

## Case Study:

# Trout Unlimited

Kim Ryals, Volunteer Coordinator

Kim Ryals, Volunteer Coordinator for Trout Unlimited (TU), opens our conversation laughing. She says, "I think it's funny and ironic that people consider me an advanced ReadyTalk user. I am not very technologically inclined. The fact that I have been able to use it says great things about the service."

Kim covers a six state region for TU's Back the Brookie campaign, an initiative to protect brook trout and the watersheds in which they live. She coordinates the efforts of 30 volunteer leaders and 16,000 volunteers who engage in education, grassroots campaigns, conservation and campaign advancement. Kim uses ReadyTalk to communicate regularly with leaders, and often gathers participants online for training sessions. What is her favorite ReadyTalk feature? One-click recording.

"I created a narrated Power Point presentation on the Back the Brookie campaign, and then I placed a link to the presentation on our website for the public. Just yesterday afternoon, a reporter from Washington DC called and wanted information sent to him. I didn't have anything appropriate to send, and would have had to make time to create something. All I had to do was tell him to go to <http://www.brookie.org/>, click on the information link, and he could see and listen to a presentation and get all the information he needed. I know he has played it because I got a notice in my email."

Using ReadyTalk's archive management service, Kim types in her access code and observes that her recording has been replayed 356 times in the past ten months. "That is 356 times I did not

have explain what Back the Brookie is; 356 conversations I did not have to have."

By turning on the Playback Notification alert, Kim automatically receives an email every time the presentation is played. If the registration information is filled out accurately, she can follow up right away to see if the viewer wants to volunteer. She says, "I can tell my leaders that this guy in North Carolina and that guy in Georgia have listened to the recording and are interested in volunteering."

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One more benefit? Recorded content like Kim's presentation makes the Back the Brookie website more captivating and dynamic without requiring any development effort besides adding a link.

"If you provide someone with a tool like this, you remove a barrier." She states. "I have saved so much time and money. And if any barriers do come up, it is easy to jump over them with the customer service we've had."

