



# New Leader Orientation

*Your first step to becoming a Champion of your local chapter or council!*

**Every River  
Needs A Champion**





# Who am I?

**Q Collins, Director of Volunteer Operations**  
**[q.collins@tu.org](mailto:q.collins@tu.org)**

- Joined Trout Unlimited's staff in March 2023.
- Attorney by trade – worked mostly with nonprofit and tax-exempt organizations.
- Lifelong hunter and angler
- Lives in central Indiana with his wife, Bri, bird dog, Gunner, and begrudgingly-adopted cat, Patches.
- Assists chapters and councils with delivering TU's mission in their communities.
- Familiar with TU's tools, resources, policies, and procedures.
- A great person to reach out to when in need of assistance with just about anything chapter or council-related.





An aerial photograph showing a river winding through a dense, green forest. The river is dark and narrow, surrounded by vibrant green trees and foliage. The perspective is from above, looking down at the river as it flows.

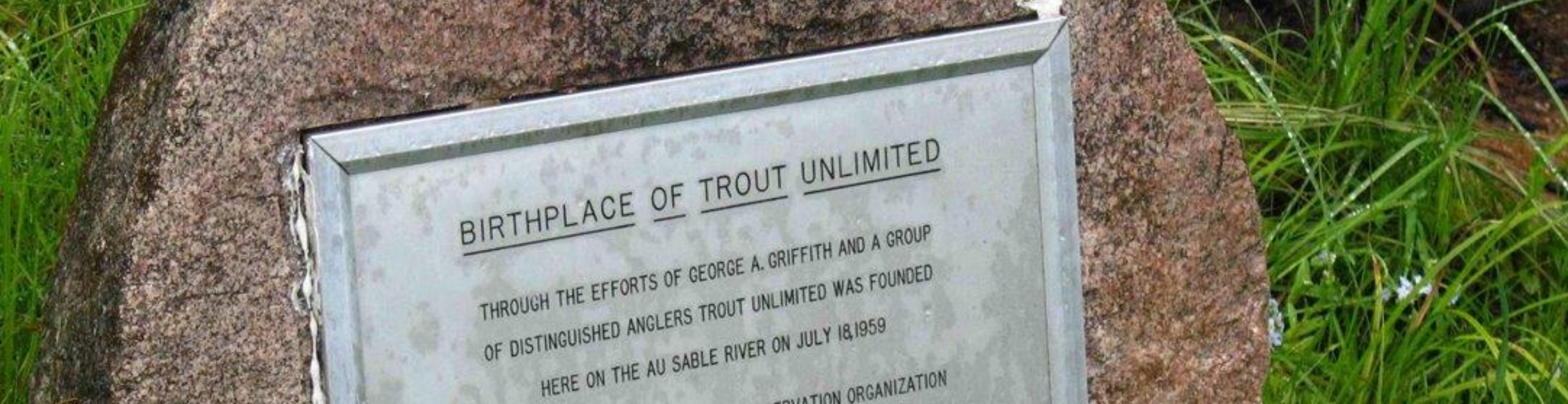
# **TU's Mission**

**Trout Unlimited's mission is to bring together diverse interests to care for and recover rivers and streams so our children can experience the joy of wild and native trout and salmon.**

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# TU's History

- Founded in 1959 on the banks of Michigan's Au Sable River
- Built on a volunteer chapter structure
  - Chapters run their own operations independent of national, but in conjunction with it—OneTU
- National-level operations limited to *TROUT Magazine* until 1992
- By early 90s, only had a \$2M operating budget and 55,000 members

