



Chapter Strategic Planning Template

(Enter chapter name here)

Effective Plan Dates: _____

Planning Workgroup Members: _____

TU Vision: For communities across America to engage in the work of repairing and renewing our rivers, streams, and other water bodies on which we all depend.

TU Mission: To bring together diverse interests to care for and recover rivers and streams so that our children can experience the joy of wild and native trout and salmon.

TU Beliefs:

- The wisdom of nature. Conservation is an ethical obligation.
- Community and the power of people. We can solve our problems if we work together.
- Hard work. Problems can only be solved if we are willing to roll up our sleeves and get to work.

TU Values:

- Resourceful: We see opportunity in challenges. Rather than simply treating symptoms, we find pragmatic lasting solutions to problems.
- Science-based: We are innovative and base our efforts on sound science to drive conservation action.
- Collaborative: We operate through non-partisan collaboration and partnership. We work across differences. We can solve problems if we work together.
- Inclusive: We listen to, value, and respect all people and communities, and welcome diverse voices and perspectives.
- United: We mobilize behind common ground and a shared vision.
- Hopeful: We are optimists and believe in a better future.

Priority Waters and/or Local Opportunity Waters Conservation Goal:

Desired Outcomes:

1. _____
2. _____
3. _____
4. _____

Key Strategies:

1. _____
2. _____
3. _____
4. _____

Community Engagement Goal:

Desired Outcomes:

1. _____
2. _____
3. _____
4. _____

Key Strategies:

1. _____
2. _____
3. _____
4. _____

Resourcing Your Work Goal:

Desired Outcomes:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Key Strategies:

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Local Opportunities Evaluation Matrix

It is not uncommon for chapter strategic plans to include a component that calls out a few critical or urgent local conservation opportunities above and beyond your engagement in state or regional priority waters. As you go through your strategic planning process, you may find it useful to laundry list some of those ideas here, and then evaluate them on the criteria provided here such that your list reflects the priorities of the chapter yet is manageable and achievable.

Strategic issues or opportunities	Connection to TU national program, issue, or initiative Y/N <i>If "yes," which one?</i>	Urgency <i>Score 1-5</i>	Significance to mission/ alignment with core values <i>Score 1-5</i>	Achievable <i>Score 1-5</i>	Appeal to current and new members <i>Score 1-5</i>	Identified leadership <i>Score 1-5</i>	Funding and partnership potential <i>Score 1-5</i>
	Y/N						
	Y/N						
	Y/N						
	Y/N						
	Y/N						

Key:

Scoring based on one through five with five being highest.

Issues and Opportunities – What significant challenges or opportunities for coldwater conservation or education exist in your area?

TU National – Y/N – Does this complement an ongoing staff supported TU national project? If “yes,” please note which one.

Urgency – What happens if no action is taken this year?

Significance to mission – How important is this in terms of accomplishing TU’s mission?

Achievable – Can we achieve success with current human and financial resources?

Appeal to current and new members – What is the prospect that this will engage current members and appeal to new members?

Identified leadership – Who will lead this project to completion, and do the leaders have the required skills to be successful?

Funding and partnership potential – Can we raise funds and attract partners necessary for this project?