

A scenic river with two people in a boat. The background is a dense forest of green trees. The water is calm, reflecting the sky and the boat. Two people are in a small boat on the river. One person is standing and holding a fishing rod, while the other is sitting. The boat has a motor at the back. The overall atmosphere is peaceful and natural.

To Conserve, Restore, and Educate

ARKANSAS FLY FISHERS

*A Public Relations
Campaign Proposal by the*

ARPR Group

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BACKGROUND STATEMENT

Case Description and History of AFF

For forty years the Arkansas Fly Fishing Association has been a proud branch of the International Federation of Fly Fishing. AFF was founded by Frank Brown, Jim Wingfield, and Dave Whitlock. All were previously tied with the Federation of Fly Fishing.

Within Arkansas, there are over 9,700 miles of fishable streams and over 600,000 lakes and ponds. This makes Arkansas an ideal spot for fishing of all kinds. Fly fishing began to grow in Arkansas in the late 1960's. As fly fishers began to run across each other on the Arkansas River, they got to know one-another. These friendships laid the groundwork for the future formation of fly fishing clubs in Arkansas. The first Federation of Fly Fishers-affiliated club formed in the state – AFF.

Frank Brown of Little Rock and Dave Whitlock of Midway, met along on the Arkansas River. Their friendship led to a mutual commitment to improve Arkansas fisheries and to promote fly fishing. These two men are responsible for creating the Arkansas Fly Fishers (AFF) club for the Little Rock and Central Arkansas area.

AFF Mission

The mission of AFF is to Conserve, Restore, and Educate. To **conserve**, AFF has joined with conservation groups and other fly fishing clubs to support Norfolk National Fish Hatchery. They have worked together with Arkansas Game and Fish Commission (AGFC) to hold public meetings to educate about the management of fisheries.

To **restore**, AFF continues to sponsor a scholarship for a graduate student in the fisheries management department at Arkansas Tech University. Assisting this student helps AFF learn more about the needs of the fisheries within the state.

To **educate**, the AFF has three FFF certified casting instructors who helps with casting lessons. These casting instructors work with members of the public and at different venues each year. AFF partners with Project Healing Waters, that works with veterans and teaches them the method of fly tying, how to fly-fish, and ends with a fly fishing guided trip down the Little Red River.

AFF PHILANTHROPY

AFF not only contributes to the Natural State, but also helps residents who suffer from certain illnesses. Whether at club events, meetings or public gatherings, the AFF provides a plethora of fly-tying opportunities each year, as well as philanthropic events.

In the past, AFF has worked with Project Healing Waters, the May Fly Project, river clean ups, Casting For Recovery, the Boy Scouts, and other pro bono work. AFF is looking for more volunteers to participate in the variety of events that they are hosting throughout the year.

Project Healing Waters

AFF works with Project Healing Waters twice a year, to assist veterans who suffer from Post Traumatic Stress Disorder. AFF teaches them casting, fly fishing, tying, and leads a guided trip down the Little Red River. Each individual gets one-on-one time and focuses on the enjoyment of fly fishing.

The May Fly Project

AFF teaches fly fishing to kids in foster care and hosts volunteer clean ups. AFF cleans up state parks, rivers, and areas of the Natural State.

Casting for Recovery

AFF works with Casting for Recovery to help rehabilitate breast cancer survivors through fly fishing. This unique retreat program provides renewed energy, new friendships, and inspiration for women who have suffered from breast cancer.

Though AFF has a loyal group of members, many of the events and collaborative projects lack a volunteer base for the many philanthropic efforts AFF partakes in within the community.



Public Analysis

Our publics are a variety of ages and are mostly established groups like the Boy Scouts, Veterans in Central Arkansas, Breast Cancer Survivors, UALR Undergraduate Students, and Arkansas Fly Fisher's current members. We also included Millennials as a public to reach younger outdoor enthusiasts.

The publics who are established organizations are likely to form partnerships with the Arkansas Fly Fishers Association since their leaders are willing to get involved and coordinate with other organizations. These leaders would not only be more knowledgeable about their group, but be more likely to care about their cause and remain involved long-term with AFF and take on responsibilities with causes and volunteer events associated with their public. These publics values also align with AFF's goals such as serving the community, conserving the environment, and promoting awareness of causes.

PUBLIC 1 UA Little Rock Undergraduate Students

How They Communicate

Social Media: Facebook, Twitter, Instagram, Snapchat
Email: Listserv
Flyers and UALR Forum

Current Relationship

Nonexistent

Motivating Self Interests

Scholarship requirements
Resume growth
Networking

Public Influentials

Fellow Students
Parents
Future employers

PUBLIC 2 Veterans in Central Arkansas

How They Communicate

Social sites that are specifically for veterans and current military members
Facebook
Print - Newspapers

Current Relationship

Established relationship through Project Healing Waters
Veterans are the largest crew of volunteers AFF currently has

Motivating Self Interests

PTSD Rehabilitation
Mental health benefits of fly fishing
Group Therapy Community benefits

Public Influentials

Other Veterans
Veterans Association
Family & Friends (support system) of sufferers of PTSD

PUBLIC 3 Breast Cancer Survivors

How They Communicate

Facebook and Twitter

76% of this public reads and trusts print advertising

Current Relationship

Established relationship from Casting for Recovery

Motivating Self Interests

Helping other cancer survivors

Stress relief

Public Influentials

Family and Friends

Non-profit cancer organizations

Hospital Personell

PUBLIC 4 Boy Scouts and Families

How They Communicate

Social Media: Facebook, Twitter, Instagram

Boy Scouts of America Quapaw Area Council Website

Boy Scouts of America Quapaw Area Council Newsletter

Current Relationship

Established relationship through helping Boy Scouts complete Merit Badge

Motivating Self Interests

Family activities

Nature activities

Giving back to the community

Starting and continuing a family tradition

Completing thier Merit Badge

Public Influentials

Family

Friends

Schools

PUBLIC 5 Millenials

How They Communicate

Digital commutation: cell phones, internet, social media

Traditional communication: Flyers

Current Relationship

No current relationship

Motivating Self Interests

Connect with people their age

Get involved with organizations and causes

Giving time and donating to causes

Public Influentials

Peers

Colleagues

PUBLIC 6 Current Members of AFF

How They Communicate

Email newsletters

Facebook

Current Relationship

Attends meetings monthly

Volunteers with AFF

Holds leadership positions on the AFF board

Brings guests to AFF events and meetings

Motivating Self Interests

Volunteering

Participating in outdoor activities

Meditation, stress relief, and time away from everyday life

Social and Competitive aspects of AFF

Public Influentials

Other members of AFF

Family and Friends

The majority of competitors with The Arkansas Fly Fishers Association are other fishing organizations in Central Arkansas, Northwest Arkansas, as well as National Competitors. These include the International Federation of Fly Fishers, Arkansas Game and Fish, Spring Valley Anglers, Tightlines Fly Fishers, and North Arkansas Fly Fishers.

Challenges

- Lack of volunteers qualified with proficient fly fishing skills
- Higher demand for volunteers than what is available
- Competing against other interests and priorities
- Making AFF more family-oriented

Competition

- International Federation of Fly Fishers - National Competitor
- Arkansas Game and Fish - State Competitor
- Spring Valley Anglers - Southern States
- Tightlines Fly Fishers - NWA
- North Arkansas Fly Fishers - NA

- **Loyal, dedicated group of members**
- High Funding
- **Past collaborations with nonprofits and philanthropic organizations**
- Centrally located in Little Rock
- **High interest level in the outdoors**
- Efficient website
- **Established social on Facebook**

- **Members who don't attend meetings**
- Lack of younger members
- **Solo Activity vs Family/Group Activity**
- Lack of leaders taking initiative for volunteer events
- **No full time staff**



- **Gain more volunteers which could lead to more members**
- Gain interest of Baby Boomers soon to be retired
- **Invest in current AFF members and encourage them to become more involved**
- Add family oriented elements to AFF

- **Other priorities or hobbies take first priority**
- Lack of spare time
- **Other organizations who target outdoor enthusiasts or our publics**

STRENGTHS

Present strengths of the AFF include a loyal and dedicated group of long time AFF members. AFF does not have any threat of lack of funding and always has a high amount of donations as well as profit from **successful fundraising** events. AFF currently has over \$20,000 in funding for their organization with \$6,000-\$7,000 of incoming funding per year. In 2017, AFF raised over \$4,500 from their Annual Fundraiser.

AFF is highly **involved with the community** in philanthropic work year-round and has numerous connections with nonprofit organizations. AFF is also **centrally located** in the capital city where there is a high level of interest in outdoor activities and fishing in The Natural State.

AFF's **website** is efficient and maintains AFF's consistent messaging on social media including **Facebook**. AFF has a handful of lifelong members who are very invested in the organization.

WEAKNESSES

Present weaknesses of the AFF includes lack of appeal towards a **younger audience**. AFF also needs to have aspects of the organization that is more **family and group-oriented** rather than AFF being a solo activity.

With the many philanthropic events AFF takes part in throughout the year, they lack **volunteers** with time to dedicate to this essential part of the organization. In addition to this lack of volunteerism, AFF could use several more **leaders** to take initiative with specific events. These leaders will help with the load of AFF's board members responsibilities.

Some current members **do not attend meetings** or are not interested in participating in philanthropic events. AFF needs to focus on their **current members** who have indicated they would like to volunteer more. These leads need to be followed up and informed about upcoming philanthropic events. With these weaknesses in mind, AFF lacks the **full-time staff** equipped to do all of the above responsibilities that should be carried out throughout the year.

OPPORTUNITIES

The main focus for AFF's future opportunities includes gaining more volunteers that could potentially lead to a higher membership. This can be accomplished through each of our publics. There are many **UA Little Rock Undergraduate Students** who are a part of scholarship programs that require at least 15 community service hours each semester. Undergraduate students who enjoy the outdoors and know how to fly-fish can join AFF for volunteer events throughout the year and upcoming years they're at UALR.

Veterans in Central Arkansas who AFF has reached through the May Fly Project (MFP) can volunteer to help those with similar backgrounds and boost awareness about the MFP which may lead to more volunteers.

Breast Cancer Survivors in Arkansas who have attended Casting For Recovery and gained an interest in fly fishing can spread the word and become an active volunteer and participant base of AFF. This can create a domino effect as we continue to touch new individuals each year with Casting For Recovery who become a part of AFF afterward.

The Boy Scouts whom we have already worked with will gain an early interest in AFF and have the potential to get their family involved with the organization. This would boost our volunteer count as well as help in our future efforts that are involving the Boy Scouts.

Millenials who are just beginning families and are interested in the outdoors can become more active in their communities for a cause they care about and get their kids involved with AFF at an early age. Through hosting family oriented events, AFF can help families balance their priorities: quality family time, exercise, and enjoyable recreational activities. AFF needs to emphasize fly fishing as a family activity rather than a solo activity that takes away time from family. Making fly fishing a family activity is also a great way to include everyone and gets a variety of generations involved.

By focusing on **AFF's Current Members**, AFF can gain back the interests of members who don't attend AFF meetings anymore. AFF's current members include a lot of Baby Boomers who are dedicated to the AFF. Through our surveys, these individuals indicated they would like to help with AFF volunteer initiatives in the near future following their retirement.

Newly retired members will have the ability and time to volunteer and build AFF from the inside out. AFF needs to develop consistent practices to prevent losing members by making them feel valued, welcomed, and remembered. With current, past, and future members, AFF should emphasize making each person feel tied to the organization and ensure each individual's continuous involvement with AFF.

THREATS

The threats that AFF may face in the future include **balancing other priorities** and hobbies which members may put as a first priority in their lives rather than dedicate time to AFF meetings, philanthropy, and activities.

People's **busy schedules** often interfere with members taking part in AFF. AFF also is threatened by organizations who also target outdoor enthusiasts and our publics. These include other **fly fishing organizations** on the national, statewide, and regional level including the International Federation of Fly Fishers, Arkansas Game and Fish, Spring Valley Anglers, Tightlines Fly Fishers, and the North Arkansas Fly Fishers.

Situation Analysis

AFF lacks volunteers for philanthropic events that they participate in. By utilizing our six publics, AFF can obtain a surplus of volunteers from a variety of audiences and age groups with an interest in philanthropic work and knowledge of fly fishing.

Potential difficulties would be maintaining our audience's interest and involvement in volunteering through AFF's events as well as keeping these volunteers informed about upcoming events.

Core Challenge

If AFF's volunteer base does not expand, then the organization will be at risk for not continuing their progress and presence in the Little Rock philanthropic and fly fishing community.

GOAL

Reel in a larger and diverse base of consistent volunteers in Central Arkansas who could potentially become members of AFF.

PUBLIC OBJECTIVES

Public 1 UA Little Rock Students

Increase UA Little Rock student volunteer base by 15-20 people annually.

Public 2 Veterans

Increase veteran volunteer base by 5 people annually.

Public 3 Cancer Survivors

Recruit 10 volunteers from cancer survivors and families annually.

Public 4 Boy Scouts

Gain 10 volunteers from The Boy Scouts annually.

Public 5 Millenials

Increase millennial volunteer base by 10 people annually.

Public 6 AFF's Current Members

Obtain 5 volunteers annually from current AFF members who express that they would like to lead volunteer initiatives each year.

At UA Little Rock there are over 13,000 undergraduates attending classes according to [Institutional Research](#). A large percentage of these undergraduates are in programs or clubs that require or encourage volunteering such as Chancellor's Leadership Corps. According to the [CLC Site](#), many individual students are also looking for opportunities to improve their resume for future employers. Therefore, UA Little Rock students are an excellent public as they have the potential to increase AFF's volunteer numbers.

Just like the majority of young adults today, almost all UA Little Rock students depend on social media to obtain information and communicate with one-another. **Facebook, Twitter, Instagram, and Snapchat** are all large social media platforms that students communicate through. Not only with one another, but with organizations as well. For example, [UA Little Rock's Instagram](#) has over 3,000 followers and [UA Little Rock's Facebook](#) has over 37,000 likes and followers. According to Kelli Jacobi (Office of Communication), social media uses a raw and alternative approach with their concepts that prove to be successful. Students are also easily reached through **email listserve**. As an enrolled student at UA Little Rock, they receive weekly emails. The UALR email listserv and the **test listserve** are the largest methods of communication with all UALR Students. If one is enrolled they will receive a weekly email containing information from the Communications Office AKA Judy Williams. School papers and flyers are also a successful way to reach out to students. An Alloy Media + Marketing's College Newspaper Audience Study showed that campus newspapers continue to be the main choice media for college students. 76 percent of college students have said that they read their **campus newspaper**. The Forum is the student-led newspaper at UA Little Rock and they frequently publish stories on their website and they print an official school paper typically twice a month. The paper provides a great opportunity to reach students at school.

Currently, the relationship between UA Little Rock students and AFF is almost **nonexistent**. Within the last couple years, AFF board members, have looked into the demographics of central Arkansas and its potential.

Motivating students today is geared towards **resume growth and networking**. If students believe that a volunteer opportunity may give them a chance to develop a better resume, they are more likely to volunteer.

Over [82 percent](#) of employees do agree that having volunteer experience on a resume will catch their attention and the general student population is catching on to this fact. Many students take on volunteering as a way to network. Finding volunteer opportunities in a student's targeted field will give them higher chances of meeting potential employers. Students are also motivated by **learning growth** and evidence shows that volunteering can allow students to develop their [education into skills](#). A medical student volunteering over the summer helping give out vaccines will learn valuable information that they cannot receive in a lecture room.