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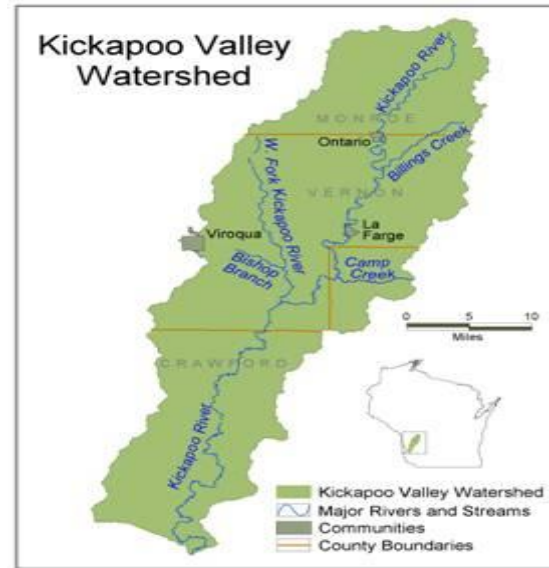


# TU's Evolution

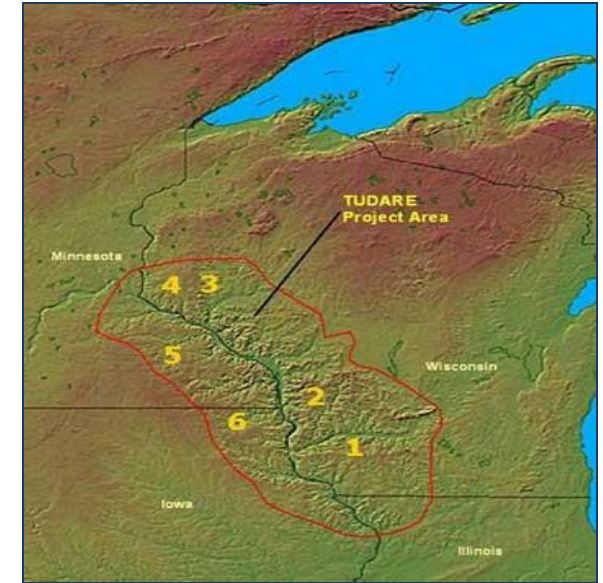
**Our conservation efforts have positioned TU as a leader in coldwater conservation nationwide.**



Pre-1990's: Local, in-stream projects



1990's: Full watershed scale projects



21<sup>st</sup> Century: Species or regional scale projects

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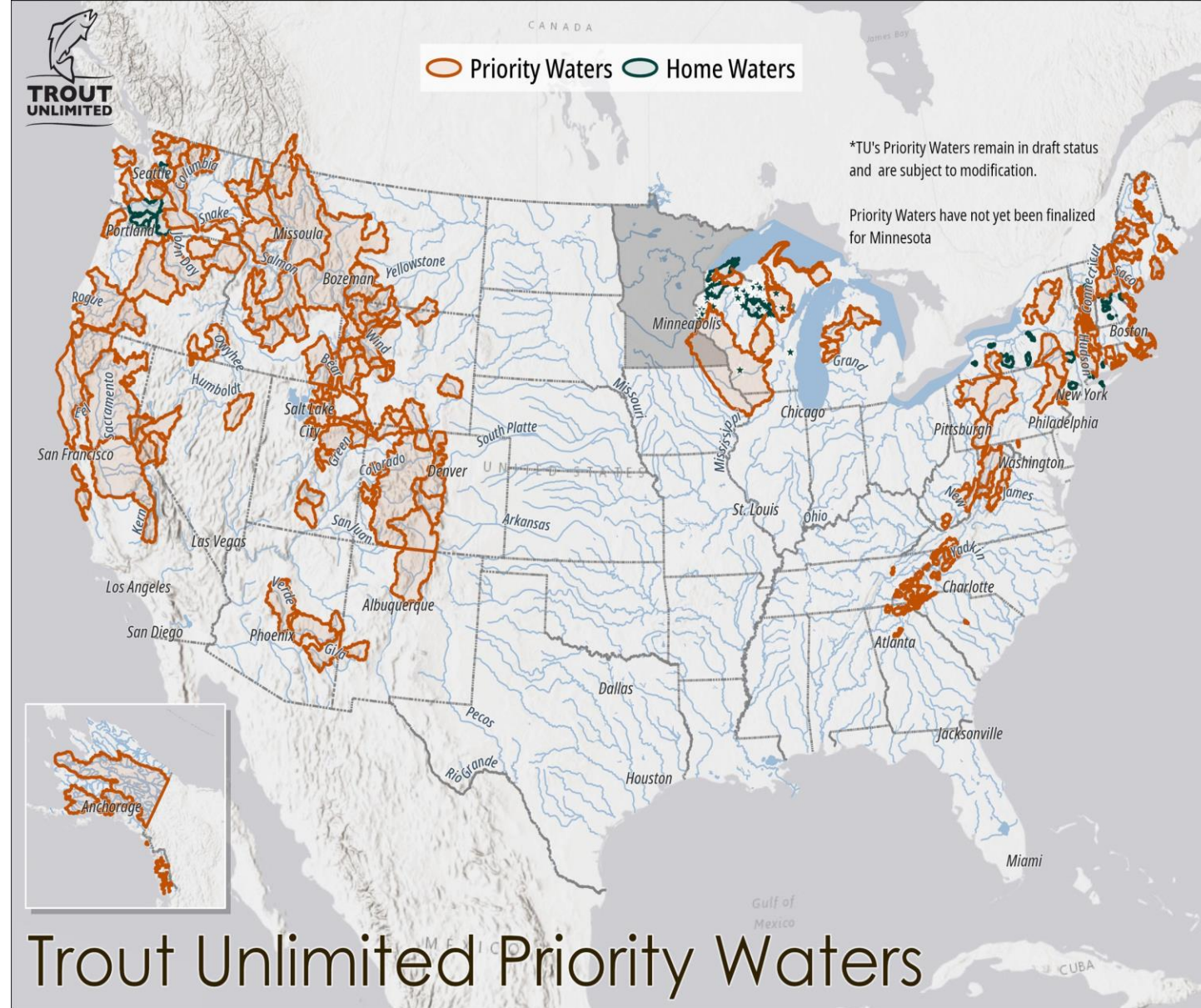




