

Salmon Watch Volunteer Toolkit

Tell the Salmon Watch Tale

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▼ Welcome Letter

Dear Salmon Watch Volunteer,

Welcome! Thank you for being a Salmon Watch Volunteer. You are among our most valued volunteers and such an important part of this amazing work.

We have created this toolkit to make it easy for you to share your love and passion for salmon and environmental education with your friends and family. It contains digital messaging, outreach tools, and ideas to engage your friends, family, and community in the mission of Salmon Watch.

We know how much you care... By sharing your experience as a Salmon Watch educator, you can raise awareness about the impacts of environmental education. Sharing stories and photos from Salmon Watch field trips and posting messages on social media are both great ways to engage friends and family.

With your love and enthusiasm for salmon and environmental education, you can use these tools to spread the message about the amazing work World Salmon Council is doing and gain more support for this organization we all love.

Questions? Send an email to info@worldsalmon.org



About Our Mission

The World Salmon Council is a nonprofit organization providing environmental education in the Pacific Northwest.

Our Mission

To provide accessible, experiential education about Pacific wild salmon and their ecosystem to connect students and adults with nature and to ignite and empower community engagement.

Wey Messaging

Use these messages to talk about World Salmon Council and your experience as a Salmon Watch educator. Feel free to put them in your own voice and add depth by sharing your personal story.

Core Messages



Experience-Based Learning

World Salmon Council brings kids outside to experience Pacific wild salmon, with boots in the water and nets in hand. For over 30 years, we have served public school students with free field trips, inspiring the next generation of environmental stewards.



📚 Educational Impact

Every year, Salmon Watch helps thousands of students experience the magic of our rivers and salmon runs. They're looking for new Volunteer Educators this fall. If you've ever wanted to make a difference for both youth and the environment, this is your chance.



Proven Program

For over thirty years and during thousands of Salmon Watch field trips, we've introduced students to our waterways with our one-of-a-kind program, designed by educators, endorsed by scientists, and kid-approved. By partnering with local schools, we ensure students from all walks of life can learn outside.

Environmental Connection

Our corner of the planet is unique, and caring for it starts with experiencing it. At the World Salmon Council, we make this happen by getting kids outside to experience the remarkable journey of our native fish and explore our connection with this species, the planet, and each other.



Talking Points

Topic: Learn More

Use when someone expresses general interest or asks what the organization does

"I love volunteering for Salmon Watch because..."

- I get to share my love for the outdoors and salmon with students. Seeing their faces light up when they learn about their surroundings brings me renewed confidence in our world.
- Every time I am on a field trip, students surprise me with their curiosity and excitement for the world. Last time I joined, I had a student stand in the rain during all of lunch because they just wanted to keep watching the salmon.
- I learn so much while doing it. I didn't know about macroinvertebrates (water bugs) and how they are indicators of water health until I was trained as a volunteer. Now I notice what macroinvertebrates are around every time I am by a stream.

Additional context to share:

- Program is designed by educators, endorsed by scientists, and kid-approved
- Free field trips ensure students from all walks of life can participate
- Hands-on learning with boots in the water and nets in hand
- Focus on Pacific wild salmon as a keystone species

Topic: Volunteer Opportunities

Use when someone seems interested in getting involved or asks about volunteer opportunities

Key Message:

"I'm excited to share an opportunity to volunteer for Salmon Watch! They are recruiting Volunteer Educators this fall to help inspire middle and high school students through hands-on, outdoor learning. No experience needed, training is provided."

Key points to emphasize:

- No experience needed, training is provided
- Hands-on, outdoor learning environment
- Direct impact on inspiring the next generation of environmental stewards
- 30+ year track record of success
- Free program ensures accessibility for all students

Topic: Giving & Donations

Use when speaking with potential donors or discussing financial support

Key Message:

"Salmon Watch programming is free. You can meaningfully support our climate by donating to World Salmon Council, supporting more youth in getting outside and learning about our ecosystems."

Key points to emphasize:

- Program is free for schools donations make this accessibility possible
- Direct connection between youth education and climate action
- Getting more youth outside and engaged with ecosystems
- Meaningful way to support environmental causes through education
- Investment in both youth development and environmental stewardship

Common Questions & Responses

"What do you actually do as a volunteer?"

"I help lead groups of students through hands-on activities at salmon spawning sites. We might be measuring water temperature, looking for salmon redds, or teaching kids to identify different species of bugs. The curriculum is all provided, I'm basically a guide helping kids discover the amazing world right in their backyard."

"Do you need to know about fish/science?"

"Not at all! They train you on everything. I started knowing nothing about salmon, and now I

love sharing what I've learned. The kids' curiosity continues to teach me as I learn with them each field trip."

