



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 Leader’s 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 in bulk 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.

- **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. Printouts available by request.
- **Ikes On Target Newsletter** – Specialized, quarterly newsletter highlights shooting sports issues and promotes best practices for chapters with shooting ranges.
- **IWLA National Directory** – Annual publication that includes complete listing of current national, regional, state division, and local chapter leaders; League bylaws; recent policy resolutions; and staff contact information.

Other Services –

- **National Web Site and Social Media Feeds** – National Web site (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 offers timely updates, connects people to the League, and engages others in our work. Chapters can link to national social media feeds to repurpose content for their use on social media and Web sites.
- **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.

Conservation

Advocacy Support –

- **Staff-Facilitated Advocacy Training** – Specialized coordination between staff and chapter leaders and members for grassroots support on national League priorities in order to influence public policies.
- **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.
- **Published Reports on Conservation Issues** – Print and electronic publications focused on timely natural resource issues, including the Farm Bill and Upper Mississippi River restoration.

Clean Water Training and Technical Assistance –

- **Water Quality Monitoring Technical 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.
- **Save Our Streams Water Quality Monitoring 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.

- **Save Our Streams 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.
- **Save Our Streams Water Quality Monitoring Trainers Workshop** – On-site training for volunteers who have completed the introductory water quality monitoring workshop, passed the quality assurance test, and are interested in training new volunteer monitors.
- **Virginia Save Our Streams Water Quality Monitoring Workshop** – On-site introductory training available to all Virginia chapters and members on Virginia SOS monitoring protocol, which is specifically designed for the state’s stream ecology and to meet government requirements for volunteer monitoring data.

Clean Water 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-mail at mwpubco@mwpubco.com.

- **Watershed Stewardship Action Kit** – A collection of fact sheets 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.
- **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.
- **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.
- **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.
- **“Wetlands Stewardship: A Call to Action” VHS Video** – Serves as a companion to the *Handbook for Wetlands Conservation and Sustainability* and demonstrates the importance of wetlands to the environment. It can be used to motivate citizens, educators, policy-makers, and students to conserve our nation’s wetland resources.
- **“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.
- **“Restoring America’s Streams” VHS Video** – Shows how to become a "stream doctor" and cure sick streams and explains stream processes and causes of stream bank instability and erosion. It demonstrates techniques for restoring streams using native vegetation and features case studies of successful projects.

Membership

Supplies –

- **Membership Support** – Materials to support a chapter’s membership management system, including personalized annual member renewal invoices and cards, envelopes, and special promotional inserts.
- **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 sheet and new member forms).
- **Membership Brochure** – 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 –

- **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. The database also maintains details of chapter, state, and national level leaders that the League uses for targeted, vital communication purposes. Staff can provide chapter leaders with data upon request.
- **Membership Renewal/Retention Support** – The League provides a series of renewal invoices and reminders to members to renew their membership.
- **Automated Membership Processing Forms** – These forms make it easier for chapters to prepare and maintain member tally sheets and new member forms.
- **Online Officer Reporting** – Allows chapter to make real-time updates to a chapter’s leadership records. Accessible through the League Web site.
- **Online Maintenance of Personal Data** – Members can make real-time changes to their address, telephone numbers, e-mail, and desired electronic communication options. Select chapter officers also have access to this function to update this information for their own chapter members.

Promotions and Marketing

Marketing Tools –

- **Chapter Membership Brochure** – Full-color brochure stock with information about the League and several blank panels that chapters can customize. Includes instructions and editing templates.
- **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’s 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** – One-page 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.

- **Chapter Web Site Development Assistance** – Design assistance to establish a chapter or division Web site, using free Google sites, to increase chapter presence and facilitate electronic communication with members and the community.
- **Chapter Locator on IWLA Web Site** – Tool on League’s Web site 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 Web site, and a brief write-up about and a photo representing the chapter (when supplied by relevant 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. In addition, one display is available for loan from the national office.

Member Recognition –

- **Judge John W. Tobin Chapter Volunteer Appreciation Award** – Annual recognition of a chapter’s top volunteer member.
- **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. The Defenders Chapter Achievement Award provides an opportunity for chapters to be judged with their peers and further recognized for their combined accomplishments.

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) x255 or by e-mail at chapters@iwla.org. For patches, pins, decals, and IWLA caps, call x208 or e-mail members@iwla.org.

- **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.
- **Patches, Pins, and Decals** – An assorted offering of promotional items with the official IWLA logo.
- **IWLA-Branded Rifles from Henry Repeating Arms Company** – American-made rifles with IWLA embellishments available for chapters to use as fundraisers, awards, or for training.
- **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 give-aways.
- **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.
- **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.
- **IWLA Caps** – Customized for chapters, these outdoor-themed baseball caps are available for bulk purchase in a variety of popular styles and colors.

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.
- **Youth In The Outdoors Workshop/Webinar** – Staff and experts can provide training and other support to help chapters establish or expand their youth programs. Limited availability for in-person chapter trainings. Webinars are archived on the League’s Web site for viewing at any time.
- **Early Childhood Nature Play and Exploration Workshop** – Staff with specialized expertise can provide training and materials to help chapters establish an early childhood youth program called Tiny Ikes (T’Ikes). Chapters can connect children (ages 2 to 5) with nature and the outdoors through play and exploration while working with local families, pre-schools, or Head Start programs. In-person training is limited.

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 Web site can be used as an additional resource for program leaders and youth, and children can upload 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.
- **Young Ikes Activity Booklets** – Ideal for introducing youth to conservation issues, two age-appropriate (ages 5 to 8 and ages 9 to 11) 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 Web site 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 Web site offers a wide array of information on outdoor activities, educational experiences, and conservation projects for young people. Available for varying ages, ranging from pre-school to 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.
- **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
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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	255	<i>chapters@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	230	<i>sos@iwla.org</i>
Historical Archives	–	<i>izaakwalton@iwla.org</i>
501(c)(3) Support	222	<i>general@iwla.org</i>

Web Site: *www.iwla.org*

Web Pages for Specific Resources

Chapter Tools	<i>www.iwla.org/chaptertools</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>

Additional Clean Water Resources:

For Technical Support Toll Free

(800) BUG-IWLA (284-4952)

Related Web Sites

www.creekfreaks.net
www.vasos.org

To Order Clean Water Educational Support Materials

McDonald and Woodward
431 East College Street
Granville, OH 43023

www.mwpubco.com
(800) 233-8787
E-mail: *mwpubco@mwpubco.com*