Students are influenced by **parents, fellow students, and future employers.** According to [AACU's article](#), Motivating Today's College Students, students are more involved with their parents. This includes almost daily communication with parents looking towards them for advice.

Influences from the parents could cause a student to volunteer. Fellow students also can be considered as influencers. Students are more likely to participate in something when it is in a group. Approximately [75 percent](#) of students ages 13-22 are more likely to volunteer if their friends do too. Volunteering can be viewed as a socializing opportunity while doing good. Future employers also influence students. Students today are aware that potential employers are always looking at sites such as LinkedIn for the future job market. Students are more likely to volunteer so they can add to their resume or online accounts like LinkedIn. Volunteer work on resumes also peak the interest of future employers.

How They Communicate

Social media
Facebook
Instagram
Twitter
Email Listserv
Text Listserv

Motivating Self-Interests

Resume growth
Networking
Educational growth

Current Relationship with AFF
Nonexistent

Influentials

Parents
Fellow students
Future employers

Public Objective

Increase the UA Little Rock students volunteer base by 15-20 people annually.

Strategies & Tactics

Strategy 1: Demonstrate through print that AFF has numerous and convenient volunteer opportunities.

Tactic 1: Forum advertisement about the need for volunteers.

Tactic 2: Publish article about AFF from the perspective of a volunteer.

Tactic 3: Hand out flyers on campus about events and volunteer opportunities.

Tactic 4: Post informational flyers in the science buildings.

Tactic 5: Post flyers in the Campus Life office to stimulate interest and awareness.

Tactic 6: Post flyers in the CLC office to stimulate interest and awareness.

Tactic 7: Post flyers in the Donaghey office to stimulate interest and awareness.

Tactic 8: Post flyers in the DSC to stimulate interest and awareness.

Strategy 2: Demonstrate through face to face contact that becoming involved with AFF is beneficial for networking.

Tactic 1: 21+ brewery meet-up with the club members teaching how to tie flies and learn about involvement and volunteer hours.

Tactic 2: Tent setup for Discover UA Little Rock for prospective students and information about volunteering.

Tactic 3: Set up tables at Freshman Orientations during the year at Club Fairs and give out information about AFF and volunteering.

Tactic 4: Schedule an interest night in Ledbetter Hall to discuss volunteering benefits and networking.

Tactic 5: Talk to CLC Class about obtaining the volunteer service hours they are required.

Tactic 6: Talk to Biology Club about how volunteering can benefit their careers.

Tactic 7: Talk to Zoology Club about how volunteering can be beneficial to their careers.

Tactic 8: Set up a table in DSC room to provide volunteer opportunities.

Strategy 3: Demonstrate through social media that becoming involved with AFF provides opportunities that are rewarding and a great way to socialize.

Facebook:

Tactic 1: FB video showing the interactive fun of fly fishing and the volunteers that make it happen.

Tactic 2: Add a blog post, sharing what got them into fishing, as well as tips and tricks.

Tactic 3: Facebook “Catch of the Day” photos. This tactic will engage a larger audience and up the chances of gaining interest in volunteering.

Tactic 4: Start posting 2-3 times a week on FB, and engage a larger audience.

Tactic 5: Facebook competitions to get more involvement and attention to their page.

Tactic 6: Share information on the benefits of interning and volunteering with AFF.

Instagram:

Tactic 7: Instagram “Catch of the Day” photos. This will engage our audience.

Tactic 8: Post interactive questions to get audience involved on Instagram and to answer any questions about volunteering.

Tactic 9: Host an Instagram Giveaway to engage audience and encourage them to participate and connect with the brand.

Strategy 4: Demonstrate that transferring the scholarship to UA Little Rock will provide students beneficial resume growth and experience in the capital city.

Tactic 1: Advertise to students about the scholarship and its requirements.

Tactic 2: Meet with CLC Students about volunteer opportunities.

Tactic 3: Speak with biology club about interning, scholarship, and volunteering.

Tactic 4: Speak with zoology club about interning, scholarship, and volunteering.

Tactic 5: Host an interest night with information on AFF scholarship.

Tactic 6: Get teachers involved by giving them the tools and info packages to inform students of volunteer opportunities and benefits.

Primary & Secondary Messages

Primary Message: Volunteering at Arkansas Fly Fishing Association can help you develop important networking for future endeavors.

Secondary Message: “Volunteering tells potential employers that you are an energetic, compassionate person who—even when faced with problems of your own—found the wherewithal to help others.” - [US News](#)

Secondary Message: “82 percent of interviewers told Deloitte they prefer applicants with volunteer experience, and 92 percent say volunteer activities build leadership skills.” - [Fortune](#)

Secondary Message: Volunteering can also lead directly to paid work: in 2009, nonprofits accounted for 9 percent of jobs and 5.4 percent of the gross domestic product. - [National Center for Charitable Statistics](#)

Secondary Message: “A definite benefit of board service is that the people you serve with can introduce you to many people you wouldn’t otherwise meet,” says Kathy Buckley, director of United Way of Greater Cincinnati’s Volunteer Connection

Secondary Message: Unemployed people who volunteered between 20 and 99 hours during the year were roughly 7 percent more likely to have found employment one year later compared to those who didn’t volunteer. - [CEPR](#)

Secondary Message: Volunteering offers you the chance to try out a new career without making a long-term commitment. - [Help Guide](#)

Secondary Message: Corporation for National and Community Service, a federal agency that promotes volunteerism, tracked more than 70,000 jobless people between 2002 and 2012 and found that those who volunteered had a 27 percent better chance of finding a job than those who didn’t. - [Forbes](#)

Secondary Message: Volunteering is a great way to experience first-hand what a potential position in a particular career field could be like. - [Corporation for National and Community Services](#)

Secondary Message: A LinkedIn survey found that 41 percent of employers said they considered volunteer work as important as paid work and that 20 percent said they had made a hiring decision based on volunteer work. - [NY Times](#)

Secondary Message: Volunteering offers the opportunity to cross paths—as well as, in many cases, quickly bond—with people from across your community, including many with whom you may otherwise not have had contact. - [The Idealist](#)



U.S veterans make up 10-11 percent of the population in Arkansas, totaling to over 237,311 people. These veterans often struggle with physical or mental disabilities. Post Traumatic Stress Disorder (PTSD) is a main pushing factor for AFF's biggest function, Project Healing Waters. AFF already has ties with this audience through Project Healing Waters, their largest community project of the year. Recruiting volunteers from this demographic of veterans is a feasible objective for AFF.

Veterans **communicate** through four websites that are specific to veterans. Rally Point is designed for current members of the military and how they can move up within the military. The second website is Hire a Hero, designed for current members of the military in search of careers after duty. This site currently has over 335,000 members. Another site, VetFriends, is similar to Facebook but specific to the military. VetFriends connects people with old friends from their time in the service. This site includes members of the Army, Navy, Air Force and Marines. Its directory, which boasts more than 1.2 million members, can be browsed by military unit or date. Members can sign up to receive notifications whenever anyone from your unit joins. The site is a great place to share old stories, jokes and photos. It also offers search features that allow members to look for jobs. Lastly, the website Together We Served is much like VetFriends. It's also specific to veterans and serves all branches of the military. It allows veterans to connect to one another and helps them to their personal war story.

Currently, veterans are an asset to Arkansas Fly Fishers providing the largest group of **volunteers** to AFF. Project Healing Waters is a partnership, started in 2005, that relies heavily on AFF. Fly fishing, casting and tying is all included in the classes. Veterans, suffering from PTSD, receive all equipment and fishing trips at no cost. PHW states "three groups must co-exist" in order for the project to continue. These three being: AFF to supply knowledgeable volunteers, the DOD or Veterans Association (VA) for hosting the program, and lastly, the disabled veterans who desperately want or need to participate. It's vital these three entities come together to keep Project Healing Waters alive and prosperous, which keeps an influx of volunteers for AFF.

Veterans, especially those who suffer from mental illnesses such as PTSD, have several **motivating self interests** including PTSD rehabilitation. Not only do disabled veterans want and need this type of activity, PTSD is a growing factor in veteran suicides. One in three returning troops are diagnosed with PTSD, however, less than 40 percent of those actually seek help. [Two of three](#) veterans who suffer from combat trauma have marriages that are failing.

Due to these struggles, veterans also prioritize repairing their **mental health** after returning home. Several [studies](#) have proven the benefits of fishing for mental health and stress. With the growing rate of suicide and failing marriages, hobbies such as fly fishing are nice to have. Especially, in a judge-free zone, such as the one provided by AFF with Project Healing Waters. In an [article](#) by Tamara Sellman, she states that mental health improves through fishing. This includes getting away from stress, building confidence and giving a sense of accomplishment. The main element of ‘therapy fishing’ is meditation: allotting oneself free time in the quiet open water to ponder thoughts or just be in the moment.

Veterans also look to get **involved with other veterans** through group therapy and community benefits which is essential for vets to make a [full recovery](#). ARVets is an organization that focuses on the mental health of veterans, specifically in AR. They specifically target veterans with PTSD to encourage positive mental health, when returning to civilian life.

How They Communicate

Rally Point
Hire a Hero
VetFriends
Together We Served

Motivating Self Interests

PTSD rehabilitation
Mental health benefits of fishing
Group therapy
Community benefits

Current Relationship with Organization

Well established relationship
Partners - Project Healing Waters

Public Influentials

Other Veterans
Family and Friends
Others that struggle with PTSD
Veterans Association

Public Objective

Increase veteran volunteer base of the Arkansas Fly Fishers Association by 5 people annually.

Strategy 1: Demonstrate through face to face communication that Project Healing Waters is a great way to become involved and give back to the community.

Tactic 1: Encourage people to volunteer with PHW .

Tactic 2: Advertise AFF while greeting veterans at the Veterans Association.

Tactic 3: Encourage returning volunteers to continue participating in PHW.

Tactic 4: Demonstrate fly fishing classes at meetings.

Strategy 2: Demonstrate through print that volunteering for Project Healing Waters is an ideal way to give back to those who have served our country.

Tactic 1: Publish Press Releases to recruit PHW volunteers.

Tactic 2: Post flyers at outdoor stores and state parks advertising PHW need for volunteers.

Tactic 3: Recruit volunteers through Newspaper Ads.

Tactic 4: Advertise volunteer events through Newsletters about PHW

Tactic 5: Recruit volunteers through posting flyers about PHW.

Strategy 3: Demonstrate through social media that volunteering with AFF can benefit an individual both, mentally and physically.

Facebook:

Tactic 1: Post on Facebook the benefits of volunteering.

Tactic 2: Publicize the time and event venue on Facebook.

Tactic 3: Share videos of PHW on Facebook.

Tactic 4: Create Facebook Event for PHW to promote and encourage RSVP.

Tactic 5: Create post promoting PHW with quotes of success stories on Facebook.

Tactic 6: Post about PHW and need for volunteers via VetFriends and Together We Served.

Instagram:

Tactic 7: Post infographics on Instagram about the benefits of volunteering.

Tactic 8: Publicize time and event venue on Instagram.

Tactic 9: Post videos of PHW on Instagram.

Tactic 10: Post photos of veterans fly fishing on Instagram with quotes of why they enjoy AFF.

Primary & Secondary Messages

Primary Message: By volunteering for Project Healing Waters, veterans who suffer from war-inflicted injuries, such as Post Traumatic Stress Disorder, develop new skills and friendships.

Secondary Message: AFF's volunteers take fly fishing and tying to a whole new level. Veterans can master skills while allowing the mind to relax with other Veterans.

Secondary Message: Many Arkansas Veterans suffer from PTSD, AFF allows a more suitable solution to soothe troubled minds.

Secondary Message: Research reveals that environments can increase or reduce our stress, which in turn impacts our bodies. - [Taking Charge, University of Minnesota](#)

Secondary Message: "Fly fishing helps us de-stress, focus and relax. Just being in fresh air helps the body to restore itself. There's science behind why you feel so good after a day on the water – fish or no fish!" - [Superfly International](#)

Secondary Message: PHW is a therapeutic way for veterans to Fly Fish.

Secondary Message: The Recreational Boating and Fishing Foundation describes fly-fishing as a natural stress reliever because fly anglers are surrounded by nature, unplugged from electronics, and distanced from the so-called real world. - [Harvard Neuroscience Institute](#)

Secondary Message: According to psychologist Dr. Tamar P. Martin-Franklin, the therapeutic benefits of fly fishing include improved fine motor skills, eye-hand coordination, balance, a range of motion, concentration, self-esteem and a more positive attitude toward the future. - [PHW Blog](#)

Secondary Message: More than 150 VA medical centers, along with military hospitals, warrior transition units, and other facilities, refer patients to the fly fishing group for outdoor excursions and recreation therapy. Last year they provided fly fishing excursions for 7,400 disabled Veterans and wounded service members. - [VA.gov blog](#)

Secondary Message: The Veterans Service Partnership is a nationwide effort to bring the healing power of the water to those who have served our nation. As we engage our 400 chapters and 150,000 members in this good work, we are seeing miracles, large and small, on a regular and increasing basis. - [Trout Unlimited VA Service Partnership](#)

Secondary Message: Similar to equine therapy, fishing allows wounded veterans to escape the stress, noise, and anxiety of normal life and spend time in the peace and quiet of nature. Learning a new skill builds a sense of pride and camaraderie and gives them something to look forward to. Every fish caught offers a small yet valuable taste of success, helping rebuild self-confidence and potentially replace negative memories with new, happier ones. - [Veteran Aid](#)



AFF is working with Casting for Recovery on upcoming events in August and October. Along with other breast cancer organizations, Casting for Recovery could be one of our main focuses for collaboration and serve as major exposure for AFF. The organization hosts a weekend-long retreat for breast cancer survivors, teaching them fly fishing. This public already has interest and knowledge in fly fishing and volunteer work. About 2 of 3 invasive breast cancers are found in women 55 or older. (Breastcancer.org) Therefore, cancer survivors demographic is similar to the generation of Baby Boomers.

AFF should **collaborate with organizations** that host events for cancer survivors and their families since their public already has high interest and involvement with fundraising events. By connecting with other organizations in the area, attending their events and working on collaborative work, AFF will grow awareness, connections, volunteers, and membership. [Casting for Recovery](#) is a national organization that has events throughout the year. The Arkansas-Oklahoma Casting For Recovery Retreat is October 13-15, 2017. Attending it could mean collaboration with people who do Casting for Recovery in other Arkansas regions with opportunities for networking.

Breast cancer survivors find **Facebook and Twitter** as their social media platforms of choice. Social media channels are increasingly being used for health communication and promotion. According to a case study “Communicating About Cancer Through Facebook: A Qualitative Analysis of a Breast Cancer Awareness Page” from the Journal of Health Communication, “social networking sites such as Facebook have become popular platforms for organizations to communicate health messages and encourage user participation around health topics.” The study found that Facebook serves as a place for self-expression and for creating awareness. Cancer survivors tend to keep tabs on their children and grandchildren through Facebook. According to [MCA Russell Johns](#), a multi-level advertising company, print advertising is the perfect venue to reach baby boomers, [76 percent](#) of this public read and trust print advertising. According to Sherry Barnhart, a Casting for Recovery representative for the state of Arkansas, volunteering creates a support network for the cancer survivors as well as helps with stress relief.

By helping other cancer survivors, volunteers are able to build relationships with people that are going through the same experiences and encourage each other. Barnhart, a cancer survivor, said that fly fishing helps her relieve stress and one of the most rewarding moments for her is when she catches a fish.

