

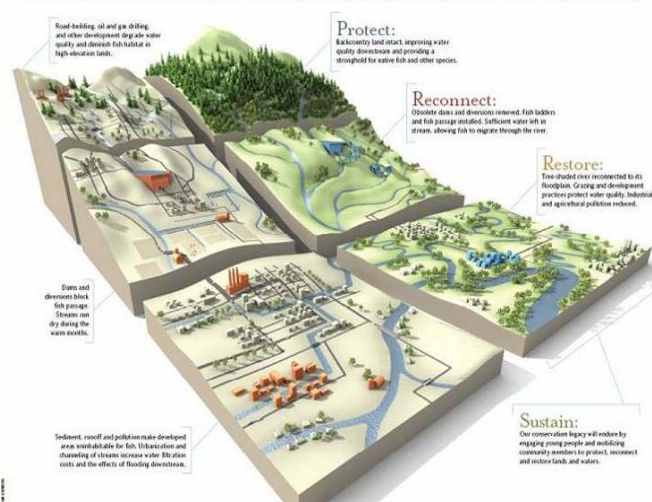
TU's Strategic Plan

In 2003, TU initiated a strategic plan that helped us to develop more effective metrics for setting priorities, and assisted in the significant growth of the organization. Even with that growth, we realized we were not on a trajectory to achieve our organizational vision. Specifically, the problem was that the rate of decline of trout and salmon habitat due to development pressures and climate change was outstripping the good work that TU and others are doing to conserve and restore habitat. To address the challenge, in 2007, the board of trustees appointed a strategic planning committee comprised of members of the board, grassroots, and staff with the charge of developing a plan that would place us on a trajectory to achieve the TU vision.

TU Mission: To conserve, protect, and restore North America's coldwater fisheries and their watersheds.

TU'S APPROACH TO CONSERVATION

A LANDSCAPE-SCALE MODEL TO HELP AT-RISK SPECIES ADAPT TO HUMAN INFLUENCES AND A CHANGING CLIMATE.



TU Vision: By the next generation, TU will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

Elements of the Strategic Plan:

- Conservation
- Engagement
- Communications
- Funding

Statement of Intent: Conserve important lands and waters so that we realize our generational vision of wild and native fish conservation. We will accomplish this by:

- Building a high level of awareness for the TU

brand—a brand that stands for engaging more anglers in the TU mission of working to protect and restore North America's trout and salmon fisheries for people to use and enjoy;

- Working in collaboration with members and other conservationists; and
- Raising sufficient funds to protect, reconnect, and restore important lands and waters and to sustain those efforts over time.

Standard Operating Procedures: We operate through:

- Collaboration and partnership
- Sound science
- Leveraging resources
- Advocacy
- On the ground work in communities
- Grassroots engagement

To read the full 2008 TU national strategic plan, visit [the Tacklebox](#).

Council and Chapter Strategic Plans

Conservation and Education Issues and Opportunities Evaluation Matrix

Instructions:

1. Collect feedback from your members and partners and other relevant information then convene a small workgroup.
2. Fill out this matrix, adding new rows as necessary, to guide discussion about which projects to pursue in the upcoming year. Some groups like to use numerical rankings for each criterion, others prefer simply to take notes and use them to inform discussion and decisions.
3. Use the strategic plan template that follows to elaborate strategies for selected conservation and education projects.

Conservation and Education Issues or Opportunities	F, RC, RE, or S Circle one	TU Potential Y/N (Y=Yes) What and?	Urgency Scale 1-3	Significance to mission Scale 1-3	Depth Scale 1-3	Appeal to current and new members Scale 1-3	Identified Leadership Scale 1-3	Funding and Partnership Potential Scale 1-3
	F RC RE S	YN						
	F RC RE S	YN						
	F RC RE S	YN						
	F RC RE S	YN						
	F RC RE S	YN						

For all the depth of talent and resources at our disposal, what sets TU apart from other big conservation organizations is our tremendous representation on the ground. TU's grassroots members do precisely what the name implies: they root our work in the watersheds, communities and river beds of our mission. TU is most effective when we have multiple program areas and the full weight of our local membership all pulling with a common purpose on the same rope. "One TU."

Rounding up TU's resources at the staff, organizational and partner level, adding in the innumerable talents, indefatigable energy and passion of our membership, and then directing this powerful combined force toward a common target takes extra work, time and patience on all sides. And in our "One TU" effort, TU asks that chapters and councils develop and implement local strategic plans that closely align with the national plan. When all levels of the organization work together, we will surely be more effective than if we work apart.

We have developed planning templates to help chapters and councils identify and prioritize issues. These can be found in [the Tacklebox](#). The result of your work does not need to be a fifty-page document. A simple annual plan can be two to four pages long. The purpose of the plan is to guide your program for the year. The process of preparing the plan is almost more important than the plan itself. Although you will refer to the plan often over the course of a year, the communal thinking required to draft the plan will increase feelings of ownership, deepen the commitment of your chapter members, and provide a shared sense of direction and purpose.