# TU's Priority Waters

**Where we get the most conservation juice for the squeeze.**

- Engaged staff, grassroots leaders, members, and partners to identify “priority waters.”
- Priority Waters have the greatest conservation opportunities where we have the strongest potential to protect, reconnect, restore, or conserve trout and salmon fisheries.
- TU chapters and councils are NOT limited to working within priority waters
- We want you working on the coldwater resources that mean most to you and your community!



**350,000  
MEMBERS &  
SUPPORTERS**

**400+  
CHAPTERS**

**NATIONAL  
STAFF OF 300+**

# ONE TU

**TROUT  UNLIMITED**

**36  
STATE  
COUNCILS**

**33  
BOARD  
TRUSTEES**

**38 NATIONAL  
LEADERSHIP  
COUNCIL REPS  
& 12 WORK  
GROUPS**

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# We Deliver On-the-Ground Results

## OUR IMPACT IN 2025

### PROTECTED

Over 830k acres of watershed  
landscapes and  
887 MILES of rivers & streams

### RESTORED

17,724 acres of coldwater habitat  
& 539 miles of rivers and streams

### RECONNECTED

1,052 miles of rivers & streams



### SUSTAINING THIS WORK IN OUR COMMUNITIES

Trout Unlimited's 400+ chapters and  
councils connected our communities to:

- 645,051 volunteer hours valued at over \$22M
- 3,740 conservation or science/monitoring projects involving 20,021 volunteers
- 121,832 youth reached through K through college TU programming
- 2,244 community engagement activities reached 80,746 attendees





