



**Trout Unlimited
Strategic Plan
2015 – 2020
Adopted Feb. 6, 2015**

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

Vision: By the next generation, Trout Unlimited 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.

Statement of Intent

Conserve and restore 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 and others in the TU mission;
- Growing and diversifying our membership, staffing and organizational capabilities;
- Raising sufficient funds to protect, reconnect, and restore important lands and waters, and to sustain these efforts over time; and
- Working in collaboration and engaging in advocacy with other conservationists, agencies, and partners.

Core Values

We are driven by our mission, and all levels of the organization—members, staff, chapters, councils, NLC, and board—work together toward a common vision.

We work to find solutions to problems rather than simply treating symptoms.

We base our decisions on sound science and share our science to help guide other partners.

We operate through collaboration and partnership.

We are innovative and entrepreneurial.

We are committed to excellence and to providing best in class service to our members, leaders, staff, and supporters.

We are non-partisan.

We believe that educated and informed anglers make good stewards.

We are optimists and believe in a better future.

Strategic Plan Goals

Protect high quality habitat for native and wild coldwater fish.

Reconnect fragmented fish populations and habitats by improving instream flows and removing fish passage barriers.

Restore watersheds by working in collaboration with others.

Sustain our conservation efforts by inspiring and training present and future generations of conservation stewards.

Strategic Opportunities

Strategic opportunities reflect areas that we will emphasize through integrated fundraising, marketing, conservation, and science campaigns over the next five years, and will include new initiatives around youth education, climate change, wild steelhead, southwestern trout, and citizen science.

Conservation Strategies: Protect

Secure federal legislative and administrative land designations to protect high quality trout and salmon habitat on public lands

Protect high quality wild and native trout, salmon, and steelhead habitats on public and private land by working in partnership with state and local agencies and the land trust community, and through mechanisms available under state laws, regulations, policies, and through charitable activities.

Ensure that traditional land and water uses such as energy development and transmission, water withdrawal and storage projects, shipping, and mining are done in a way that does not harm trout and salmon and the watersheds that upon which they depend.

Prevent harm to native and wild trout, salmon and steelhead from poor hatchery and harvest management policies practices.

Conservation Strategies: Reconnect

Secure stronger water leasing and acquisition authorities in state laws.

Preserve current funding and acquire increased funding from federal state, and private sources for reconnect/restore work on public and private lands.

Reconnect rivers and streams by enhancing stream-flows and removing or creating passage through culverts, diversions, and dams.

Secure federal legislation or resources for large scale dam removal and restoration in river basins such as the Klamath and Penobscot.



Conservation Strategies: Restore

Work in partnership with state and federal agencies, private industry, local communities, and others to leverage scarce resources to help restore degraded wild and native fish populations in strategic watersheds around the country.

Sustain Strategies: Engagement and Communications

Improve upon the member value proposition to increase engagement and grow membership.

Build stronger chapters inside and out to better engage members and more effectively deliver on the mission locally.

Expand event and activity opportunities for member engagement through a focus on *Conservation – Community – Fishing*.

Engage the fly fishing and outdoor industries in our conservation and membership development work.

Increase member acquisition and diversify the member composition in terms of age, race and gender to reflect the overall demographics of the fly-fishing community.

Strengthen TU communications to enhance our relationship with members and the public in order to improve advocacy, giving, and engagement. A major focus will be the development of an online community to promote engagement and membership.

Sustain Strategies: Fundraising

Develop integrated fundraising campaigns to support strategic opportunities: youth education (science, technology, recreation, engineering, arts, and math); Wild Steelhead; Southwest native trout; Citizen Science; and climate preparedness/response.

Raise funds to support a bigger, better and more engaged TU, including specifically growing support for Embrace-A-Stream.

Invest in planned giving to help grow the endowment.

Evolve the Coldwater Conservation Fund's mission and structure to fit the modern TU context, including a robust major donor recognition society and better engagement opportunities for its volunteers.

Maximize recruitment of experienced and philanthropic trustees.

Sustain Strategies: Organizational Strength

Ensure that TU operations promote accountability, diversity, openness, and integration across the organization ("One TU").



Ensure that Trout Unlimited remains an employer of choice in the conservation community.

Plan Outcomes

Protect:

- 21.8M acres of protective designations and management prescriptions;
- 2,260 miles of Wild and Scenic river protection;
- 86M acres of improved Off Highway Vehicle management;
- 41M acres of protection from or responsible development of energy;
- 21.5K acres, 130 stream miles, and 12 lakes protected through easements and acquisitions in collaboration with private landowners;
- Improved wild steelhead management; and
- Improved western water policy to allow more flexibility to provide flows and water levels fish need.

Reconnect

- 4,700 miles of reconnected habitat.

Restore

- 1,300 miles of restored rivers and streams; and
- 4,500 acres of restored habitat.

Sustain

- Grow the number of anglers who are TU members, donors and supporters to reflect the diversity of the fly angling community;
- Annual volunteer hours increase from five to seven per member;
- 15 percent increase in chapter activities;
- 15 percent increase in chapters/councils with leadership succession plans;
- Double the number of corporate partners and increase TU Businesses from 300 to 500;
- Track and report on lands and waters protected, reconnected, and restored at all levels of the organization on an annual basis;
- Increase science capacity;
- Major donor fundraising doubles from \$6-12 million per year; and
- Double the number of known and recorded planned gifts to TU that are recognized publicly by membership in the Stream Guardian Society from 100 to 200.