

STRATEGIC PLAN

Upper Chattahoochee Chapter

Trout Unlimited



2018 – 2022

Board Approved 11/30/17

Framework

Mission

Conserve, protect, and restore Georgia's cold water fisheries and their watersheds.

Vision

Work to ensure that significant populations of native and wild trout thrive within Georgia, so that our children and future generations of Georgians can enjoy healthy fisheries in their home waters.

Elements

- Conservation
- Engagement
- Communications
- Funding

Intent

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

- Continuing to build a high level of awareness for the Upper Chattahoochee Chapter of Trout Unlimited (UCCTU) brand—a brand that stands for engaging more citizens in the UCCTU mission of working to conserve, protect and restore Georgia's cold water trout fisheries for everyone to use and enjoy;
- Working in collaboration with chapter members, conservationists, and local, state and national agencies; and
- Raising sufficient funds to protect, reconnect, and restore important lands and waters and to sustain those efforts over time.

Core Principles

- Collaboration and partnership
- Sound science
- Leveraging resources
- Advocacy
- On the ground work in communities
- Grassroots engagement
- Operate in a fiscally responsible manner

Implementation

- The strategic plan is intended to be a rolling five-year document.
- The plan should be reviewed semiannually (May & November) and revised annually extending the time period by one year.
- The chapter budget and calendar should reflect the strategic plan.
- If the chapter sets new goals or initiates new projects, the strategic plan should be updated at the time the goals or initiative are approved.
- An annual report of accomplishments and status of ongoing projects should be made to the membership at the chapter's annual meeting in September.

Conservation

- Protect and enhance the Chattahoochee River Tailwater.
- Advance the enhancement and restoration of native brook trout in Georgia.
- Support efforts to enhance cold water watersheds in Georgia.

Engagement

- Maintain an organizational capacity to support the strategic plan and to achieve TU's mission.
- Increase member participation in mission oriented activities.
- Continue to invest resources in youth activities to create the next generation of cold water conservationist-sportsmen.
- Provide educational and social events to build camaraderie.

Communications

- Maintain a system that attracts and engages members and anglers helping to achieve our conservation goals.
- Strengthen the UCCTU brand.
- Effectively communicate with the media.
- Effectively employ audio visual technologies, the Internet, and social media to promote the chapter's mission.

Funding

- Secure funding to implement the strategic plan.
- Sponsor non-UCCTU organizations, educational institutions and projects supporting cold water conservation.

UCCTU Strategic Plan 2018 - 2022

Reconnect	Cons	Ongoing
<ul style="list-style-type: none"> • Promote water conservation. 		
<ul style="list-style-type: none"> • Support prudent and minimal use of interbasin transfers to ensure healthy and adequate in-stream flows. 		
<ul style="list-style-type: none"> • Support healthy and adequate in-stream flows by encouraging minimum and maximum dam releases. 		
Restore	Cons	Ongoing
<ul style="list-style-type: none"> • Participate in the Eastern Brook Trout Joint Venture/Back-the-Brookie Program. 		
<ul style="list-style-type: none"> • Encourage private landowner stewardship. <ul style="list-style-type: none"> ○ Encourage “trout friendly” development through education and advocacy. ○ Recognize private landowners for notable cold water conservation efforts. 		
Sustain	Educ	Ongoing
<ul style="list-style-type: none"> • Youth Education <ul style="list-style-type: none"> ○ Sam Rizzio Clinic ○ Georgia Trout Unlimited Trout Camp ○ Boy Scout Fly Fishing Merit Badge ○ Trout in the Classroom 	TIC	Ongoing
<ul style="list-style-type: none"> • Adult Education <ul style="list-style-type: none"> ○ Women’s Fly Fishing Clinic 	Educ	Ongoing

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Engagement

Goals	All	Ongoing
<ul style="list-style-type: none"> Build an organizational capacity to support the strategic plan and to achieve TU's mission. Increase chapter member participation in mission oriented activities. Invest resources in youth activities to create the next generation of cold water conservationist-sportsmen. Provide educational and social events to build camaraderie. 		
Capacity		
<ul style="list-style-type: none"> Maintain leadership descriptions for the chapter detailing roles and responsibilities. Maintain a calendar that ties to the strategic plan, chapter functions and activities and the Chapter Effectiveness Index as requested by TU. Approve and maintain a rolling two-year budget. Outline committee responsibilities to implement the strategic plan. Maintain a UCCTU Mentoring Program consisting of instruction and certification to ensure youth and adult novice anglers receive quality instruction. 	Secr Pres Trsr Pres Educ	Ongoing Ongoing Ongoing Ongoing Ongoing
Growth and Participation		
<ul style="list-style-type: none"> Cultivate a sense of ownership of the chapter among members. Document, publish and update the chapter history to communicate a legacy. Foster leadership development through committee involvement. Develop and implement a UCCTU annual awards program. Submit qualified individuals and the chapter for TU awards. Communicate TU's Annual Financial Report and Chapter Effectiveness Index to the membership. Make an annual report to members outlining the chapter's status, goals and accomplishments. Retain existing members by contacting them prior to membership renewal. Actively recruit new members. Provide new and newly transferred members a welcome package. 	All Secr Mbr Mbr Pres; Secr Pres; Trs Pres Secr; Mbr All Mbr	Ongoing Ongoing Ongoing Annually Ongoing Ongoing Annually Ongoing Ongoing Ongoing