# Getting Started as a New Chapter Leader

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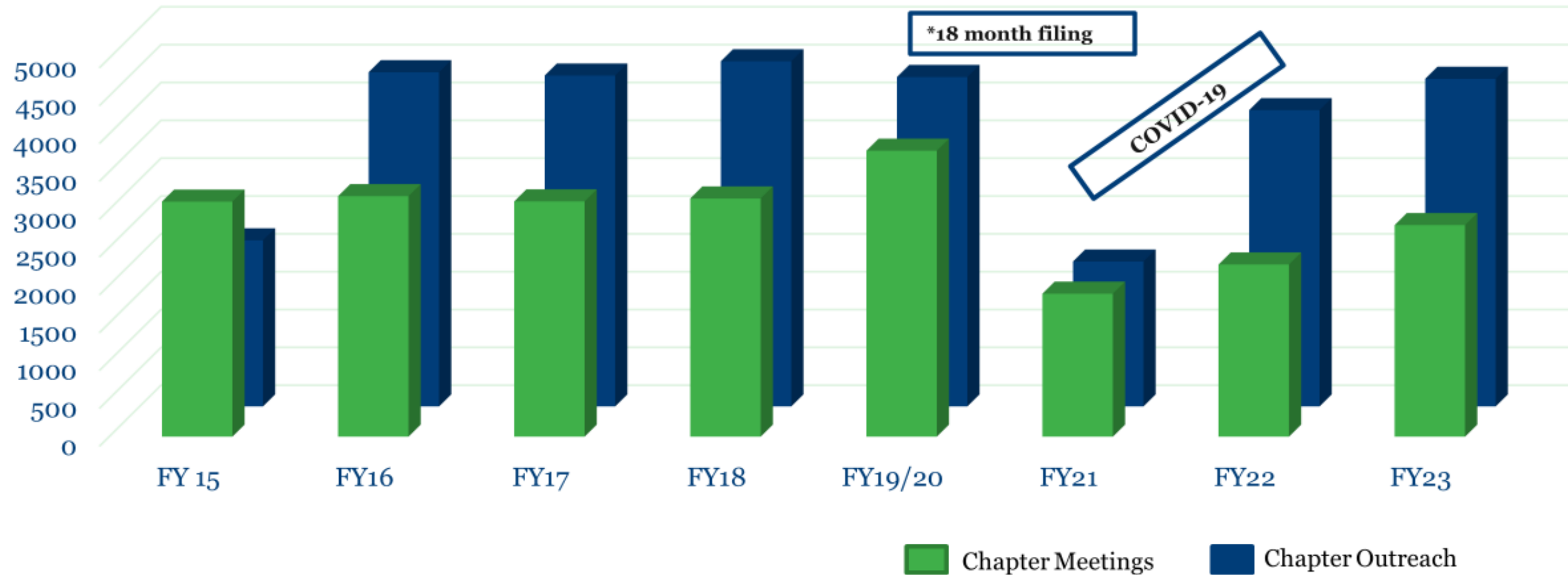


# FY25 The Average Chapter/ Council

	Chapters	Councils
Less than \$25k in Revenue	263	15
\$25k - \$50k in Revenue	56	7
\$50K - \$100K+ in Revenue	11	2
\$100K+ in Revenue	21	9
Median Total Revenue	\$11,361	\$27,479
Median Volunteer Hours	1,031	505



