising awareness with a website

1. Archives of event photos, member testimonials, achievements
2. Virtual tour of amenities
3. Event information



We only turn 100 once!



Questions Now ?



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Questions Later ?

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 - Earl Hower, ehower@iwla.org
Director of Chapter Relations
- Raising awareness through press outreach
 - Michael Reinemer, mreinemer@iwla.org
Director of Communications
- Increasing your visibility, with the power of the internet
 - Janette Rosenbaum, jrosenbaum@iwla.org
Strategic Communications Manager

Webinar was recorded and will be posted online at: www.iwla.org



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Thank You!