According to [Susan G. Komen](#), **friends and family influence** breast cancer survivors and give much needed emotional support, “such as listening or being there to give a hug.” According to an article from Breast Cancer Research, “Breast cancer and social environment: getting by with a little help from our friends,” friends provide the necessary support for breast cancer survivors that is very needed during and after treatment.

According to an article “Nurses’ Intentions to Give Lifestyle Support,” by McKenzie K in [Nursing Times](#), “Nurses have a role in helping patients to adopt healthy behaviours.” Nurses and doctors have a great impact on decision-making by the patients, and it is a source that cancer survivors trust. ([Department of Medical Psychology](#))

How They Communicate

Facebook
Twitter
Print advertising

Current Relationship

Established relationship

Motivating Self Interests

Helping other cancer survivors
Stress relief

Public Influentials

Family and Friends
Hospital personnel
Non-profit cancer organizations
Relay For Life
Komen Race for the Cure
The Leukemia & Lymphoma- AR
St. Jude Walk
Run to End Childhood Cancer

Public Objective

Recruit 10 volunteers from cancer survivors and families annually.

Strategy 1: Demonstrate through social media posts that volunteering with AFF will help you connect with other cancer survivors and relieve stress.

Facebook:

Tactic 1: Facebook posts about volunteer opportunities with AFF.

Tactic 2: Post a story about a cancer survivor experience with fly fishing on AFF Facebook page.

Tactic 3: Post about volunteer opportunities in [Volunteer Match](#).

Tactic 4: Post in the [Cancer Survivors Network](#) founded by the American Cancer Society.

Tactic 5: Post a video of people's experiences at Casting for Recovery.

Tactic 6: Go Facebook LIVE from information meetings about Casting for Recovery.

Tactic 7: Post about AFF volunteer opportunities in [UALR Relay for Life](#) Facebook page.

Tactic 8: Post about AFF volunteer opportunities in Arkansas [Race for the Cure](#) Facebook page.

Tactic 9: Post about AFF volunteer opportunities in [American Cancer Society](#) of Central Arkansas Facebook page.

Tactic 10: Post about AFF volunteer opportunities in Arkansas-Oklahoma Casting for Recovery Facebook Page.

Tactic 11: Posts on AFF Facebook page with pictures from retreats and volunteer events by AFF.

Tactic 12: Post about AFF volunteer opportunities in [Making Strides Against Breast Cancer](#) of Central Arkansas Facebook page.

Strategy 2: Recruit volunteers through print and demonstrate that fly fishing helps connect with other cancer survivors and relieves stress.

Tactic 1: Ads about volunteer opportunities with AFF in [Arkansas Democrat Gazette](#).

Tactic 2: Press releases about events sent to journalists of [Arkansas Democrat Gazette](#).

Tactic 3: Recruiting volunteer flyers distributed at [UAMS Breast Cancer Clinic](#).

Tactic 4: Recruiting volunteer flyers distributed at [UAMS Winthrop P Rockefeller Cancer Institute](#).

Tactic 5: Recruiting volunteer flyers distributed at [Arkansas Cancer Institute](#).

Tactic 6: Flyers on how fly fishing helps relieve stress distributed in the clinics.

Tactic 7: Cancer survivor story newsletter distributed in the clinics, emphasizing how fly fishing helps build support network for cancer survivors.

Tactic 8: Recruiting volunteer flyers distributed at [Susan G. Komen Arkansas Organization](#) office.

Tactic 9: Email sign-up lists in the waiting rooms of the cancer clinics.

Tactic 10: Paid story in the [Arkansas Democrat Gazette](#) about a cancer survivor and the impact of fly-fishing.

Strategy 3: Encourage breast cancer survivors to volunteer with AFF through face to face collaboration with other non profit organizations.

Tactic 1: Collaborate with [Susan G. Komen Arkansas Organization](#) to host events and share the benefits of fly fishing for cancer survivors as well as give out AFF memorabilia.

Tactic 2: Set up a campsite at Relay For Life of 2018 and share the benefits of fly fishing for cancer survivors as well as give out AFF memorabilia.

Tactic 3: Collaborate with Arkansas [Casting for Recovery](#) volunteering efforts.

Tactic 4: Attend [Making Strides Against Breast Cancer](#) of Central Arkansas event on October 28th and represent AFF.

Tactic 5: Represent AFF at [Runway for the Cure](#) on September 14, 2017.

Tactic 6: Represent AFF at [Komen Arkansas Race for the Cure](#) on October 14, 2017.

Tactic 7: Volunteer with [Arkansas Casting for Recovery Retreat](#) on June 9-11, 2017.

Tactic 8: Host an AFF meeting about benefits of fly fishing at [Susan G. Komen Arkansas Organization](#) meeting.

Tactic 9: Represent AFF at [Casting for Recovery Alumnae Reunion](#).

Primary & Secondary Messages

Primary Message: Volunteering with AFF will help you create an important support network with other cancer survivors and relieve stress.

Secondary Message: “Belonging to a group where you can discuss anything and everything is very freeing. You can talk about everything from medical treatments to lack of sexual interest, to fury at someone who has cut you off while driving. The loneliness and isolation that so many feel when they are going through the breast cancer journey can be helped, if not erased.” - [Musa Mayer](#), a cancer survivor and patient advocate

Secondary Message: “My experience was so wonderful. I still think about it often and get a wave of positive feelings every time I do! I now love fishing and go with my grandchild a few times every summer.” - Bonnie about Casting for Recovery Retreat

Secondary Message: Through volunteering you meet people who are also cancer survivors and are going through the same experience.

Secondary Message: [Research](#) shows that participation in support groups results in positive effects on psychological well-being.

Secondary Message: “This was a fantastic retreat. I feel so much calmer now and have a renewed spirit!” - Liz Graham about Casting for Recovery Retreat

Secondary Message: Fly fishing gets you away from the bustle of everyday life.

Secondary Message: Fly fishing exposes you to the beauty of the natural world.

Secondary Message: Fishing makes a nice family outing, getting everyone away from the house and stress. - [Fishing and the Outdoors](#)

Secondary Message: Science shows focusing on one activity (like fishing) and being present in the moment reduces stress levels. - [Indiana University Stress Reduction Research](#)

Secondary Message: Research reveals that environments can increase or reduce our stress, which in turn impacts our bodies. - [University of Minnesota Taking Charge Research](#)



AFF shares many values with the Boy Scouts from learning outdoor skills to valuing conservation and the environment, which makes the Boy Scouts a perfect opportunity for AFF to partner with. Not only could Boy Scouts and their parents volunteer with these activities, but they could also find a new interest in AFF which could lead to more memberships and future volunteers.

The Boy Scouts of America is an organization that was founded in 1910. Since then, over 110 million people have participated in the organization. The overall goal of BSA is to train youth in responsible citizenship, character development, and self-reliance through outdoor activities and career-based educational programs.

Boy Scouts of America “Quapaw Area Council” will be the primary focus. QACBC serves 39 counties in Arkansas including Perry, Conway, Faulkner, Pulaski, Saline, Lonoke, and Hot Springs. According to QAC’s Facebook page, their mission is as follows: to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The Boy Scouts **communicate** through a variety of methods. Through social media, The Boy Scouts are active on [Facebook](#), [Twitter](#), and [Instagram](#) platforms. The Boy Scouts of America [Quapaw Area Council website](#) and the Boy Scouts of America Quapaw Area Council [Newsletter](#) are other ways that the Boy Scouts communicate.

Currently, AFF has an **established relationship** with the Boy Scouts. In March of 2017, AFF collaborated with the Boy Scouts to help complete merit badge requirements by teaching the art of fly tying. AFF would benefit by remaining in close contact with the Boy Scouts for future events that AFF can partner with.

The Boy Scouts **motivating self-interests** include family activities, outdoor activities, community service events, starting or continuing a family tradition, earning their Merit Badge, and hanging out with other kids their age. The Boy Scouts are primarily influenced by their parents, families, friends, schools, and other similar organizations (like AFF).

By collaborating with the Boy Scouts on events such as “Generation Day,” “Celebrate Earth Day,” “Education Day,” “Volunteer River Clean-Up Day,” “Fly Tying,” and “Father/Son Fishing Trip,” AFF will be able to gain volunteers and more interests in AFF from a younger generation.

How They Communicate

Facebook
Twitter
Instagram
Boy Scouts of America Website
Boy Scouts of America Newsletter

Motivating Self Interests

Outdoor activities
Community service events
Quality time with family
Time with friends
Earning Merit Badge

Current Relationship

Established relationship

Public Influentials

Family
Friends
Schools

Public Objective

Gain 10 volunteers from the Boy Scouts annually.

Strategies & Tactics

Strategy 1: Demonstrate through face to face communication why the Boy Scouts and their families would enjoy becoming involved with AFF activities.

Tactic 1: Father/Son Fishing Trip AFF partners with Boy Scouts to give fathers and sons a day out to learn about basics of fly fishing and opportunities with AFF.

Tactic 2: Fly Tying Event AFF partners with Boy Scouts to teach kids the basics of how to tie flies.

Tactic 3: Generation Day AFF encourages families to start a tradition by inviting them to learn about the positive aspects of their kids' interest in fly fishing.

Tactic 4: Education Day AFF gives Boy Scouts a "101 on Everything Fly Fishing" including types of fish, types of baits, where to fish, etc.

Tactic 5: River Clean-Up Volunteer Day AFF partners with Boy Scouts to promote AFF's values of conservation, restoration, and education through a river cleanup.

Tactic 6: Boy Scouts celebrate Earth Day with AFF AFF partners with Boy Scouts to promote AFF's core values of conservation, restoration, and education through hosting an Earth Day event and fish fry at a local state park or river.

Strategy 2: Encourage Boy Scouts and their families through print that volunteering with AFF will provide them with outdoor activities and bonding time with their family.

Tactic 1: Flyers on information about Father/Son Fishing Trip to be distributed at Boy Scout meetings.

Tactic 2: Flyers on information about Father/Son Fishing Trip to be distributed at the state and national parks in Arkansas.

Tactic 3: Flyers on information about Fly Tying Events to be distributed at Boy Scout meetings.

Tactic 4: Flyers with information about Fly Tying Events to be distributed at state and national parks in Arkansas.

Tactic 5: Flyers on information about Generation Day to be distributed at Boy Scout meetings.

Tactic 6: Flyers on information about Generation Day to be distributed at state and national parks in Arkansas.

Tactic 7: Flyers on information about Education Day to be distributed at Boy Scout meetings.

Tactic 8: Flyers on information about Education Day to be distributed at state and national parks in Arkansas.

Tactic 9: Flyers on information about volunteering at the River Clean-Up Day to be distributed at Boy Scout meetings.

Tactic 10: Flyers on information about Volunteer River Clean-Up Day to be distributed at state and national parks in Arkansas.

Tactic 11: Flyers on information about Celebrate Earth Day Event to be distributed at Boy Scout meetings.

Tactic 12: Flyers on information about Celebrate Earth Day Event to be distributed at state and national parks in Arkansas.

Strategy 3: Demonstrate through social media posts that volunteering with AFF will provide the Boy Scouts with outdoor activities and bonding time with their family.

Facebook:

Tactic 1: Create Facebook Event page for Father/Son Fishing Trip.

Tactic 2: Inform public on Facebook with an informational post about Father/Son Fishing Trip linked to Facebook RSVP Event page.

Tactic 3: Create Facebook Event page for Fly Tying Event for Fly Tying.

Tactic 4: Inform public on Facebook with an informational post about Fly Tying Event linked to Facebook RSVP Event page.

Tactic 5: Create Facebook Event page for Generation Day.

Tactic 6: Inform public on Facebook with an informational post about Generation Day linked to Facebook RSVP Event page.

Tactic 7: Create Facebook Event Page for Education Day.

Tactic 8: Inform public on Facebook with an informational post about Education Day linked to Facebook RSVP Event page.

Tactic 9: Create Facebook Event Page for Volunteer River Clean-Up Day.

Tactic 10: Inform public on Facebook with an informational post on details concerning Volunteer Day linked to Facebook RSVP Event page.

Instagram:

Tactic 11: Inform public on Instagram with an informational post about about Father/Son Fishing Trip.

Tactic 12: Inform public on Instagram with an informational post about Fly Tying Events.

Tactic 13: Inform public on Instagram with an informational post about Generation Day.

Tactic 14: Inform public on Instagram with an informational post about Education Day.

Tactic 15: Inform public on Instagram with an informational post about the River Clean-Up Volunteer Day.

Primary & Secondary Messages

Primary Message: Volunteering with AFF will help the Boy Scouts build on a variety of interests such as outdoor activities, bonding time with family and friends.

Secondary Message: “Fly fishing with your children, spouse, or whole family not only provides an opportunity to have fun and bond over a pleasurable activity but can also have benefits for your children’s development.” - Tom Rosenbauer, Author and [Fly Fishing Mentor](#)

Secondary Message: “As a parent, I’ve found that all of the most memorable interactions I’ve had with my daughter have been outside of our house. Hiking, skiing and fly fishing make up some of the greatest families memories of the last 11 years.” - John Arnold, [Fly Fishing Blogger](#)

Secondary Message: “Children with ADHD focus better after being outdoors. If you have trouble concentration, outdoor activity may help.” - [Harvard Health Publications](#)

Secondary Message: “Getting children away from their computers and video games once in awhile will help them see that you don’t have to stare at a screen to have fun.” - [Kidcasters.com](#)

Secondary Message: “Whether your child is caught in an emergency situation, or wants to become more self reliant, fishing is a means of learning to provide for oneself and one’s family from the catch to the pan. There are other survival skills that need to be learned to be safe while fishing: blade safety, swimming, boat safety, navigation, weather spotting.” - Jane, [Mommy Blogger](#)

Secondary Message: “Today’s teenagers have peers as fly-fishing role models, unlike kids in past generations. My friends who have sons and daughters as their fishing buddies are some of the happiest, most fulfilled people I know. It’s hard to overemphasize the importance of a shared passion between parents and children.” - Tom Rosenbauer, [Author and Fly Fishing Mentor](#)

Secondary Message: “Fishing is a great opportunity to teach your child about certain morals and life lessons.” - [Kidcasters.com](#)

Secondary Message: “Fly fishing teaches: patience, nature appreciation, quality bonding time, problem solving, conservation, how to be present, a lifelong hobby to share with family members and friends, diligence, confidence, and how not to be squeamish.” - Andrea Wada Davies, [Parenting Blogger](#)

Secondary Message: “Working in community service can bring kids and teens in touch with people of different backgrounds, abilities, ethnicities, ages, and education and income levels. They’ll learn that even the most diverse individuals can be united by common values.” - [Kidshealth.org](#)



BOY SCOUTS
OF AMERICA®

With a growing interest in fly fishing, the Millennial generation would be the perfect public for AFF to engage with. Engaging millennials would help to increase volunteers for AFF but also help to secure to longevity of the club life. Millennials want to enrich their lives by volunteering their time to organizations that help make a real difference.

According to [Arkansas Fishing](#), the Natural State offers 9,700 miles of fishable streams and rivers and 600,000 acres of lakes - pairing this with Arkansas's four distinctive seasons and moderate weather, Arkansas has some of the best year-round fishing available. Having one of the best environments for fishing has lead Arkansas to have a large number of fishing clubs. The Arkansas Fly Fishing Association (AFF) is one of the oldest clubs in the state.

