

CFFU ACTION PLAN WORKSHEET

Position/Activity/Chair/Committee:

Public Relations

Description/Purpose:

The Director of Public Affairs should seek every opportunity to promote through the media and CFFU membership all activities and projects of CFFU. All media promotions should be in support of the purposes of CFFU and our membership. Inform and seek the consultation of the Board of Directors regarding promotional efforts. Consulting with the President is sufficient if the media actions are time sensitive.

Tasks and Activities:

1. Seek opportunities to share and exchange information about CFFU including promoting activities and projects through all avenues of the media.
2. Distribute CFFU promotional materials to vendors, related organizations and to the general public at various shows and events related to fly fishing and conservation.
3. Make presentations and representations on behalf of CFFU.
4. Assist the Conservation Programs Director in maintaining the Nimbus Fish Hatchery Display Board.
5. Secure funding and appropriate people to prepare and update a video on CFFU that could be used for promotional purposes and to secure corporate support.
6. Organize and present visual show at the annual dinner on CFFU activities that took place throughout the year.

Resource Requirements		Cost
1.		
2.		
3.		
4.		
5.		