# Meetings vs. Outreach Activities

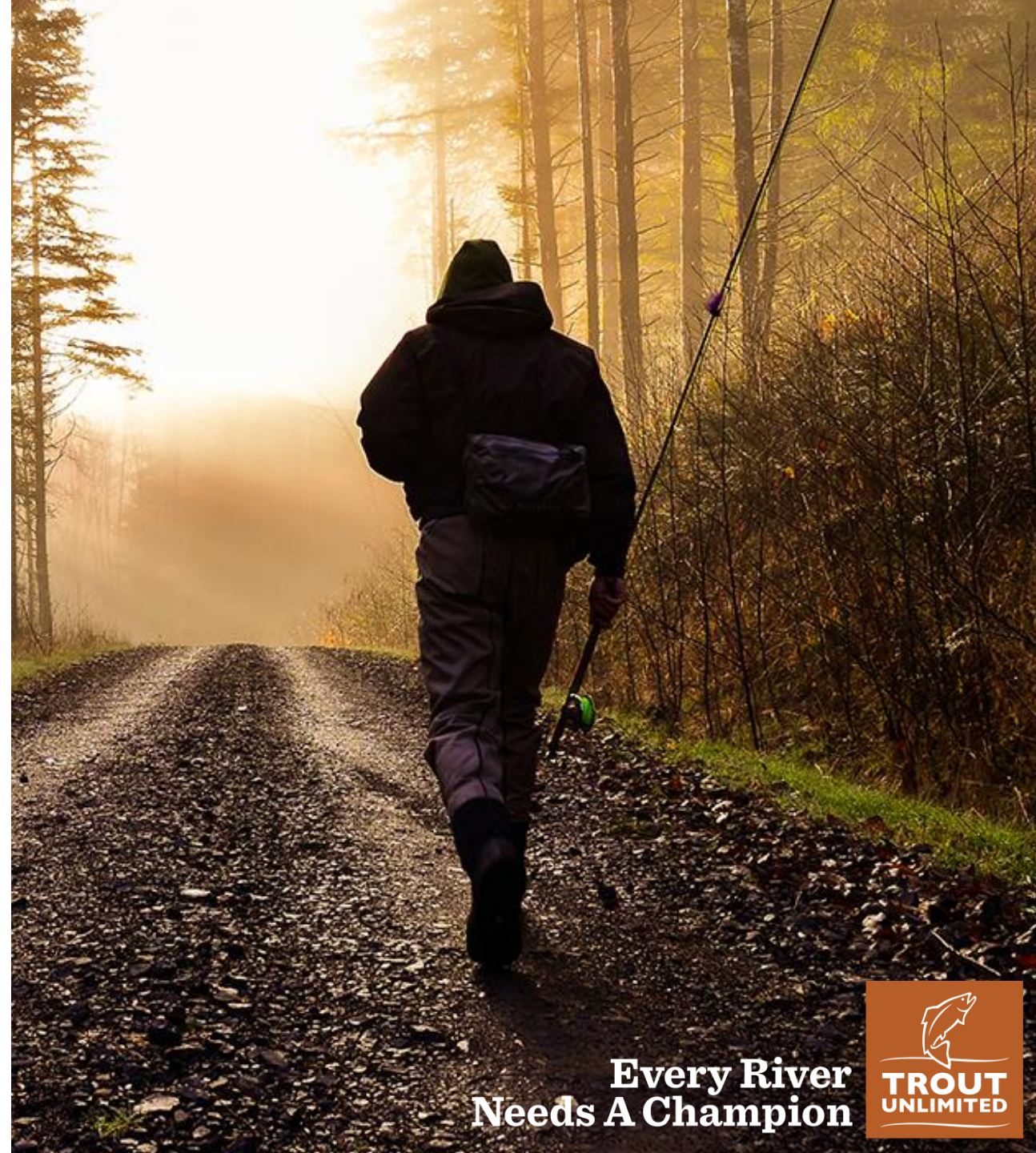




# Leadership Development & Succession Planning

**Yes, it starts on day 1...**

- Finding new leaders is the #1 issue facing TU chapters—just by stepping up, you’ve already helped us drive the solution.
- One of your first jobs is identifying, inspiring, and mentoring someone to take your place someday.
  - This is how we build resilient chapters with longevity.
- People lead causes they feel invited to connect with—a sense of community is key.
- Consider individuals that may not be part of your ordinary ranks—college students, new graduates, state agency staffers, etc.



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# Identifying Leadership Needs



What is the vision for your chapter or council in the next 3-5 years?

What goals can you set for your chapter based on the new strategic plan?

What are the specific tasks that need to be completed to achieve these goals?

What skill sets do these tasks require?

What are the gaps in your current leadership team based on needed skills?



# Building A Community



# Tools & Resources

1. [Leaders Only Section](#)
2. [Tacklebox](#)
3. [TU Event Center \(e.g. Eventgroove\)](#)
4. [TU Brand Book](#)
5. [TU Staff Page](#) (reach out to our VolOps team!)
6. [TU Volunteer Training Vimeo Channel](#)
7. [Certificate of Insurance Requests](#)
8. [TU Shop](#)