AFF currently has a membership status of about fifty people and the average age range is between fifty-six to seventy-five. AFF would benefit by attracting the millennial generation because it would introduce fly fishing to an entirely new crowd of people as well as increase the longevity of the club life. The [2010 Millennial Impact report](#) has uncovered comprehensive data that confirms this generation is eager to **connect, get involved and give to causes** they're passionate about. According to [The Huffington Post](#), millennials want to volunteer so they can enrich their personal life by meeting new friends and to find interesting activities. These Millennials that want to participate in AFF want to learn how to fish, where to fish, or just general information about fishing in Arkansas.

According to Survey 2, AFF currently has two members that would fit in this Millennial category. Outside of these two members, many millennials are unaware about the club. Although they may be unaware of AFF, research shows that there are many millennials interested in fly fishing. [Straight Outta Cotter](#), is a group of millennial fly-fishers that are based out of Cotter, Ark. that have become popular on social media sites. This group has brought a new "flair" to fishing by having a more extreme approach. This group communicates with their members through **social media** and plan fishing trips in different areas to engage with their followers by inviting them to tag along. AFF has invited the group to present at one of their monthly meetings.

AFF currently **communicates** through **traditional media**. According to the Center of Nonprofit Management, nonprofits generally make program activities the center of their focus while forgetting about marketing and communications. Not effectively communicating about your organization will not help to advance the mission. The focus should be to rally people behind your cause, raise awareness and engage volunteers. [Forbes](#) reported that Millennials are more **connected to technology** than previous generations. According to research gathered and reported to the Council of Economic Advisers for their report published October 2014, Millennials think that their connection to technology makes them unique.

[Nielson Research](#) said that marketers have had to learn to engage differently with millennials because they often restrain themselves to a cell phone. They have had to learn to engage millennials and generation Z through all digital media. Although Millennials have grown up in a growing media world, Nielsen Research says that they are highly skilled at multitasking and are fully engaged in both their digital and physical lives. Therefore, communicating with Millennials can be done through both digital and traditional media.

AFF participates in a large number of community activities and has stressed that they need to engage more people to participate. They would benefit by engaging with more millennial members because Millennials tend to inspire one-another to participate and volunteer in activities. A finding in this year's Millennial Impact Report suggests that most millennials tend to be most inspired by their **colleagues and peers**. If other millennials are getting involved with an organization and talk about it, it is most likely to encourage others to volunteer as well.

How They Communicate

- Cell Phone
- Social Media
- Email
- Flyers
- Face to Face

Motivating Self Interests

- Connect with others
- Get involved with causes
- Enrich their personal lives with new hobbies

Current Relationship

- No current relationship

Public Influentials

- Peers
- Colleagues

Public Objective

Increase AFF's millennial volunteer base by 10 people annually.

Strategy 1: Demonstrate through social media that volunteering with AFF will help them connect with the community and enrich their personal life.

Facebook:

Tactic 1: Create Facebook posts about volunteer opportunities.

Tactic 2: Facebook LIVE videos showing the art of fly-tying.

Tactic 3: Create a Facebook group specifically for AFF for members to post and invite one-another to fish.

Tactic 4: Facebook LIVE videos during volunteer opportunities to show younger members finding a community in AFF.

Tactic 5: Share fishing photos and stories from other millennials to engage with them.

Instagram:

Tactic 6: Instagram Giveaway with AFF resources like flies, AFF Spirit Gear, etc...

Tactic 7: #KissAFish Contest - engaging followers to get engaged so they can win AFF gear.

Tactic 8: Create a hashtag genuine to AFF. Allowing AFF members to re-post these images.

Tactic 9: Post Fast-Motion Videos of tying flies.

Tactic 10: “Boomerang” videos of fly-fishers catching fish.

Strategy 2: Demonstrate through face to face communication and events that AFF has interesting activities for younger individuals, couples, and families.

Tactic 1: Couple Fishing Night Create an environment for couples who fish to meet one another.

Tactic 2: Annual Family Outdoors Events Using picnics, family fishing derbies, etc. to get families outside to enjoy time outside and meet one-another.

Tactic 3: Girls Gone Fishing A fishing event where women can bond over fly fishing.

Tactic 4: Great American Cleanup Event Cleanup for Little Red River and ending with an afternoon of fishing.

Tactic 5: BYOV “Bring Your Own Vise” Hold a fly-tying demonstration at a local bar.

Tactic 6: Arkansas Fish Festival Hold a festival to encourage fish fanatics to meet one-another - could also be used as a fundraiser for AFF.

Strategy 3: Demonstrate through print that by inviting potential members to informal meetings will help to engage them and potentially lead them to pursue a relationship with AFF.

Tactic 1: Flyer for Date Night Fishing event posted at Bass Pro Shop.

Tactic 2: Flyer for Date Night Fishing event posted at Ozark Angler.

Tactic 3: Flyer for Date Night Fishing event posted at local bait shops.

Tactic 4: Flyer for Family Outdoor events at state parks.

Tactic 5: Flyer for Family Outdoor events at Arkansas Game and Fish Commission.

Tactic 6: Flyer for Family Outdoor events posted at City of Little Rock.

Tactic 7: Flyer for Girls Gone Fishing event at Game and Fish Commission.

Tactic 8: Flyer for Girls Gone Fishing event at state parks.

Tactic 9: Flyer for BYOV event at [bar event location].

Tactic 10: Flyer for BYOV event at Bass Pro Shop.

Tactic 11: Flyer for BYOV event at Gene Lockwood.

Tactic 12: Flyer for Arkansas Fish Festival event at Bass Pro Shop.

Tactic 13: For Arkansas Fish Festival, post a flyer at Hobby Lobby to encourage people to host a booth and sell their crafts.

Tactic 14: Flyer for Arkansas Fish Festival to be posted at state parks.

Tactic 15: Promote fly fishing with AFF as an affordable family activity with flyers advertising \$35 annual family membership fee.

Primary & Secondary Messages

Primary Message: Volunteering with AFF will help you connect with the community and enrich your personal life by giving you an environment to meet new friends and try new activities.

Secondary Message: Millennials view work as a key part of life, not a separate activity that needs to be “balanced” by it. For that reason, they place a strong emphasis on finding work that’s personally fulfilling. They want work to afford them the opportunity to make new friends, learn new skills, and connect to a larger purpose. - [Harvard Business Review](#)

Secondary Message: Volunteer activities can strengthen the social ties that protect individuals from isolation during difficult times, while the experience of helping others leads to a sense of greater self-worth and trust. - [Corporation for National and Community Service](#)

Secondary Message: Millennials are eager to donate their most valuable asset - time. “Checks can be written and buttons can be pressed online, but giving a week’s worth of food to someone that you packaged up yourself, that is a different kind of human connection.” - [Huffington Post](#)

Secondary Message: In addition to fulfilling the desire to make a difference, volunteering offers us an opportunity to see the world through new eyes and to better understand it. When we experience different cultures and alternate ways of living, we not only develop an appreciation and compassion for others, but learn to better understand ourselves, and ultimately grow in that understanding. - [Worldwide Helpers](#)

Secondary Message: Similar to the way they give money, millennials do volunteer when it integrates with their whole life and their aspiration. A few reasons that millennials are more likely to volunteer include things like enriching their personal life by meeting new friends, finding a romantic partner, or finding interesting activities. Millennials are also drawn into opportunities to aid their career trajectory by diversifying their experiences, practice new skills, and building their professional network. - [Huffington Post](#)

Secondary Message: Partnering with companies on the local and national level is a great way to create new connections with Millennials. Many employees at this age have not yet developed allegiances to nonprofit organizations. Exposure through the workplace is an effective way to create awareness of your organization and lay the groundwork for a long-term relationship. - [Eleventy Marketing Group](#)

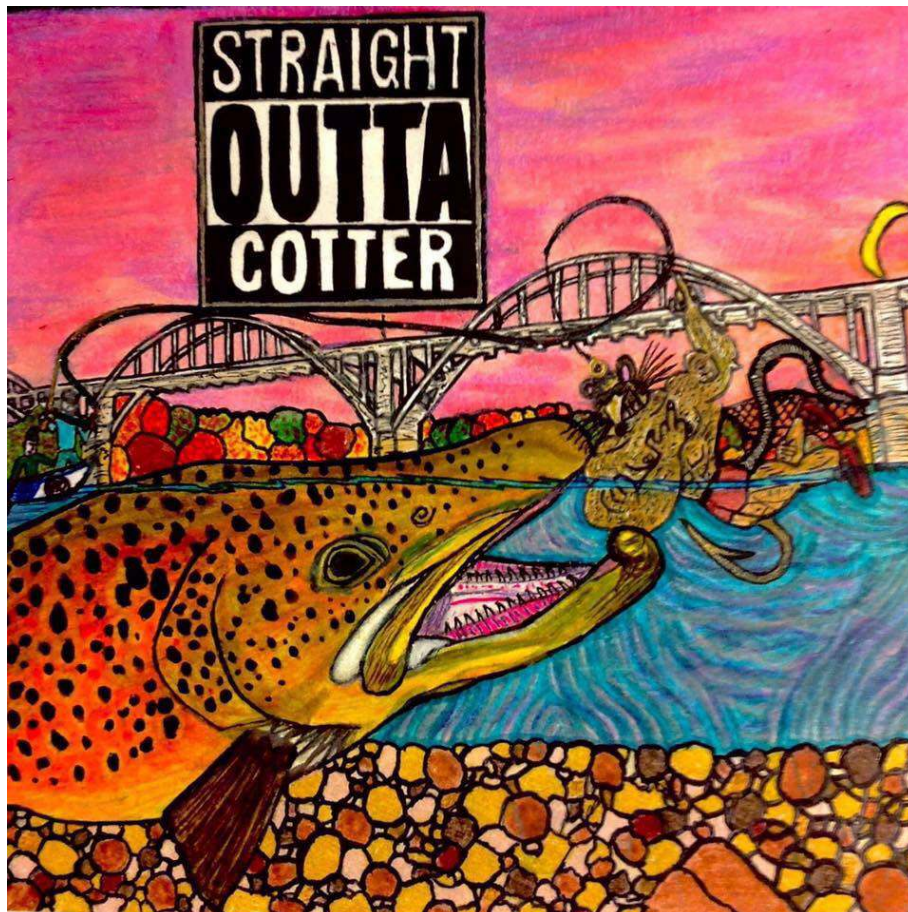
Secondary Message: Everyone has a different preference about who they do or don’t want in their lives — but don’t look at meeting new people as a hassle. Don’t shut people out — who knows, you might even be a huge positive influence on someone else’s life as well. - [Elite Daily](#)

Secondary Message: “Being towards the older end of the Millennial age range, I think it would be really cool to volunteer with AFF. I’ve heard of fly fishing clubs but have never heard of the way that they help veterans and do other volunteer work. I’d love to help and make connections like that.” - Russell Stephens, 35.

Secondary Message: “I enjoy volunteering because it gives me a sense of pride to help my community. Whenever I volunteer, I get to meet genuine people who enjoy helping others. I make new friends that truly influence my life.” - Isaac Douglass, 25.

Secondary Message: Communities are helpful to join or create because they provide support to the individuals who are impacted by the daily stress, struggles and chaos of modern life. - [Huffington Post](#)

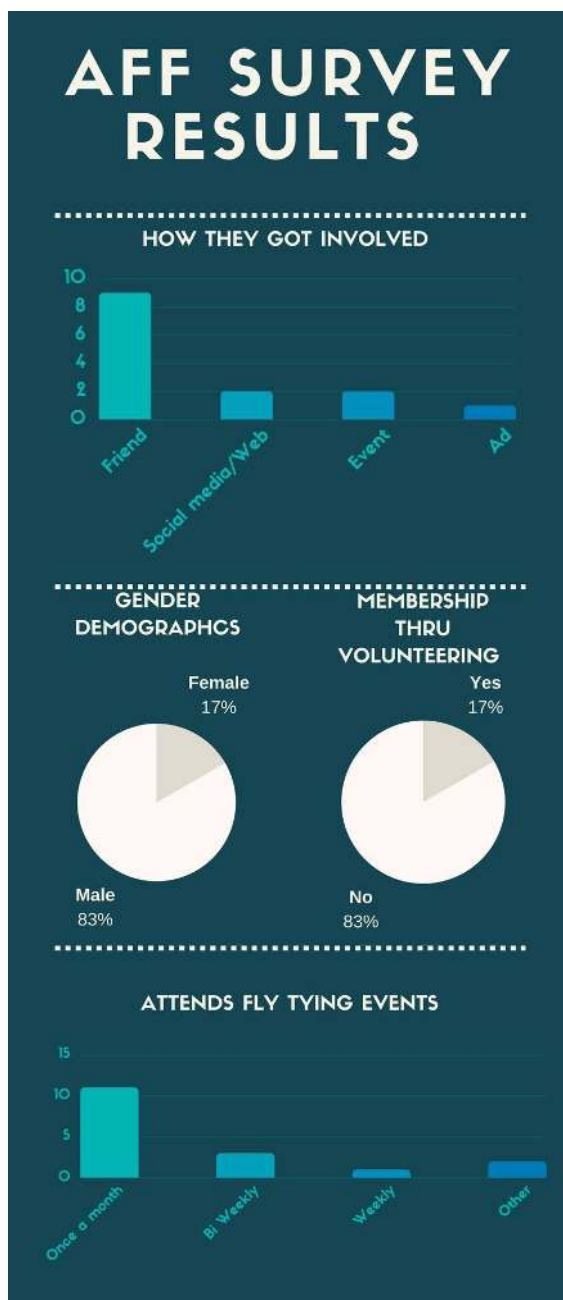
Secondary Message: The hype around the millennial generation being the giving generation is not without merit. If you give millennials time to volunteer, they will use it. The 2016 Millennial Impact Report found that 46% of respondents had volunteered for a cause affiliated with a social issue they care about in the past month. Further, 52 percent had donated to a cause affiliated with a social issue they care about in the past month. - [Forbes](#)



AFF already has a loyal group of about 50 members who are dedicated to the organization. These existing members have indicated what they would like to see more of in AFF as well as on what they think AFF does well as an organization.

The organization itself, AFF, is one of our chosen publics because just as other publics need to be invested in, the members AFF already has are their strongest advocates. They don't plan on leaving and provide insight into the organization.

Making these members feel valued is a priority to increase their chances of becoming even more involved with the organization.



The majority of current AFF members enjoy communicating via **email newsletters** or through **Facebook**. 50 percent of AFF members surveyed indicated that they enjoyed being reminded via email about AFF meetings. Thirty-nine percent said Facebook was how they enjoyed being reminded of meetings and 75 percent said they used Facebook regularly. On the other hand, only 1 percent said that they liked being reminded via text. It will be interesting to see if this statistic changes as AFF achieves their goal to gain younger members who statistically prefer text notifications over email. Over 55 percent of those surveyed indicated that they found the AFF Newsletters helpful, however, 40 percent did not know what newsletters we were referring to. There needs to be more newsletter awareness in the future.

Current members of AFF are **highly involved, invested, and dedicated** to the organization attending meetings each month. Some are involved in leadership positions, as well as philanthropy with the AFF. Eighty-eight percent of those surveyed indicated they would like to volunteer more with AFF.

Current AFF members indicated through a series of surveys that they remain involved with AFF because of their interest to improve their **fly fishing skills**. Current members also enjoy the community and **social aspects** of the organization as well as the chance to get away from the day-to-day routines through a meditative activity with friends, and out in the **environment**.

