

Rabun Chapter Trout Unlimited (#522)

Strategic Plan - Draft

2016-2018

Mission - To aid in the conservation, protection and restoration of North America's coldwater fisheries and their corresponding watersheds both within our area as well as on a state and national level. Our mission will be achieved by providing services and educational opportunities to a wide range of individuals and or groups such as youth and military veterans. We will also partner with other non-profit and/or public sector organizations in achieving mutually beneficial goals.

Strategy

Conservation - Improve the quality of coldwater fisheries and watersheds within

our chapter's area of operation through leadership, advocacy, financial support and stream improvement projects.

Tactics

1. Identify existing or potential threats to local rivers/streams and partner with other affected organizations to negate and/or minimize adverse impact.
2. Monitor and advocate for/against existing or proposed legislation and/or regulations at both the state and federal level that could impact local watersheds.
3. Partner with the Georgia Department of Natural Resources, U.S. Forest Service, U.S. Fish and Wildlife Service and other affected agencies and/or organizations on stream restoration and conservation projects.

Service - Work within the local community to provide youth and other targeted groups with the opportunity to experience firsthand the rewards of conservation/restoration efforts as well as the enjoyment of learning to fish for and safeguard our resident trout population.

Tactics

1. Continue the chapter's leadership and participation with the Boy Scouts and Girl Scouts of America, the Georgia Council's Trout Camp, Project Healing Waters and Casting for Recovery.
2. Seek to identify and partner with other affected community groups to provide new avenues of community service.

Education - Strive to increase the awareness of youth and adults regarding the value of and threats to our local watersheds through programs which include fishing and other social events such as cookouts and camping trips.

Tactics

1. Continue our chapter's leadership and/or participation in Trout in the Classroom, Georgia Trout Camp, the USFS Tallulah River Kid's Fishing Event, and the Spring Family Cookout.
2. Continue to mentor interested youth/adults through the Rabunite 101 training program.
3. Continue to provide access to the Trout Unlimited Trout Magazine to appropriate institutions and/or organizations.
4. Partner with local educational institutions to organize and support trout fishing clubs.

Membership - Strive to grow the chapter's membership and improve the engagement of new and existing members.

Tactics

1. Increase the chapter's membership by 10/0 over the next three years.
2. Improve overall member participation by increasing chapter activities separate and apart from the monthly chapter meetings to include

periodic member fishing trips, social events and other opportunities for interaction.

Communication - Strive to improve overall communications between chapter leadership, chapter members and the local community.

Tactics

1. Enhance the monthly chapter newsletter by increasing the articles or interest and/or photographs submitted by chapter leaders and members.
2. Increase the utilization of social media to reach a broader audience. Increase/expand internal communications among/between chapter leaders.
3. Continue working to enhance relationships with local media outlets thereby increasing the chapter's visibility.

Collaboration - Focus on enhancing current professional/business relationships with other organizations and/or individuals who can enhance our chapter's overall effectiveness.

Tactics

1. Strive to strengthen existing coalitions with the Georgia Council of Trout Unlimited Council, Trout Unlimited National, Boy/Girl Scouts of America, and applicable state and federal agencies.
2. Seek to build new coalitions with those whose business interests overlap with our chapter's mission to include fishing retailers, outfitters/fishing guides and other businesses

Chapter Management - Improve the business practices of the chapter so as to increase efficiency/effectiveness and maximize available funding and manpower.

Tactics

1. Improve the overall management of chapter sponsored events through effective planning to include the implementation of checklists and resource utilization.

2. Identify and recruit future chapter officers and event chairs.
3. Seek to obtain input/volunteers from a broader spectrum of chapter members.

Fundraising - Seek to grow the chapter's available funds by increasing the effectiveness of fundraising efforts and identifying possible new funding sources.

Tactics

1. Intensify efforts to increase donations of merchandise, guided trips and other highly sought after items for the Rabun Rendezvous.
2. Increase efforts to identify projects that qualify for matching grants from the Georgia Council and/or TU National.