Communications and Marketing During COVID-19 Era

With the continued relaxing of coronavirus restrictions and shelter-in-place orders, many Izaak Walton League chapters are planning to resume events and activities for members and the public. Although effectively communicating about activities has always been important, it is even more important now.

As your chapter plans for the future, take some time to evaluate your communications resources, including website, social media, and printed materials. Is your chapter active on social media? If it has a printed brochure, when was it last updated? Does the chapter have an updated website – or any website at all? If any of these resources need updating or have to be created for the first time, the League’s National office provides a wide variety of communications support and tools.

Website and Social Media Presence

Keeping your chapter’s website and Facebook page up-to-date does not have to be complicated. A little routine housekeeping can help keep your members engaged and will definitely make a good impression on folks who may be interested in joining.

• Add information about upcoming events and activities to your website, and take away information about events that have passed. Check once in a while to make sure the contact information on your website is still accurate.

• Post regularly on the chapter’s Facebook page. Twice a week is enough to highlight upcoming events, showcase your good work, and let everyone know how much fun your members are having.
• Use your chapter's newsletter and email program to communicate to your members about what is opening and how they can help the chapter get back in business. Encourage members to share the chapter's Facebook posts; this will help get your chapter's good work in front of a larger audience.

**Direct Chapter Support**

For chapters without a website or social media presence, there is no better time than now to create a digital home. League staff can help you build a basic website and can get you started with Facebook and other social media. League staff are available to:

• Upgrade your website to the newest Google platform, or help you build a brand-new site in this easy-to-use tool. A modern website increases chapter visibility and facilitates electronic communication with members and the community.

• Provide one-on-one assistance to help chapters set up social media channels (such as Facebook, Twitter, and Instagram) and share best practices for maintaining these channels.

For assistance with chapter websites and social media, email info@iwla.org.

**Available Marketing Tools**

The League’s National office provides a variety of marketing tools to help chapters succeed.

• Use this time to produce Chapter Membership Brochures with our simple online tool. Through Digital Lizard, an on-demand printing company, you can customize and order full-color, tri-fold brochures with information about the League and your chapter. More details online at: www.iwla.org/chapter-resources/chapter-communications/chapter-marketing-brochures. Request a discount code for 100 free brochures by emailing brochures@iwla.org.
- **Chapter Promotional Posters** are easy to produce and are free upon request. Available in five different themes, these full-color poster templates can be customized to promote a chapter event, activity, or project and to recruit new members and supporters from the community. Get ordering information, including instructions and editing templates online at [www.iwla.org/chapter-resources/chapter-communications](http://www.iwla.org/chapter-resources/chapter-communications).

- Consider keeping a few copies of the **IWLA Fact Sheet** on hand. Ideal as handouts, these full-color one-pagers help educate new members and the public about the League and our conservation mission. Details about your chapter can be photocopied onto the backside. Call (800) IKE-LINE (453-5463), ext. 212 or email [chapters@iwla.org](mailto:chapters@iwla.org) and we will mail you a limited quantity of color copies.

- Through the National office, chapters can purchase a professionally designed pop-up display as part of a **Chapter Membership / Marketing Display Unit** ([www.iwla.org/chapter-resources/marketing-tools](http://www.iwla.org/chapter-resources/marketing-tools)) that also includes a customized table cover, a promotional DVD, and an IWLA flag banner. To discuss this offer and request an order form, email [chapters@iwla.org](mailto:chapters@iwla.org).

These are just a few of the materials and resources we offer to help you manage your chapter operations, conserve natural resources, and promote outdoor recreation.