Members also enjoy the **competitive** factors of AFF and **sharing an interest** with others. AFF members also enjoy getting their friends involved in AFF. According to the surveys, 80 percent of members indicated that they had brought guests to AFF meetings in the past. Fifty percent of current members indicated they got involved with AFF after being brought by a friend. Members of AFF support the values of the organization including contributing to causes within their community through philanthropic work. Eighty-eight percent indicated they would like to volunteer more with AFF.

Current members of AFF are influenced by their **family members** who are their first priority in life. Many in AFF indicated they would like AFF to be a more family oriented. Over 70 percent of current AFF members said in the survey they would “like to see more family-oriented activities with AFF” in the future.

Current members of AFF are also influenced by **fellow members of the AFF community**. They learn how to improve their fly fishing from other members, talk to them about advice, and trust them as their friends that they have known for years. These AFF members are also those who influence them to continue fly fishing and tying flies for the competitive aspect of the sport and thrill of a catch. Current members of the AFF are also influenced by their friends who they may eventually invite to AFF if they’re not already a part of the organization.

**the percentages indicated from surveys were drawn from a sample group of inconsistent sizes with an unequal amount of responders*

How They Communicate

- Email newsletters
- Facebook
- Does not prefer text for AFF

Motivating Self Interests

- Volunteering
- Participating in outdoor activities
- Meditation
- Stress relief
- Social community of AFF
- Time away from everyday life
- Competitive aspects of AFF

Current Relationship

- Attend meetings monthly
- Volunteer with AFF
- Hold leadership positions on AFF
- Brings guests to AFF

Public Influentials

- Other members of AFF
- Family
- Friends

Public Objective

Obtain 5 volunteers annually from current AFF members who express that they would like to lead volunteer initiatives each year.

Strategies & Tactics

Strategy 1: Demonstrate through print and digital print that each member of the AFF is valued.

Tactic 1: ‘Welcome To AFF’ email given to attendee upon the first arrival

Tactic 2: ‘We Miss You!’ email when member has missed more than two meetings in a row to encourage them to come back.

Tactic 3: Feature AFF members stories about fly fishing on the AFF Blog.

Tactic 4: ‘Welcome Package’ with AFF Gear upon first AFF meeting attendance to help them feel tied to the organization (ex: AFF logo sticker, t-shirt with AFF logo, cap, mug, koozie, YETI, etc...)

Tactic 5: E-newsletters following each meeting with a recap of discussion items during meeting.

Tactic 6: Newsletters each Sunday with events taking place during the week.

Strategy 2: Demonstrate AFF’s relevancy and educate public about AFF’s activities through social media.

Facebook:

Tactic 1: Share AFF members stories on AFF blog.

Tactic 2: Feature photos of members on fly fishing outings.

Tactic 3: Feature photos of members at AFF events.

Tactic 4: Feature photos of members volunteering with AFF.

Tactic 5: Feature ‘Catch of the Day’ photo from members.

Tactic 6: Feature fly fishing tutorials on social channels.

Tactic 7: Feature AFF's favorite fishing spots in Central Arkansas.

Instagram:

Tactic 8: Feature photos of members on fly fishing outings.

Tactic 9: Feature photos of members at AFF events.

Tactic 10: Feature photos of members volunteering with AFF.

Tactic 11: Feature 'Catch of the Day' photo from members.

Tactic 12: Feature fly fishing tutorials on social channels.

Tactic 13: Feature AFF's favorite fishing spots in Central Arkansas.

Strategy 3: Demonstrate through face to face communication that AFF values family and encourage thier members to engage in AFF through family oriented activities.

Tactic 1: Daddy Daughter Date Night

Tactic 2: Father Son Fly Fishing Event

Tactic 3: Take Your Kids/Grandkids Fishing Day

Tactic 4: AFF Camping Event

Tactic 5: Family Fish Fry Picnic

Tactic 6: Generational Family Fly Fishing Event

Tactic 7: Date Night (bring your spouse or significant other)

Tactic 8: Bring A Friend Event

Primary & Secondary Messages

Primary Message: By participating in the Arkansas Fly Fishers Association, you have an outlet as an individual and for your family for recreational activity, meditation, quality time, exercise, friendships, and environmental appreciation.

Secondary Message: The Recreational Boating and Fishing Foundation describes fly-fishing as a natural stress reliever because fly anglers are surrounded by nature, unplugged from electronics, and distanced from the so-called real world. - [Harvard Neuroscience Institute, Fly Fishing and The Brain study](#)

Secondary Message: AFF's provides opportunity to volunteer and give back to the community in a cause you're passionate about.

Secondary Message: Researchers have consistently found that families that engage in frequent traditions report stronger connection and unity than families that haven't established rituals together.

Secondary Message: AFF allows opportunity for new family traditions to surface and resonate with kids. - [Art of Manliness](#)

Secondary Message: [Research](#) reveals that environments can increase or reduce our stress, which in turn impacts our bodies. AFF is a way to relieve this stress.

Secondary Message: AFF is a therapeutic way to meditate, reflect, and relax by fly fishing.

Secondary Message: Fly fishing is a great recreational activity that builds fine motor skills and calls upon small muscle groups that aren't normally used in our daily routines. - Fishing For Wellness

Secondary Message: "The therapeutic benefits of fly fishing include improved fine motor skills, eye-hand coordination, balance, range of motion, concentration, self esteem and a more positive attitude toward the future." - [Dr. Tamar P. Martin-Franklin, psychologist](#)

Secondary Message: "Fly fishing helps us de-stress, focus and relax. Just being in fresh air helps the body to restore itself. There's science behind why you feel so good after a day on the water – fish or no fish!" - [Superfly International, Why I Fly](#)

Secondary Message: AFF allows you to enjoy quality time with the family.



Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Weeks					
OUTGOING BUDGET					
Additional Cost					
	Hiring an AFF Staff Member, part-time position @ \$20,000/year	\$1,666.66/m	\$20,000.00	\$0.00	\$20,000.00
	AFF Staff Member can promote a Facebook Post, once a month	\$10/m	\$120.00	\$0.00	\$120.00
Public 1 - UA Little Rock students					
Strategy 1 - Print					
Tactic 1 - Forum advertisement	AFF Board Members can advertise scholarship/membership information 3 times/school year @ \$90 per 1/4 space	\$90.00	\$270.00	\$0.00	\$270.00
Tactic 2 - Getting story published	AFF Board Members can pitch story idea to Forum: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Flyers on campus on events/volunteering	All AFF, Student Services Center 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 4 - Flyers on general interests/awareness	All AFF, Stabler Hall 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 5 - Flyers on general interests/awareness	All AFF, Science Labs/Fribourgh Hall 60@ \$.02/ea	\$0.02	\$1.20	\$0.00	\$1.20
Tactic 6 - Flyers on general interests/awareness	All AFF, Business Building 40 @ \$.02/ea	\$0.02	\$0.80	\$0.00	\$0.80
Tactic 7 - Flyers on general interests/awareness	All AFF, Earth Science Building 20 @ \$.02/ea	\$0.02	\$0.40	\$0.00	\$0.40
Tactic 8 - Flyers on general interests/awareness	All AFF, Dickinson Hall 40 @ \$.02/ea	\$0.02	\$0.80	\$0.00	\$0.80
	Strategy Total				\$274.40
Strategy 2 - Face to Face					
Tactic 1 - Brewery meet-up	AFF Board Members can contact bars that may be interested to coordinate an evening to promote AFF and spark interest to potential members. 20 people @ \$18.50/ea	\$18.50/person	\$370.00	\$0.00	\$370.00
Tactic 2 - Tent	AFF Board Member, 6' centerfold, plastic table @ \$38.88	\$38.88	\$38.88	\$0.00	\$38.88
Tactic 3 - Table/logo	AFF Board Member, 6' centerfold plastic table @ \$40/ 6' table cover with logo @ \$87	\$40/\$87	\$127.00	\$0.00	\$127.00
Tactic 4 - Student interest night	AFF Board Members, Interest Flyers 200 @ \$.02/ea	\$0.02	\$4.00	\$0.00	\$4.00
Tactic 5 - Speaking engagement (CLC)	AFF Board Members, Interest Flyers 200 @ \$.02/ea	\$0.02	\$4.00	\$0.00	\$4.00
Tactic 6 - Speaking engagement (Biology club)	AFF Board Members, Interest Flyers 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 7 - Speaking engagement (Zoology club)	AFF Board Members, Interest Flyers 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 8 - Volunteer table	AFF Board Members, Informative/Volunteer Flyers 150 @ \$0.02/ea	\$0.02	\$3.00	\$0.00	\$3.00
	Strategy Total				\$548.08
Strategy 3 - Social Media					
Tactic 1 - Facebook video	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 2 - Guest blog on Facebook	Prepared by all AFF members : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Catch of the day (Facebook)	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Posting 2-3 times a week on Facebook	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Facebook competition	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Share information on Facebook	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 7 - Catch of the day (Instagram)	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Post interactive questions (Instagram)	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 Instagram competition	Prepared by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$0.00
Strategy 4 - Transferring the Scholarship					
Tactic 1 - University advertisement	AFF Board Members , UA Little Rock Weekly Emails, Added to UA Little Rock Scholarship information page: no cost				
Tactic 2 - Include internship requirements	Requirements decided by AFF Board members : no cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Speaking engagement (CLC)	AFF Board Members , Informative/Volunteer Flyers 150 @ \$0.02/ea	\$0.02	\$3.00	\$0.00	\$3.00
Tactic 4 - Speaking engagement (Biology club)	AFF Board Members , Interest Flyers 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 5 - Speaking engagement (Zoology club)	AFF Board Members , Interest Flyers 30 @ \$.02/ea	\$0.02	\$0.60	\$0.00	\$0.60
Tactic 6 - Interest night	AFF Board Members , Interest Flyers 150 @ \$.02/ea	\$0.02	\$3.00	\$0.00	\$3.00
Tactic 7 - Information package sent to teachers	Emails prepared by AFF Board Members to be added to UA Little Rock Professor Listserve @ no cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$7.20
Public 2 - Veterans					
Strategy 1 - Face to Face					
Tactic 1 - Encourage meetings with Project Healing Waters	Executed by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Advertisement and Greeting with VA	Executed by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Invite returning volunteers to continue participating in PHW	Executed by AFF Staff : No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Demonstrate fly fishing classes	Prepared by AFF Board Members . AFF can supply equipment: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$0.00
Strategy 2 - Print					
Tactic 1 - Press release	Prepared by AFF Staff : 2 @ \$0.40/ea	\$0.40	\$0.80	\$0.00	\$0.80

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 2 - Advertising (flyers) volunteer opportunities (PHW)	Prepared by AFF Staff: 50 @ \$0.20/ea	\$0.20	\$1.00	\$0.00	\$1.00
Tactic 3 - Newspaper (Arkansas Democrat Gazette) advertising for volunteer recruitment	Prepared by AFF Board Member. Two advertisements @ \$219/ea	\$219.00	\$438.00	\$0.00	\$438.00
Tactic 4 - Advertise volunteer through newsletters (PHW)	Prepared by AFF Staff: 50 @ \$0.02/ea	\$0.02	\$1.00	\$0.00	\$1.00
Tactic 5 - Post flyers (PHW)	Prepared by AFF Staff: 50 @ \$0.02/ea	\$0.02	\$1.00	\$0.00	\$1.00
	Strategy Total				\$441.80
Strategy 3 - Social Media					
Tactic 1 - Facebook post about benefits of volunteering	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Publicize event & venue on Facebook (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Facebook videos (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Create Facebook event (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Success story posts on Facebook (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - VetFriends & Together We Serve posts for volunteers (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 7 - Post infographics on Instagram on benefits of volunteering	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Posting time and event venue on Instagram	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 - Instagram videos (PHW)	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 10 - Instagram posts on veterans and why they enjoy fly fishing	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$0.00
Public 3 - Breast Cancer Survivors					
Strategy 1 - Social Media					
Tactic 1 - Post volunteer opportunities on Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Post a story about a cancer survivor experience with fly fishing on AFF Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Post volunteer opportunities on Volunteermatch	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Post in the Cancer Survivors Network	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Post video of people experiences at Casting for Recovery	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Meeting covering Casting for a Cure go "Facebook Live"	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 7 - Post AFF volunteer opportunities in UALR Relay for life Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 8 - Post AFF volunteer opportunities in Arkansas Race for the Cure Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 - Post AFF volunteer opportunities in American Cancer Society of Central Arkansas Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 10 - Post AFF volunteer opportunities in Arkansas-Oklahoma Casting for Recovery Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 11 - Posts on AFF Facebook page with pictures from retreats and volunteer events by AFF	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 12 - Post about AFF volunteer opportunities in Making Strides Against Breast Cancer of Central Arkansas Facebook page	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 13 - Facebook picture challenge "What does fly fishing mean to you?"	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 14 - Instagram post on AFF page with pictures from retreats and volunteers events	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Total					\$0.00
Strategy 2 - Print					
Tactic 1 - Ads about volunteer opportunities with AFF in Arkansas Democrat Gazette	Prepared by AFF Staff: 3 advertisements @ \$219/ea	\$219.00	\$657.00	\$0.00	\$657.00
Tactic 2 - Press Release about events sent to Arkansas Democrat Gazette	Prepared by AFF Staff: Print and Mail cost @ \$.40/ea	\$0.40	\$0.40	\$1.00	\$1.00
Tactic 3 - Volunteer flyers at UAMS Breast Cancer Clinic	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 4 - Volunteer flyers at UAMS Winthrop P. Rockefeller Cancer Institute	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 5 - Volunteer flyers at Arkansas Cancer Institute	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 6 - Flyers about how fly fishing reduces stress in the clinics	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 7 - Cancer survivor story newsletter distributed in the clinics	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 8 - Volunteer flyers distributed at Susan G. Komen Arkansas Organization office	Prepared by AFF Staff: 50 @ \$.02/each	\$0.02	\$1.00	\$1.00	\$1.00
Tactic 9 - Email sign-up lists in the waiting rooms of the cancer clinics	Prepared by AFF Staff: 10 sign-up sheets @ \$.02/each	\$0.02	\$0.20	\$0.20	\$0.20
Tactic 10 - Paid Ad in the Arkansas Democrat Gazette	Prepared by AFF Board Member. Two advertisements @ \$219/ea	\$219.00	\$438.00	\$0.00	\$438.00
Strategy Total					\$1,102.20
Strategy 3 - Face to Face					
Tactic 1 - Collaboration with Susan G. Komen Arkansas Organization	AFF Board Members will collaborate with Susan G. Komen Arkansas Organization in hosting events and sharing the benefits of fly fishing for cancer survivors as well as give out AFF memorabilia: 30 t-shirts with AFF logo: \$11/each	\$11.00	\$330.00	\$0.00	\$330.00
Tactic 2 - Setting up a campsite at Relay For Life of 2018	AFF Board Members will set up a tent at Relay For Life of 2018 and share the benefits of fly fishing for cancer survivors as well as give out AFF memorabilia: 30 T-Shirts with AFF logo: \$11/each	\$11.00	\$330.00	\$0.00	\$330.00
Tactic 3 - Collaboration with Arkansas Casting for Recovery	AFF Board Members will collaborate with Arkansas Casting for Recovery volunteering efforts.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Attend Making Strides Against Breast Cancer of Central Arkansas event	All AFF Members can attend Making Strides Against Breast Cancer of Central Arkansas event - October 28th	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Represent AFF at Runway for the Cure	All AFF Members can attend AFF at Runway for the Cure - September 14th	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Represent AFF at Komen Arkansas Race for the Cure	All AFF Members can attend Komen Arkansas Race for the Cure - October 14	\$0.00	\$0.00	\$0.00	\$0.00