"How can someone get involved?"

"Check out <u>worldsalmoncouncil.org</u> or I can connect you with the volunteer coordinator. They have info sessions coming up, and training is in September. You can also follow them on social media @salmonwatch to see what the program looks like in action."

E Email Templates

Template 1: General Interest

Subject Lines:

- "Something amazing I'm involved with that you might love too"
- "An opportunity to make a difference this fall"

Email Body:

Hi [Name],

I wanted to share something I'm really excited about. I've been volunteering with World Salmon Council's Salmon Watch program, and it's honestly one of the most rewarding things I do.

For over 30 years, World Salmon Council has been bringing kids outside to experience Pacific wild salmon, with boots in the water and nets in hand. I help lead middle and high school students on field trips to local rivers where they get hands-on experience learning about salmon and our ecosystems. The program is completely free for schools, so we reach students from all backgrounds.

[PERSONALIZE WITH YOUR STORY - Choose one or add your own:]

- What struck me most was watching a student who seemed totally uninterested suddenly get animated when they spotted their first salmon redd.
- I've learned as much as the kids. I had no idea how connected everything in our river systems really is.
- These field trips are often the first time many students have been in an outdoor setting like this.

• The training they provide is fantastic. I came in knowing nothing about salmon and now I feel confident sharing this knowledge with students.

[CHOOSE YOUR CALL TO ACTION:]

For Volunteering:

They're looking for new Volunteer Educators this fall, and honestly, if you've ever thought about making a difference for both youth and the environment, this could be perfect. No experience needed, they provide all the training. It's flexible too, you can do as many or as few trips as your schedule allows.

For Donating:

Since Salmon Watch programming is free, they rely on donations to keep serving more students. You can meaningfully support our climate by donating to World Salmon Council. It directly supports more youth getting outside and learning about our ecosystems.

General Interest:

I thought you might be interested to learn about what they do, especially since [mention something relevant to their interests - kids, environment, education, local community, etc.]. They have a great newsletter that keeps me learning new things.

If you'd like to know more, check out worldsalmoncouncil.org or let me know if you have any questions. I'm happy to share more about my experience!

Best,

[Your name]

Template 2: Personal Connection

Subject: You'd love this outdoor education program I volunteer with

Dear [Name],

I know you love [being outside/living in the PNW/engaging with students] just as much as me, which is why I want to tell you about Salmon Watch, an amazing program that I volunteer with.

Salmon Watch provides environmental education focused on native salmon in the Columbia River basin. When I volunteer, I get to meet students on rivers where salmon are spawning and teach them about salmon and their ecosystem.

Being a Salmon Watch Educator means so much to me because [tell personal story].

Such an amazing experience! I am always in awe when we go out to the river and see thousands of salmon, and the best part is so are the students.

Salmon Watch is an amazing way to spend a day in nature while giving in a meaningful way. If you are interested, you can volunteer with me. I'm happy to share more, or you can visit their website: worldsalmoncouncil.org.

Looking forward to speaking with you soon!

[Your name]



Social Media Tools

How to Tag Us

• Facebook: World Salmon Council

• Instagram: @salmonwatch

Sample Posts

Caption #1 - Behind the Scenes

Boots in the water, nets in hand \(\) \(\) This is how @salmonwatch gets kids excited about science! 30+ years of bringing students to where salmon actually spawn. Being a Salmon Watch volunteer is the best way to spend a day \(\)

Caption #2 - Personal Reflection

Caption #3 - Call to Action

Your donation = more kids experiencing the magic of wild salmon \Leftrightarrow Salmon Watch programming is completely free for schools, reaching students from all backgrounds. Meaningfully support our climate by getting more youth outside! Link in bio

Caption #4 - Program Highlight

Designed by educators ✓ Endorsed by scientists ✓ Kid-approved ✓ ✓ ✓ That's

@salmonwatch! Proud to volunteer with a program that's been inspiring environmental stewards for 30+ years 🌲

Hashtags

Primary: #SalmonWatch #WorldSalmonCouncil #VolunteerLife #EnvironmentalEducation

Secondary: #OutdoorEducation #PacificNorthwest #ClimateAction #GetKidsOutside #EnvironmentalStewardship #PNW #VolunteerEducator #MakingADifference #YouthEducation #GetOutside #Volunteer



Were you so busy having fun you forgot to take pictures? Or did you take the best pictures and want to share them?

2025 Photo Library: https://photos.app.goo.gl/LfBXGYoTARhh9ZrZ9

🙏 Thank You

Thank you for being a Salmon Watch Volunteer and for your dedication to inspiring the next generation of environmental stewards.

For questions or additional guidance, contact us at info@worldsalmon.org