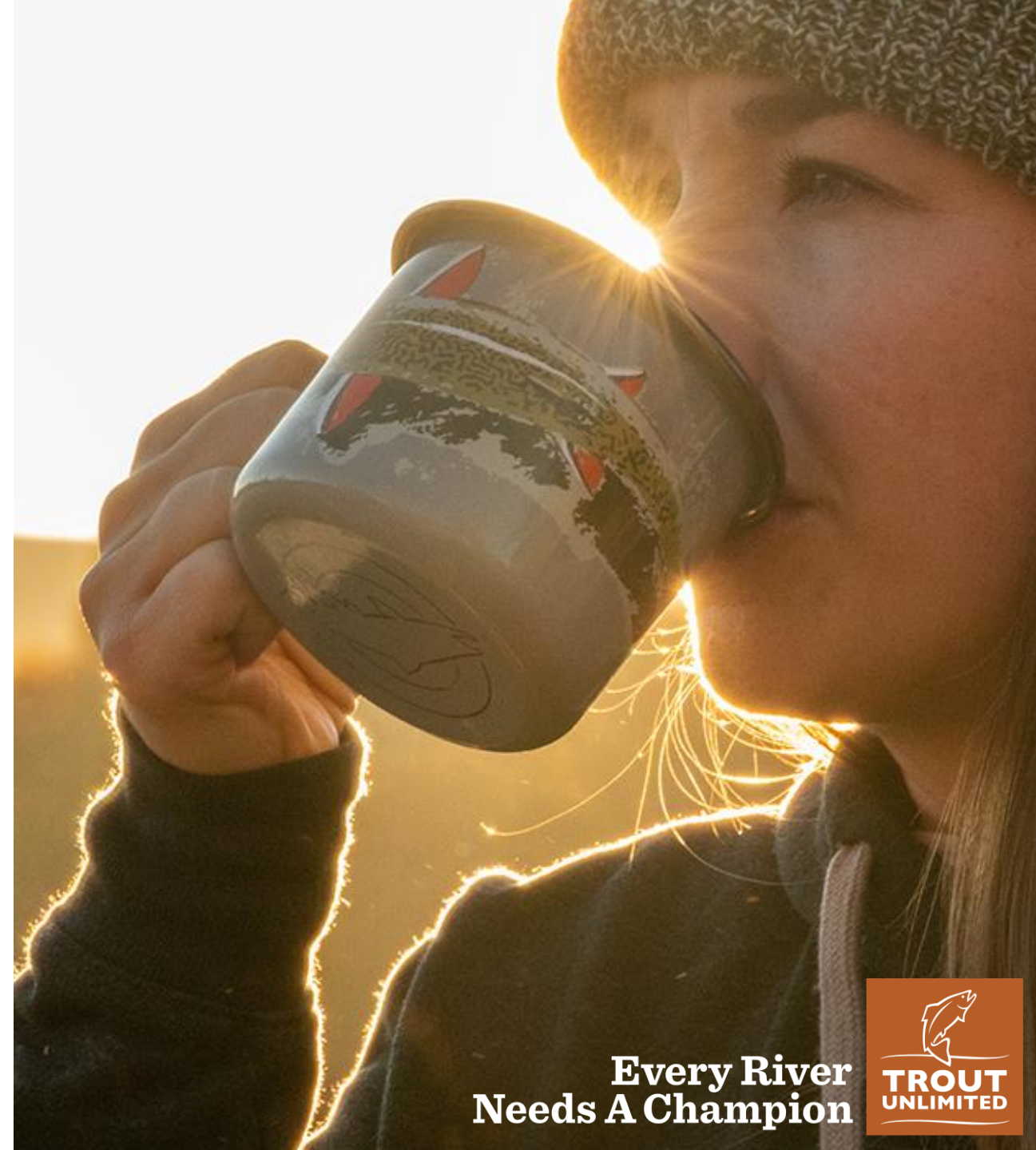
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# 3 Big Takeaways

- Understand how to use the [Leaders Only Section](#)
- Refer to the [Tacklebox](#), [Leadership Manual](#), and online [Community Forum](#) for questions—if you can't find the answer, then...
- Connect with your [VolOps Staff](#)!



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**Questions? Reach out to me at [q.collins@tu.org](mailto:q.collins@tu.org)**

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