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 7 - Volunteer with Arkansas Casting for Recovery Retreat	All AFF Members can volunteer with Arkansas Casting for Recovery Retreat - June 9-11	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Present at Susan G. Komen Arkansas Organization meeting	AFF Board Members can present at Susan G. Komen Arkansas Organization meeting and talk about benefits of fly fishing for cancer patients.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 - Represent AFF at Komen Arkansas Race for the Cure - October 14th	All AFF Members can represent AFF at Komen Arkansas Race for the Cure - October 14th	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$660.00
Public 4 - Boy Scouts and Families					
Strategy 1 - Face to Face					
Tactic 1 - Father /Son Fishing Trip: AFF partners with Boy Scouts	AFF Board Members will arrange a Father/Son Fishing trip and partner with Boy Scouts. This event will give fathers and sons a day out to learn about the basics of fly fishing and promote AFF. Everyone will supply their own lunches and bring their own fishing supplies.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Fly Tying Event - AFF partners with Boy Scouts	AFF Board Members will partner with Boy Scouts to teach kids the basics of how to tie flies. Event space given in Kind by St. Mark's Episcopal Church. AFF will provide vises.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Generation Day with AFF	AFF Board Members will encourage families to start a new tradition of fly fishing and show them the positive aspects of spending time together. Event space given in Kind by St. Mark's Episcopal Church. AFF can provide guest speakers and educational props. Guests can RSVP and 20+ RSVP's will result in group rate, which would be \$10/person. AFF will provide food and drinks.	\$10/person	\$200.00	\$0.00	\$200.00
Tactic 4 - Education Day with AFF	AFF Board Members will partner with Boy Scouts to give them a "Fly Fishing 101" education. This will include different types of fish, bait, where to fish, etc. Event space given in Kind by St. Mark's Episcopal Church. AFF will provide educational props. Guests can RSVP and 20+ RSVP's will result in group rate, which would be \$10/person. AFF will provide food and drinks.	\$10/person	\$200.00	\$0.00	\$200.00
Tactic 5 - River Clean-Up Volunteer Day (Through Great American Cleanup)	AFF Board Members can plan a cleanup event partnering with Boy Scouts. Registering your clean up event through the Keep Arkansas Beautiful - Great American Cleanup Arkansas will allow supplies to be shipped to the organization (Ex: trash bags, rubber gloves).	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Boy Scouts celebrates Earth Day with AFF	AFF Board Members will partner with Boy Scouts to celebrate Earth Day. This event will promote AFF's core values of conservation, restoration, and education. The day will end with a fish fry at a local park. Event space given in Kind by St. Mark's Episcopal Church. AFF will provide educational props. Guests can RSVP and 20+ RSVP's will result in group rate, which would be \$10/person. AFF will provide food and drinks.	\$10/person	\$200.00	\$0.00	\$200.00
	Strategy Total				\$600.00
Strategy 2 - Print					
Tactic 1 - Flyers on information about Father/Son Fishing Trip to be distributed at Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 2 - Flyers on information about Father/Son Fishing Trip to be distributed at the state and national parks in Arkansas.	Prepared by AFF Staff: Information Flyer - 15 @ \$.02	\$0.02	\$0.30	0	\$0.30
Tactic 3 - Flyers on information about Fly Tying Events to be distributed at Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60
Tactic 4 - Flyers with information about Fly Tying Events to be distributed at state and national parks in Arkansas.	Prepared by AFF Staff: Information Flyer - 15 @ \$.20	\$0.02	\$0.30	0	\$0.03
Tactic 5 - Flyers on information about Generation Day to be distributed Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60
Tactic 6 - Flyers on information about Generation Day to be distributed at state and national parks.	Prepared by AFF Staff: Information Flyer - 15 @ \$.20	\$0.02	\$0.30	0	\$0.30
Tactic 7 - Flyers on information about Education Day to be distributed at Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60
Tactic 8 - Flyers on information about Education Day to be distributed at state and national parks in Arkansas.	Prepared by AFF Staff: Information Flyer - 15 @ \$.02	\$0.02	\$0.30	0	\$0.30
Tactic 9 - Flyers on information about volunteering at the River Clean-Up Day to be distributed at Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60
Tactic 10 - Flyers on information about Volunteer River Clean-Up Day to be distributed at state and national parks in Arkansas.	Prepared by AFF Staff: Information Flyer - 15 @ \$.02	\$0.02	\$0.30	0	\$0.30
Tactic 11 - Flyers on information about Celebrate Earth Day Event to be distributed at Boy Scout meetings.	Prepared by AFF Staff: Information Flyer - 30 @ \$.02	\$0.02	\$0.60	0	\$0.60
Tactic 12 - Flyers on information about Celebrate Earth Day Event to be distributed at state and national parks in Arkansas.	Prepared by AFF Staff: Information Flyer - 15 @ \$.02	\$0.02	\$0.30	0	\$0.30
Strategy Total					\$5.40
Strategy 3 - Social Media					
Tactic 1 - Create Facebook Event page for Father/Son Fishing Trip.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Inform public on Facebook with an informational post about Father/Son Fishing Trip linked to Facebook RSVP Event page.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Create Facebook Event page for Fly Tying Event for Fly Tying.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Inform public on Facebook with an informational post about Fly Tying Event linked to Facebook RSVP Event page.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Create Facebook Event page for Generation Day.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Inform public on Facebook with an informational post about Generation Day linked to Facebook RSVP Event page.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 7 - Create Facebook Event Page for Education Day.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Inform public on Facebook with an informational post about Education Day linked to Facebook RSVP Event page.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 - Create Facebook Event Page for Volunteer River Clean-Up Day.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 10 - Inform public on Facebook with an informational post on details concerning Volunteer Day linked to Facebook RSVP Event page.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 11 - Inform public on Instagram with an informational post about about Father/Son Fishing Trip.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 12 - Inform public on Instagram with an informational post about Fly Tying Events.	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00

Arkansas Fly Fishers Budget 2017-2018

[illegible]

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 2 - Family Picnic Event	AFF Board Members will plan a Saturday afternoon for a family picnic event allowing members and their families to interact with one-another. AFF can plan games/events during the day that families can enjoy. Families can RSVP and pay \$10/person and AFF can provide food/drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 3 - Girls Gone Fishing	AFF Board Members will plan a weekend event allowing women who enjoy fishing to interact and meet one-another. Women can RSVP and pay \$10/person. AFF will provide food/drinks.	\$10/person			
Tactic 4 - Great American Cleanup Event	AFF Board Members can plan a cleanup event at the Little Red River and register their event with the Keep Arkansas Beautiful - Great American Cleanup Arkansas. Registering the event will allow supplies to be shipped to the organization (Ex: trash bags, rubber gloves).	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - BYOV "Bring Your Own Vise" - Hold a fly-tying demonstration at a local bar.	AFF Board Members can hold a fly-tying demonstration at a local bar. The event will spark interest in local people and promote the organization.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Arkansas Fish Festival - Hold a festival to encourage fish fanatics to meet one-another - could also be used as a fundraiser for AFF.	AFF Board Members The event will allow local "fish-fanatics" to meet one-another and will allow local vendors to sell their items and a percentage of the proceeds will go back to AFF. AFF can host their own "pop-up" tent at the event promoting their organization.	\$0.00	\$0.00	\$0.00	\$0.00
Strategy Total					\$0.00
Strategy 3 - Print					
Tactic 1 - Flyer for Date Night Fishing event posted at Bass Pro Shop.	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 2 - Flyer for Date Night Fishing event posted at Ozark Angler.	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 3 - Flyer for Date Night Fishing event posted at local bait shops.	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.40
Tactic 4 - Flyer for Family Outdoor events at state parks	Prepared by AFF Staff: 52 @ .02/ea.	\$0.02	\$1.04	\$0.00	\$1.04
Tactic 5 - Flyer for Family Outdoor events at Arkansas Game and Fish Commission	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 6 - Flyer for Family Outdoor events posted at City of Little Rock	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 7 - Flyer for Girls Gone Fishing event at Game and Fish Commission	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 8 - Flyer for Girls Gone Fishing event at state parks	Prepared by AFF Staff: Interest Flyer	\$0.02	\$1.04	\$0.00	\$1.04
Tactic 9 - Flyer for BYOV event at [bar event location]	Prepared by AFF Staff: 52 @ .02/ea.	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 10 - Flyer for BYOV event at Bass Pro Shop	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 11 - Flyer for BYOV event at Gene Lockwood	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 12 - Flyer for Arkansas Fish Festival event at Bass Pro Shop	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 13 - For Arkansas Fish Festival, post a flyer at Hobby Lobby	Prepared by AFF Staff: Interest Flyer	\$0.02	\$0.02	\$0.00	\$0.02
Tactic 14 - Flyer for Arkansas Fish Festival to be posted at state parks	Prepared by AFF Staff: 52 @ .02/ea.	\$0.02	\$1.04	\$0.00	\$1.04
Tactic 15 - Promote fly fishing with AFF	Promote fly fishing with AFF as an affordable family activity. Advertising \$35 for annual membership fee. Prepared in Kind by ARPR. Distributed by AFF Staff: Interest Flyer	\$0.00	\$0.00	\$0.02	\$0.00

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
	Strategy Total				\$3.72
Public 6 - Current Members					
Strategy 1 - Print					
Tactic 1 - 'Welcome To AFF' email given to attendee upon the first arrival					
Tactic 2 - 'We Miss You!' email when member has missed more than two meetings in a row to encourage them to come back.					
Tactic 3 - Feature AFF members stories about fly fishing on AFF Blog (see website plan and Strategy 4, Tactic 2 on UA Little Rock Public)		\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - 'Welcome Package'	Upon their first AFF meeting, new members will receive a welcome package that will help them feel tied to the organization. Welcome Packages will be prepared by AFF Staff: T-Shirts @ \$11/ea. ; Koozie @ \$1.87/ea. ; Hat \$25/ea. ; Mini Notebook \$1.90/ea.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - E-Newsletters following each meeting with a recap of discussion items during meeting	Prepared by AFF Staff: No Cost				
Tactic 6 - E-Newsletters each Sunday with events taking place during the week	Prepared by AFF Staff: No Cost	\$0.02	\$1.00	\$0.00	\$1.00
Strategy 2 - Social Media					
Tactic 1 - Share AFF members stories on AFF blog	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 2 - Feature photos of members on fly fishing outings	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Feature photos of members at AFF events	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 4 - Feature photos of members volunteering with AFF	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 5 - Feature 'Catch of the Day' photo from members	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 6 - Feature fly fishing tutorials on social channels	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 7 - Feature AFF's favorite fishing spots in Central Arkansas	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Feature photos of members on fly fishing outings	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 9 - Feature photos of members at AFF events	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 10 - Feature photos of members volunteering with AFF	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 11 - Feature 'Catch of the Day' photo from members	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 12 - Feature fly fishing tutorials on social channels	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00

Arkansas Fly Fishers Budget 2017-2018

MONTH	Details	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Tactic 13 - Feature AFF's favorite fishing spots in Central Arkansas	Prepared by AFF Staff: No Cost	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$0.00
Strategy 3 - Face to Face					
Tactic 1 - Daddy/Daughter Date Night	AFF Board Members will arrange a Daddy/Daughter date night. This event will give fathers and daughters an evening to spend out fishing together. Members and their daughters can RSVP and pay \$10/person. AFF will provide food/drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 2 - Father/Son Fly Fishing Event	AFF Board Members will arrange a Father/Son Fishing trip. This event will give fathers and sons a day out to learn about the basics of fly fishing and promote AFF. Everyone will supply their own lunches and bring their own fishing supplies.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 3 - Take Your Kids/Grandkids Fishing Day	AFF Board Members will encourage families to start a new tradition of fly fishing and show them the positive aspects of spending time together. Guests can RSVP and pay \$10/person. AFF will provide food and drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 4 - AFF Camping Event	AFF Board Members will plan a weekend for a family camping event allowing members and their families to interact with one-another. AFF can plan games/events during the day that families can enjoy. Families can RSVP and pay \$10/person and AFF can provide food/drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 5 - Family Fish Fry Picnic	AFF Board Members will encourage families to start a new tradition of fly fishing and show them the positive aspects of spending time together. Guests can RSVP and pay \$10/person. AFF will provide food and drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 6 - Generational Family Fly Fishing Event	AFF Board Members will encourage families to start a new tradition of fly fishing and show them the positive aspects of spending time together. Guests can RSVP and pay \$10/person. AFF will provide food and drinks.	\$10/person	\$0.00	\$0.00	\$0.00
Tactic 7 - Date Night (bring your spouse or significant other)	AFF Board Members can host a bring your spouse event each quarter. Members can invite their spouses and this will help expand reach and involvement with current members with potential members of AFF.	\$0.00	\$0.00	\$0.00	\$0.00
Tactic 8 - Bring A Friend Event	AFF Board Members can host a "Bring A Friend" event each quarter. Members can invite friends and this will help expand reach and involvement with current members with potential members of AFF.	\$0.00	\$0.00	\$0.00	\$0.00
	Strategy Total				\$0.00
	Complete Plan Total				23684.8

Arkansas Fly Fishers Gantt Chart 2017-2018											
	June	July	August	September	October	November	December	January	February	March	April
Public 1 - UA Little Rock students											
Strategy 1 - Print											
Tactic 1 - Forum advertisement											
Tactic 2 - Getting story published											
Tactic 3 - Flyers on campus on events/volunteering (Student Service Center)											
Tactic 4 - Flyers on general interests/awareness (Stabler Hall)											
Tactic 5 - Flyers on general interests/awareness (Science Labs/Fribourgh Hall)											
Tactic 6 - Flyers on general interests/awareness (Business Building)											
Tactic 7 - Flyers on general interests/awareness (Earth Science Building)											
Tactic 8 - Flyers on general interests/awareness (Dickinson Hall)											
Strategy 2 - Face to Face											
Tactic 1 - Brewery meet-up											
Tactic 2 - Tent for UA Little Rock Events											
Tactic 3 - Table/logo to create brand association with UA Little Rock students											
Tactic 4 - Student interest night											
Tactic 5 - Speaking engagement (CLC)											
Tactic 6 - Speaking engagement (Biology club)											
Tactic 7 - Speaking engagement (Zoology club)											
Tactic 8 - Volunteer table											
Strategy 3 - Social Media											
Tactic 1 - Facebook video											
Tactic 2 - Guest blog on Facebook											
Tactic 3 - Catch of the day (Facebook)											
Tactic 4 - Posting 2-3 times a week on Facebook											
Tactic 5 - Facebook competition											
Tactic 6 - Share information on Facebook											
Tactic 7 - Catch of the day (Instagram)											
Tactic 8 - Post interactive questions (Instagram)											
Tactic 9 Instagram competition											
Strategy 4 - Transferring the Scholarship											

[illegible]

