

© 2008 by The Izaak Walton League of America

All rights reserved. Printed in the United States of America. This manual may be reproduced in whole or in part, by mimeograph or any other means, solely by the Izaak Walton League's chapter, state, regional and national leadership only for the purpose of official League business.

This manual was produced by the IWLA Chapter Relations Department. For more information, contact Izaak Walton League of America, Chapter Relations, 707 Conservation Lane, Gaithersburg, Maryland 20878-2983. Telephone: (800) IKE-LINE (453-5463), extension 236. E-mail: chapters@ iwla.org

ACKNOWLEDGEMENTS

IWLA National Staff

David W. Hoskins, Executive Director Anne F. MacGlashan, Director of Resources Earl W. Hower, Director of Chapter Relations Debbie M. Veliz, Chapter Relations Coordinator

Additional Contributions

Scott R. Kovarovics, Conservation Director

Mary H. Rubin, Director of Membership

Leah G. Miller, Director of Watershed Programs

Michael N. Lynch, Director of Finance

Cathy S. Berger, Director of Administration and Meetings

Jason A. McGarvey, Former IWLA Editorial Director

James T. "Jay" Clark, Former IWLA Creative Director

Steve Moyer, Vice President for Governmental Affairs and Volunteer Operations, Trout Unlimited

Volunteer Operations, Trout Unlimited

John P. Pomeranz, Esq., Harmon, Curran, Spielberg and Eisenberg

Leo P. Dombrowski Esq., Wildman, Harrold, Allen and Dixon

League Leadership Review Committee

Scott D. Meyer, National Vice President

Dr. Roger C. Sears, Vice Chair, Executive Board

Dawn A. Olson, Chair, Chapter Relations Sub-Committee,

Executive Board

Rick G. Sommer, Regional Governor Region VI

Marion F. Striegel, Division President, Iowa Division

Gary M. Schwartz, Former President, Minnesota Division

Leila M. Wiles, National Director, Maryland Division

Cathy Miller Beers, Former Newsletter Editor, Havana, Illinois Chapter

Editorial Support and Layout and Design

Carol R. Gardner Kathryn M. Foltin

Note: Photographs in this manual courtesy of IWLA staff, chapters, Corbis-Fotosearch.



Izaak Walton League of America Endowment, Inc. www.iwlaendowment.org

The IWLA Chapter
Manual was made
possible, in part, with
the support and a
generous grant from the
Izaak Walton League of
America Endowment.

ABOUT THIS MANUAL

As a guide, this manual provides you with the basic information about the Izaak Walton League of America (IWLA) and its network of local chapters. This manual is divided into six major parts, called units, and emphasizes important points proven to be valuable in operating a local chapter of the League.

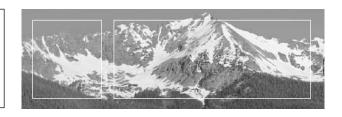
This manual provides information on governance, financial management, legal issues, and fundraising strategies. It also includes ideas on membership recruitment, conservation projects and outdoor activities, and public relations to help you better manage your chapter.

Every chapter officer should study this material carefully. In addition, please be sure to share it with committee chairs and key volunteers. The accompanying CD-ROM provides an easy way for you to print and share sections of this manual with other officers and volunteers.

Note: Activities, projects, procedures and techniques outlined in this manual are intended as a guide and may require special abilities, technical knowledge, or safety measures. Mention of these activities, projects, procedures or techniques does not necessarily mean that they have been tested by the League's staff, and does not constitute endorsement or verification by the IWLA.

The IWLA, its agents, officers, directors and employees accept no responsibility for the results and disclaim all liability for any injuries or damages. It is up to each chapter and state division to take whatever steps it deems necessary and appropriate to comply with all applicable laws, regulations, and permits, protect the natural environment, and ensure the safety of its members and guests.

CONTENTS



	LEAGUE LEADERSHIP		
	History of the Izaak Walton League of AmericaI-1		
	IWLA Governing Structure		
	National StaffI-10		
	Chapter Organization		
	What Makes a Successful Chapter		
UNIT II	FINANCE, LEGAL, AND FUND RAISING		
	Financial Considerations II-1		
	Legal IssuesII-3		
	Fund-Raising StrategiesII-14		
UNIT III	MEMBERSHIP GROWTH AND RETENTION		
	Membership BasicsIII-1		
	Chapter Membership Positions and ResponsibilitiesIII-4		
	Membership Tools III-5		
	Methods to Increase MembershipIII-8		
UNIT IV	CONSERVATION PROGRAMS AND PROJECTS		
	Conservation PolicyIV-1		
	IWLA ProgramsIV-3		
	<u> </u>		
	Advocacy and PolicyIV-9		
	Advocacy and Policy		
	Chapter Conservation ProjectsIV-15		
	Chapter Conservation Projects		
	Chapter Conservation Projects		
	Chapter Conservation Projects		
UNIT V	Chapter Conservation Projects		
UNIT V	Chapter Conservation Projects IV-15 Sample Conservation Projects IV-22 Fish and Wildlife IV-25 Forestry and Public Lands IV-27 Sustainable Communities IV-29 Watersheds and Wetlands IV-31		
UNIT V	Chapter Conservation Projects		
UNIT V	Chapter Conservation Projects IV-15 Sample Conservation Projects IV-22 Fish and Wildlife IV-25 Forestry and Public Lands IV-27 Sustainable Communities IV-29 Watersheds and Wetlands IV-31 OUTDOOR RECREATION AND ACTIVITIES Chapter Grounds V-1		

CONTENTS

UNIT V C	ONTINUED	
	Sample Outdoor Recreation and Activities	V-8
	Community Education and Outreach	V-1
	Family and Youth Involvement	V-13
	Fishing, Hunting, and Wildlife Viewing	V-1
	Shooting Sports	V-17
UNIT VI	COMMUNICATIONS AND MARKETING	
	External Communications	VI-1
	Internal Communications	VI-8
ΔΡΡΕΝΟΙ	CFS	

IWLA NATIONAL DIRECTORY