Strategy 3 - Face to Face												
Tactic 1 - Collaboration with Susan G. Komen Arkansas Organization												
Tactic 2 - Set up tent at Relay For Life 2018												
Tactic 3 - Collaborate with Arkansas Casting for Recovery Central Arkansas												
Tactic 4 - Attend Making Strides Against Breast Cancer of Central Arkansas												
Tactic 5 - Represent AFF at Runway for the Cure												
Tactic 6 - Represent AFF at Komen Arkansas Race for the Cure												
Tactic 7 - Volunteer with Arkansas at Komen Arkansas Race for the Cure												
Tactic 8 - AFF host meeting at Susan G. Komen Arkansas Organization meeting (benefits of fly fishing)												
Tactic 9 - Attend Casting for Recovery Alumnae Reunion												
Public 4 - Boy Scouts and Families												
Strategy 1 - Face to Face												
Tactic 1 - Father/Son Fishing Trip												
Tactic 2 - Fly Tying Event with Boy Scouts												
Tactic 3 - Generation Day												
Tactic 4 - Education Day												
Tactic 5 - River Clean-Up Volunteer Day												
Tactic 6 - Earth Day/ Fish Fry												
Strategy 2 - Print												
Tactic 1 - Flyers - Father/Son Fishing Trip (Boy Scout meetings)												
Tactic 2 - Flyers - Father/Son Fishing Trip (parks)												
Tactic 3 - Flyers - Fly Tying Events (Boy Scout meetings)												
Tactic 4 - Flyers - Fly Tying Events (parks)												
Tactic 5 - Flyers - Generation Day (Boy Scout meetings)												
Tactic 6 - Flyers - Generation Day (parks)												
Tactic 7 - Flyers - Education Day (Boy Scouts meetings)												
Tactic 8 - Flyers - Education Day (parks)												
Tactic 9 - Flyers - River Clean-Up Day (Boy Scout meetings)												
Tactic 10 - Flyers - Volunteer River Clean-Up Day (parks)												
Tactic 11 - Flyers - Celebrate Earth Day Event (Boy Scout meetings)												
Tactic 12 - Flyers - Celebrate Earth Day Event (parks)												

Strategy 3 - Social Media																	
Tactic 1 - Create Facebook Event page - Father/Son Fishing Trip.																	
Tactic 2 - Father/Son Fishing Trip - Facebook post linked to Facebook RSVP Event page.																	
Tactic 3 - Create Facebook Event page - Fly Tying Event																	
Tactic 4 - Fly Tying Event - Facebook post linked to Facebook RSVP Event page.																	
Tactic 5 - Create Facebook Event page - Generation Day.																	
Tactic 6 - Generation Day - Facebook post linked to Facebook RSVP Event page.																	
Tactic 7 - Create Facebook Event Page - Education Day.																	
Tactic 8 - Education Day - Facebook post linked to Facebook RSVP Event page.																	
Tactic 9 - Create Facebook Event Page - Volunteer River Clean-Up Day.																	
Tactic 10 - Inform public on Facebook with an informational post on details concerning Volunteer Day linked to Facebook RSVP Event page.																	
Tactic 11 - Create Facebook Event page - Earth Day.																	
Tactic 12 - Earth Day - Facebook post linked to Facebook RSVP Event page.																	
Tactic 13 - Father/Son Fishing Trip - Instagram post																	
Tactic 14 - Fly Tying Events - Instagram post																	
Tactic 15 - Generation Day - Instagram post																	
Tactic 16 - Education Day - Instagram post																	
Tactic 17 - River Clean-Up Volunteer Day - Instagram post																	
Tactic 18 - Earth Day - Instagram post																	
Public 5 - Millennials																	
Strategy 1 - Social Media																	
Tactic 1 - Facebook post about volunteer opportunities																	
Tactic 2 - Facebook Live videos of Fly-tying																	
Tactic 3 - Create AFF members "Facebook Group" so members can communicate with one-another and post when they are going fishing and where.																	
Tactic 4 - Facebook Live videos during volunteer opportunities																	

IMPLEMENTATION AND EVALUATION

This section will be key for evaluating success and ensuring lessons learned are captured for the next communications initiative. Campaign must be evaluated by AFF members and public response, number of new volunteers, community receptiveness/response, media impressions and other factors as available. Note successes and lessons learned for future planning purposes.

Assign a Staff Lead

Ensure that somebody maintains responsibility for ensuring that this strategic communication plan is implemented and updated as needed.

Updating Your Plan

This communication plan should be used as a guide to help AFF achieve its organizational goals and objectives in the most strategic way. Review this plan quarterly, and update it as you find new information, new understanding of key audiences, refined messages based on experience, and adjusted strategies, tactics and timelines.

Evaluation Guidelines

This plan **should be evaluated quarterly** to ensure it is providing AFF with the guidance it requires. This strategic communication plan:

- Identifies and endorses a particular, desired goals
- Evaluates the available resources
- Evaluates the impact of your actions

If objectives are not met, evaluate why:

- Were the success measures set too high?
- Was audience's expected response misjudged?
- Was the timing bad?
- Was the success achieved different from the defined goal, but equally valuable to achieving AFF goals?

EVALUATION TOOLS

AFF's Performance Evaluation

Surveys

Surveys need to be made and replicated at the end of each quarter throughout the year. They need to be distributed at a variety of AFF meetups, for example: monthly meetings, events throughout year, and volunteer events. Surveys after events assessing its success and feedback for future events. See a survey example below.

Tallies

We encourage to take tally of attendees at each meeting and event. Evaluate how many new members join or sign up for volunteering events via AFF website, and how many sign up for e-newsletter.

Website Feedback

Evaluate AFF's website performance with Google Analytics

AFF should run Google Analytics reports at least once each quarter to see audience readership and web traffic increases or decreases.

AFF should adjust their frequency of posting to the AFF Blog accordingly based on web traffic increases or decreases. Be sure to see what pages of the website users read for longer periods of time and which pages are lacking. Evaluate which types of blog posts are performing the highest on your website and continue to write blog posts surrounding these topics.

Evaluate Budget at the End of the Year

Evaluation Questions:

- Were the objectives achieved on time, to budget and to the appropriate quality standards?
- What are the strengths of this plan?
- What are the areas for improvement?
- What actions can you take to improve in these areas?

In addition to following these evaluation recommendations quarterly, AFF should evaluate if they are halfway to the goal of each public each six month time period. If not, strategies can be adjusted accordingly to achieve those goals.

Public 1 UA Little Rock Undergraduate Students

Objective: Increase UA Little Rock student volunteer base by 15-20 people annually.

Evaluative tool: Conduct survey at 6 month mark on how many volunteers have joined AFF that are enrolled at UALR and/or are in college and under the age of 25. Compare this number to the original number of college students that were a part of AFF's philanthropic work at the time of the last conducted survey. The number of new members at the six month mark should be at least halfway to the annual Objective of 15-20 people.

Public 2 Veterans

Objective: Increase veteran volunteer base by 5 people annually.

Evaluative Tool: Conduct survey at 6 month mark on how many veterans have joined AFF's philanthropic efforts that are veterans. Compare this number to the original number of veterans that were a part of AFF's philanthropic work at the time of the last conducted survey. The number of new members at the six month mark should be at least halfway to the annual objective of 5 new volunteers. Do take into account if Project Healing Waters has already occurred when evaluating the 6 month progress. AFF may see a spike in these types of volunteers and/or members once PHW has taken place.

Public 3 Cancer Survivors

Objective: Recruit 10 volunteers from cancer survivors and families annually.

Evaluative Tool: Conduct survey at 6 month mark on how many cancer survivors have joined AFF's philanthropic efforts. Compare this number to the original number of cancer survivors that were a part of AFF's philanthropic work at the time of the last conducted survey. The number of new members at the six month mark should be at least halfway to the annual objective of 10 new volunteers. Do take into account if Casting For Recovery has already occurred when evaluating the 6 month progress. AFF may see a spike in these types of volunteers and/or members once Casting For Recovery has taken place.

Public 4 Boy Scouts

Objective: Gain 10 volunteers from the Boy Scouts annually.

Evaluative Tool: Conduct survey at 6 month mark on how many family members of Boy Scouts have joined AFF's philanthropic efforts. Compare this number to the original number that were a part of AFF's philanthropic work at the time of the last conducted survey. The number of new members at the six month mark should be at least halfway to the annual objective of 10 new volunteers. Do take into account if Boy Scout events have already occurred when evaluating the 6 month progress. AFF may see a spike in these types of volunteers and/or members once these events have taken place.

Public 5 Millennials

Objective: Increase millennial volunteer base by 10 people annually.

Evaluative Tool: Conduct survey at 6 month mark on how many millennials of have joined AFF's philanthropic efforts. Compare this number to the original number that were a part of AFF's philanthropic work at the time of the last conducted survey. The number of new members at the six month mark should be at least halfway to the annual objective of 10 new volunteers. Do take into account if AFF has already conducted millennial outreach events when evaluating the 6 month progress. AFF may see a spike in these types of volunteers and/or members once these events have occurred.

Public 6 AFF's Current Members

Objective: Obtain 5 volunteers annually from current AFF members who express that they would like to lead volunteer initiatives each year.

Evaluative Tool: Conduct survey at 6 month mark to see how many more AFF members indicate they would like to lead one of AFF's philanthropic efforts. Also find out if the individuals who indicated in the past survey that they would like to lead a volunteer initiative have come through. Compare this number to the original number of results from the last conducted survey. For those that do indicate they would like to lead, follow up with these individuals to see that their interest is met and fulfilled. The number of new members at the six month mark should be at least halfway to the annual objective of 10 new volunteers.

Survey Examples

These surveys need to be made and replicated at the end of each quarter throughout the year. They need to be distributed at a variety of AFF meetups, for example: monthly meetings, events throughout year, and volunteer events etc...

Survey 1

1. Would you like to meet more than once a month? Why or why not? If so, what type of additional meeting would be appealing?
2. Would you like to see more volunteer opportunities throughout the year? How often and for what causes?
3. Do you like meeting at Whole Hog Cafe? If no, why not?
4. How often do you use the Facebook page for updates on the organization? Are there other social media platforms would you prefer?
5. What's the most effective method to remind you about our meetings? (ex: email, text, Facebook group, Facebook group update)
6. Do you find the newsletters sent by email helpful? Why or why not?
7. What specific or different guest speakers, topics, or activities would you like to see during our meetings?
8. Would you like to see more family oriented activities in our organization?
9. What are your favorite events or activities that you've done with the Arkansas Fly Fishers?
10. Do you ever bring an additional friend or family member to the organization's meetings or events?

Survey 2

1. What is your name?

2. Check your gender

- Male
- Female

3. Check your age

- 25 to 35
- 36 to 45
- 46 to 55
- 56 to 65
- 66 to 75
- 76 to 85
- 86 to 95

4. Did you become involved with AFF or a member by volunteering?

- Yes
- No

5. How did you become involved with AFF?

Brought by a Friend

- Social Media
- Volunteering
- Attending an Event
- Other: (list below)

6. How often would you attend Fly-Tying events outside of meetings?

- Weekly
- Biweekly
- Once a month
- Don't Tie
- Other

7. Are you a veteran?

- Yes
- No

8. Check all that apply

- I would like a leadership position in the AFF board
- I would like to lead a volunteer initiative
 - Fly Tying Session
 - Healing Waters
 - Casting for the Cure
 - River Clean Up
 - May Fly Project
 - Other: (list below)

9. Check all that apply

- You are the only person interested in fly fishing in your family
- You have other family members interested in fly fishing
- Your kids live in Central Arkansas
- Your kids are under 15 years old
- You are married
- You have grandchildren that live in Arkansas
- You are retired
- You don't have immediate family in Arkansas











10. What kind of family activities would you like to see with AFF?

- Family picnic
- Camping event
- Take Your Kids/Grandkids Fishing Day
- Other: (list below)

11. What would you like to see more of on the Facebook page?

- Picture of Flies (different categories; articulated streamers, midges, nymphs)
- How-To Tutorials (fly tying, knots, rigging, etc.)
- Outdoor Photography
- Catch of the day (pictures)
- Giveaways and Contests
- Other: (list below)

SOCIAL MEDIA DO'S & DON'TS

<div style="text-align: center; margin-bottom: 20px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #2c3e50; color: white; padding: 5px; margin-bottom: 10px;">FIND YOUR HASHTAG</div> <p>Encourage your audience to engage and use your hashtag on social: #HookedOnAFF</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #2c3e50; color: white; padding: 5px; margin-bottom: 10px;">POST FREQUENTLY</div> <p>Keep audience informed by posting photos, promotions and special offers. Also provide relevant links.</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #2c3e50; color: white; padding: 5px; margin-bottom: 10px;">BE CONSISTENT</div> <p>Make your profile photos, info sections, and social handles uniform across all platforms.</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #2c3e50; color: white; padding: 5px; margin-bottom: 10px;">FOLLOW COMPETITORS</div> <p>Learn from competition and see what similar audiences enjoy on social media.</p>	<div style="text-align: center; margin-bottom: 20px;">  </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #a63d3d; color: white; padding: 5px; margin-bottom: 10px;">GO DORMANT</div> <p>Don't let your users forget about you. Post often and keep up your social presence.</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #a63d3d; color: white; padding: 5px; margin-bottom: 10px;">SPAM YOUR AUDIENCE</div> <p>Don't overpost and annoy your audience. Post each day and engage but don't overdo it!</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #a63d3d; color: white; padding: 5px; margin-bottom: 10px;">TALK POLITICS</div> <p>You may lose potential members whose opinions differ from yours.</p> <div style="text-align: center; margin-bottom: 10px;">  </div> <div style="text-align: center; background-color: #a63d3d; color: white; padding: 5px; margin-bottom: 10px;">IGNORE</div> <p>Ignoring defeats the purpose of social media: engage with your audience!</p>
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Social media is the new low budget advertising solution for most businesses. An [article](#) by Sonny Ganguly, published by Marketing Land stated that advanced targeting options and conversion tracking mixed with mobile dominance over PC's makes advertising via social media, a no brainer.

Although the article was written in 2015, it still holds true. Nonprofits, organizations, and businesses have the ability to reach a young audience at little to no cost through social platforms like Facebook and Instagram.

Through reading articles about social media and receiving feedback from multiple surveys that we administered to AFF, we have credible social recommendations that will resonate with your audience.

Facebook Improvements

- **Improve AFF's searchability** on Facebook where it's not hard to find
- **Feature stories** of those involved or impacted by AFF on AFF Blog
- **Ask AFF Members to share photos** that we can feature on our social channels
- **Sponsor or boost Facebook posts** to increase social exposure and gain followers
- **Advertise Instagram channel on Facebook** to gain followers on both platforms

Facebook Contest Ideas

- **Giveaway fishing gear** to winners of Social Media Contests AFF's stock of prizes
- **Catch of the Day Contest**
- **Kiss A Fish Contest**

Facebook Survey Results

Through multiple surveys distributed to current AFF members, we found that your audience wants to see more of following on your social media channels...

- **How-To Tutorials** 17 votes (fly tying, knots, rigging, etc.)
- **Outdoor Photography** 11 votes
- **Picture of flies** 10 votes (different categories; ex: streamers, midges, nymphs)
- **Catch of the day** 10 votes (pictures)
- **Giveaways and Contests** 7 votes
- **Video links** 1 vote
- **Hints and Maps of Fishing Spots** 1 vote

Facebook Posts

- **Link back to website or interest form** on every other post to increase web traffic and membership rate
- **Link to Instagram page**
- **Feature active members** as Profile Pieces of those who have been dedicated to fly fishing in Arkansas and built AFF as an organization
- **Share narrative articles** to engage readers and keep the conversation going
Example: [Buzzfeed](#)
- **Share seasonal fishing information** such as which fish are spawning or a hot time to fish for certain types
- **Share informative posts about volunteer opportunities** to help accomplish the mission of AFF

Arkansas Fly Fishers Social Calendar - June

Date	Day	Topic	Facebook Copy	Creative	Link
6/1/2017	Thursday	Giveaways and Contests	We're starting off the 1st of June with a GIVEAWAY! Tell us your favorite fishing spot in Arkansas for a chance to win a month's supply of flies. Comment your answer and share this post for a chance to win. Contest ends Wednesday, June 7.	Giveaway Announcement	
6/2/2017	Friday	Picture of Flies	Look what our AFF members have been up to lately! Comment which fly is your favorite!	photo of winning flies from meeting	
6/3/2017	Saturday	Engagement	It's perfect fly fishing weather! What adventure are you going on this weekend?	AFF members out fishing	
6/4/2017	Sunday	Outdoor Photo	Share Tim Earnest AR Outdoors/River Post	photo from photographer	
6/5/2017	Monday	Throwback History Photo	EX: #ThrowbackThursday black and white photos of people fly-fishing on the rivers in Arkansas	old throwback photo	
6/6/2017	Tuesday	How-To Tutorial	Here's some tips on tying those knots! Share your tips in the comments below.	tying fly's photo	
6/7/2017	Wednesday	Video links	EX: Boomerang of tying flies	boomerang video	
6/8/2017	Thursday	Catch of the day	Today's Catch of the Day is from -----! Just look at that trout! Congratulations ---- please message us your t-shirt size so we can get you your prize.	photo of catch of the day winner	
6/9/2017	Friday	Fish Facts	Fact Friday: Fly fishing proves to be a great recreational activity that builds fine motor skills and works small muscle groups that aren't usually used.	Canva infographic	https://www.fix.com/blog/fishing-for-wellness/
6/10/2017	Saturday	Picture of Flies	Feature photo of articulated streamers	articulated streamers	
6/11/2017	Sunday	Blog feature	Have tips and tricks to that have helped you master the art of fly-fishing? Write about them on our blog! Message us for details.	fly-fishing photo	blog post link
6/12/2017	Monday	Link to related article	EX: LINK to relevant or educational articles from Buzzfeed, outdoor magazines, Arkansas Tourism Magazines	photo from link	https://google.com/79J38B
6/13/2017	Tuesday	Blog Post	Feature blog post from AFF member	blog post photo	blog post link
6/14/2017	Wednesday	Promote Event	Come to our annual Fish Fry this Saturday 11am-2pm! Friends and family are welcome. RSVP here: (insert Facebook Event link)	fish fry graphic or photo from past event	link to Facebook Event page
6/15/2017	Thursday	Catch of the day	Congratulations to Andrea, winner of our Catch of the Day! She caught this bass in the Red River last weekend!	photo of winner with catch	
6/16/2017	Friday	Outdoor Photo	Check out this photo taken by one of our AFF members last night fly-fishing! What are your plans this weekend?	photo of night fly-fishing	
6/17/2017	Saturday	Video links	We've got up bright and early to go fly-fishing on the Red River! #HookedOnAFF	video of red river fly-fishing	
6/18/2017	Sunday	How-To Tutorials	Show rigging video	rigging video	

Arkansas Fly Fishers Social Calendar - June

Date	Day	Topic	Facebook Copy	Creative	Link
6/19/2017	Monday	Giveaway	Happy Monday! Show us your best catch! Comment photos below for a chance to win a free AFF t-shirt!	photo of person in AFF tshirt holding up big fish	
6/20/2017	Tuesday	Hints/Maps of Fishing Spots	Where's your favorite place to fly-fish in Arkansas? Here's our top three!	Link to blog post about top 3 places to fly-fish in AR	blog post link
6/21/2017	Wednesday	Promote Instagram	Get in on your chance to win fly-fishing gear, shirt, and more and follow our Instagram page!	photo of Instagram page	https://goo.gl/MPSLNR
6/22/2017	Thursday	Picture of Flies	Feature photo of midges fly	photo of midges fly	
6/23/2017	Friday	AFF Activity	It's FRY-day! Who else loves a good fish-fry?! #HookedOnAFF	fish fry photo with group	
6/24/2017	Saturday	Catch of the day	This weekend's winner of the Catch of the Day is -----! Congratulations! Message us to claim your prize!	photo of prize AFF gear	
6/25/2017	Sunday	Feature blog post	Feature blog post from AFF member	blog post photo	blog post link
6/26/2017	Monday	Meeting Reminder	Don't forget tonight to meet at Whole Hog Cafe at 6pm for great food and our guest speaker from Project Healing Waters! See you there!	photo of AFF meeting	
6/27/2017	Tuesday	Outdoor Photo	We love this photo from ----- at the Red River last weekend. Share your photos with us and tag #HookedOnAFF.	red river photo	
6/28/2017	Wednesday	Engagement	What are your plans this weekend to get in the great outdoors?	photo outside fly-fishing	
6/29/2017	Thursday	How-To Tutorial	Feature video tutorial made or share from other page	video shared link	
6/30/2017	Friday	Picture of Flies	Share International Federation of Fly Fishers post	IFFF post photo	

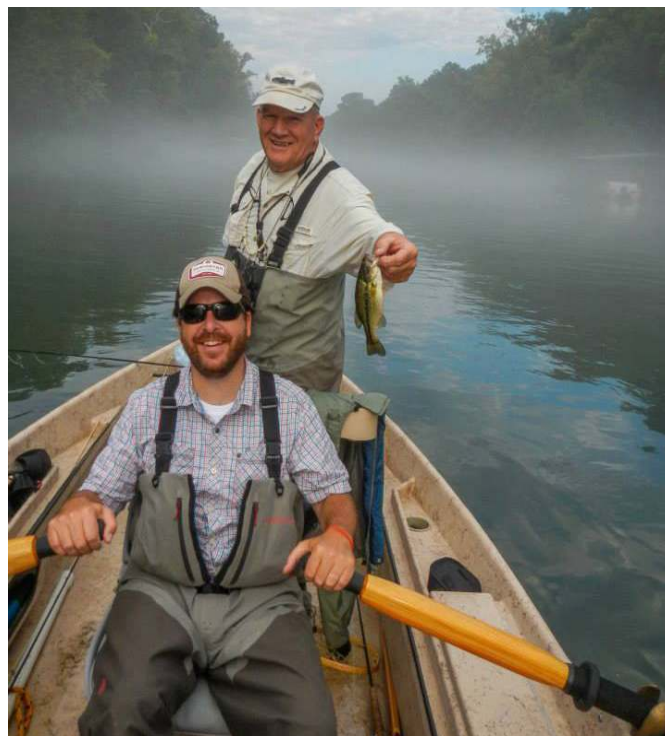
AFF's website is a well-established element of the AFF brand which should remain consistent and reflect on AFF's social channels, flyers, and advertisements. The website colors, mission, copy, and values have established the theme of AFF.

Location of AFF

Currently, on the AFF website, their address is listed as Whole Hog Cafe. Though this is where the organization most often meets, the address of AFF should be corrected to read the official address where postal packages and mail should be sent to.

Call To Action Sign Up

Since AFF's main goal is to recruit a volunteer base, we recommend that a 'Volunteer' tab be added to the website's menu bar. This would be beneficial for AFF because it could give key information on how and when to signup for different volunteer events. Contact information (or even a signup link/form) for volunteer-specific coordination would help AFF in its challenge to get more volunteers involved.



Link Facebook to Website

AFF does not provide a link to their Facebook page. We recommend that AFF add a Facebook button alongside their Instagram button to make it easy for users to find and follow their Facebook page.

Google AdWords

It helps users find the information they are looking for on the web. For general information regarding Adwords (costs, effectiveness, etc.) visit the [Google AdWords website](#).

Blog

Adding a blog to the AFF Website will increase the variety in our monthly social calendar and will allow room for members of AFF to share their tips for fly fishing or favorite spots in Arkansas to fly fish. *(See Strategy 3, Tactic 2 on UA Little Rock Public)*

APPENDIX

AFF SCHOLARSHIP

Steps Required to Transfer Scholarship

To **transfer a scholarship to UA Little Rock**, it would work through Financial Aid, not individual colleges i.e. Mass Comm. Through financial aid AFF with work with **“Private Scholarship”** in financial aid to make the donation. AFF should speak to UA Little Rock and meet their **specific qualifications** to create a new scholarship. AFF may face difficulties creating a scholarship without it having to have something to do with **fishing, biology, or even nonprofit degrees**.

Every year scholarship groups have to send in their requirements to Financial Aid to get re-approved. This would have to be done by retracting the scholarship from AR Tech’s Financial Aid. One possibility depending on the scholarship conditions is waiting for all current AR Tech recipients of the scholarship to graduate.

Why Transfer?

The Central Arkansas area is more central to meetings and volunteer opportunities whether it's participating or organizing the event. UA Little Rock is a perfect fit for AFF's scholarship because of this.

Changing Major Requirements for Scholarship

AFF Board Members have already indicated an interest to change the requirements of the major for the recipient and applicants of the scholarship. Changing the major requirements would bring in more student interest, invest in local community and reach millennial audience easier.

What Majors and Why?

- **Public Relations/Mass Communications** majors who will prove useful and knowledgeable to help AFF advance, organize, and recruit while managing social media. AFF can advertise this as a gain of experience and money for college.
- **Biology majors** whose participation in AFF will be related to their studies. Geology majors who enjoy working to help the environment and AFF would be related to their studies.
- **Nonprofit majors** would also be a great fit for the AFF Scholarship since they would gain a valuable nonprofit experience including fundraising.

AFF would publicize the scholarship through the following:

- **Post Flyers about the AFF Scholarship** including requirements, how to find out more information, and how to apply.
- Send out Emails on ListServ to appropriate Academic Departments ex: public relations, advertising, biology, nonprofits, and geology.

Scholarship Process

- Determine funding available for the award
- Determine duration of the award
- Establish scholarship criteria
- Determine application criteria
- Program timeline
- Evaluate at end of semester if requirements are met

As AFF intern will have to undertake certain new tasks, it is important to consider the following:

- How long will it take for an intern to get up to speed on the new task? If it is some thing that he or she has never done before, such as writing press releases, it will likely take several hours to write each one.
- Don't forget to include the time required by the person who will be managing the intern who will be managing the communication initiatives.

APPENDIX

VIDEO PLAN

Script 1

Scene	Action	Text
Intro	Shot of a boat on the lake or a river	Enjoying the Natural State is even better in good company
Invite	Scene of the event or a meeting	Meet with local Arkansans with the Arkansas Fly Fishing Association.
What you can learn	Video of tying a fly	Arkansas Fly Fishers has pros and beginners
Volunteer opportunities	Healing Waters and Casting for Recovery	Be a part of an organization that gives back to the community
Personal experience	Interview	Questions: What was the most rewarding about joining the organization? What do you enjoy most about this organization? I've been a part of this organization for 40 years. It's been amazing the amount of lives we touch in the Arkansas community. Why would advise someone to join the organization? Tell about your experience with Project Healing Waters? Why does it matter to you? Did you know how to fly fish before? Did you learn how to tie flies in the organization?
Call To Action		Visit our website
Contact	AFF Logo	AFF Website Address

Script 2

Scene	Action	Text
Intro	A beautiful panorama, or a picture of the river/lake	Top 3 places to fly fish in Central Arkansas
Third Best	Lake Ouachita	Lake Ouachita is one of the more beautiful places in Arkansas, and it is the largest lake completely within our borders. Lake Ouachita is one of five lakes we call “Diamond Lakes” because the water is so clear and clean. It’s clear enough that scuba divers enjoy the lake just as much as sportsmen. Beneath the clear, clean water lies a wide variety of sporting fish. The lake is stocked each year with young schools of fish. You’ll find lots of large mouth bass, brim, catfish, cool water walleye and even rainbow trout (mainly at the dam and spillway). Lake Ouachita is located near Hot Springs in west-central Arkansas.
Second Best	North Fork River	This 5-mile stretch of water has produced literally hundreds of 10-pound-plus brown trout, including a 34-pounder and a 38-pound, 9-ounce former world record. The current state record brook trout (5 pounds) also came from the North Fork. It’s an excellent stream for boaters and bank fishermen alike. The mainstay of the North Fork is stocking-size rainbows, just as it is on all the state’s other trout waters. Most fish caught here are rainbows from 11 to 14 inches long. Below the Lake Northfork Dam, the North Fork River stretches 5 miles before joining the White River.
First Best	The Little Red River	Be a part of an organization that gives back to the community
Call To Action		Visit our website
Contact	AFF Logo	AFF Website Address

To Conserve, Restore and Educate through fly-fishing



ARKANSAS FLY FISHERS

[Title]

[Subtitle if applicable]

This is where you will write in all the important information for an AFF newsletter. This is where you will
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ARKANSAS

A yellow silhouette map of Arkansas is positioned at the bottom left corner of the page. The word "ARKANSAS" is printed above it.

[Signature]

AN AFF FAMILY MEMBERSHIP IS

Quite the Catch!

\$35



The whole family can enjoy a years worth of the outdoors! Spend quality time together and attend social events like the Fish-Fry, family outdoor picnics and AFF generation day! Make memories that are irreplaceable. Celebrate the Natural State and become a part of the AFF community.

ARKANSAS FLY FISHERS ASSOCIATION

CONTRIBUTORS



Madeline McGee

*Community Manager at Stone Ward Advertising
Public Relations and Advertising major - May 2017*

AFF Project Role: Public Relations Director

Madeline is a Chancellor's Leadership Scholar with over 4 years of experience in Social Media and Photography. She manages the social media accounts of multiple clients at Stone Ward Advertising and is a marketing and advertising strategist. Madeline studied abroad in England in 2016 and has traveled to 15 countries.



Marina Bobyleva

*Business Development Associate at Inuvo Inc.
Public Relations major - December 2017*

AFF Project Role: Assistant Public Relations Director and Video Director

Marina is a Donaghey Scholar with an interest in intercultural communications and marketing. She is the President of Trojan Horse Productions, and is currently working at Inuvo. Marina studied abroad in Spain in 2016, studying International Journalism.



Skyler Tumbleson

*Communications Intern at AR Department of Human Services
Public Relations major - May 2017*

AFF Project Role: Research Manager

Skyler is a Chancellor's Leadership Corps Scholar who previously interned for Little Rock Trojans Communications Department.

CONTRIBUTORS

**Hillary Darby**

*Intern at Mangan Holcomb and Partners
Strategic Communication Major - May 2017*

AFF Project Role: Channel Planner

Hillary is currently interning at an advertising agency in Little Rock.

**Raul G. Fernandez**

Public Relations Major- May 2017

AFF Project Role: Creative Director

Raul has researched and formed public relation plans in the past at UCA. He has worked with Blackbird Academy to form an public relations campaign to grow their arts program.

**Madison Garcia**

*Communications Intern at Arkansas Medical
Society- May 2016
Media Studies major - May 2017*

AFF Project Role: Timeline and Budget Manager

Madison is a former communications intern for AMS. She has worked for Bank of the Ozarks July 2014- present.

**Amy Barnes APR**

Associate Professor at UA Little Rock

AFF Project Role: Professor of Public Relations Campaigns

Amy has countless years of experience in television, public relations, and teaching. She was a former news anchor, reporter, and producer at KATV and KARK. She is a Crystal Award winner and PRSA Board Member. Amy is committed to educating her students at UA Little Rock to be successful and educated leaders in the PR world.