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Youth Education	Educ	Annually
<ul style="list-style-type: none"> • Sam Rizzio Youth Clinic • Georgia TU Trout Camp <ul style="list-style-type: none"> ○ Recruit, qualify and sponsor campers for admission annually. ○ Support the camp financially when needed. ○ Encourage UCCTU Mentors to participate. 		
<ul style="list-style-type: none"> • Trout in the Classroom <ul style="list-style-type: none"> ○ Focus on relationships with schools in the Northern Atlanta area ○ Encourage school participation with financial assistance for equipment ○ Provide conservation awareness education during release events 	TIC	Ongoing
<ul style="list-style-type: none"> • Fly Fishing Merit Badge <ul style="list-style-type: none"> ○ Focus on troops in the Northern Atlanta area. ○ Use UCCTU mentors for instruction. 	Educ	Ongoing
Events		
<ul style="list-style-type: none"> • Meetings <ul style="list-style-type: none"> ○ Hold monthly meetings January through October. ○ Meeting programs should be balanced between conservation and angling. ○ Meeting venue should be appealing and accommodate the number of attendees. 	Prog	Ongoing
<ul style="list-style-type: none"> • Fishing Events <ul style="list-style-type: none"> ○ Club trips to nearby destinations. ○ Fishing Dayz to provide frequent local fishing and instruction to novice members. 	Evt	Ongoing
<ul style="list-style-type: none"> • Fly Tiers Table 	Evt	Ongoing
<ul style="list-style-type: none"> • Picnic or other 'family-oriented' event for members, their families and participants in youth activities - Trout Camp, Rizzio Clinic, Fly Fishing Merit Badge and Trout in the Classroom. 	Evt	Annually

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Communications

Goals	Pres; Comm	Ongoing
<ul style="list-style-type: none"> Maintain a system that attracts and engages members and other anglers helping to achieve our conservation goals. 		
<ul style="list-style-type: none"> Strengthen the UCCTU brand. 		
<ul style="list-style-type: none"> Effectively communicate with the media. 		
<ul style="list-style-type: none"> Effectively employ audio visual technologies, the Internet and social media to promote the chapter's mission. 		
System		
<ul style="list-style-type: none"> Publish an electronic newsletter monthly. 	Pres; Edt	Monthly
<ul style="list-style-type: none"> Maintain a website. 	Comm	Ongoing
<ul style="list-style-type: none"> Maintain social networking portals to broadcast news as it occurs. 	Comm	Ongoing
<ul style="list-style-type: none"> Distribute email announcements about important news and events. 	Pres; Comm	Ongoing
<ul style="list-style-type: none"> Create resources that help the chapter engage members, build capacity and increase participation in conservation, advocacy and education projects. 	Comm	Ongoing
Branding		
<ul style="list-style-type: none"> Identify the most important audiences in the conservation, fundraising and member engagement plans. 	Pres; Fund; Cons; Educ, Evt	Ongoing
<ul style="list-style-type: none"> Understand and articulate TU's value proposition to target audiences and members. 	Pres; Comm	Ongoing
<ul style="list-style-type: none"> Conduct periodic membership-stakeholder research and analysis. Understand and, if necessary, correct any brand equity gaps. 	Pres	Ongoing
<ul style="list-style-type: none"> Develop targeted messages for important audiences based on research findings. 	Pres; Comm	Ongoing
<ul style="list-style-type: none"> Develop and use branded stationary, business cards and presentation materials in all correspondence. 	All	Ongoing
<ul style="list-style-type: none"> Use UCCTU email addresses and signatures for chapter business. 	All	Ongoing
<ul style="list-style-type: none"> Maintain a chapter mobile display with a canopy. 	BOD	Ongoing
<ul style="list-style-type: none"> Reinforce the brand at all events and in all communications. 	All	Ongoing
Media		
<ul style="list-style-type: none"> Develop and maintain relationships with local media contacts. 	Comm	Ongoing

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• Issue press releases about UCCTU events and actions.	Pres; Comm	Ongoing
• Advertise chapters meetings and events open to the public.	Comm	Ongoing
• Submit input to Trout Magazine about noteworthy UCCTU events.	Comm	Ongoing
• Communicate key messages clearly and consistently reinforcing the UCCTU brand.	Comm	Ongoing
Audio-Visual		
• Coordinate and provide visuals supporting chapter meeting agendas.	Pres	Ongoing
• Visually record chapter events for publicity, display and archive purposes.	Secr; Comm	Ongoing
• Assist with sound system at chapter events.	Comm	Ongoing

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Funding

Goals		
• Secure funding to implement the strategic plan.	Pres	Ongoing
• Sponsor non-UCCTU organizations and projects supporting cold water conservation.	BOD	Ongoing
Secure Funding		
• Maintain a web-based payment system.	Trs	Ongoing
• Maintain a credit card payment capability.	Trs	Ongoing
• Promote a stratified individual giving program.	Fund; Comm	Ongoing
• Develop and promote a stratified corporate sponsorship program.	Pres; Fund	Ongoing
• Provide recognition to individual donors and corporate sponsors in the chapter's annual report.	Fund; Secr	Annually
• Explore and submit grant requests to support the strategic plan.	Pres; Fund	Ongoing
• Conduct profitable raffles and auctions at monthly meetings.	Fund	Ongoing
• Conduct fundraising events including raffles and banquets.	Fund	Ongoing
• Qualify for EarthShare Georgia funding.	Fund	Ongoing
Sponsorships		
• Support other chapters' fundraising events with in-kind donations.	EC	Ongoing
• Financially assist non-UCCTU organizations and projects benefiting cold water conservation.	BOD	Ongoing
• Entertain written requests for project funding.	EC, BOD	Ongoing
• Provide in-kind volunteer support.	All	Ongoing

Key

EC	Executive Committee	Educ	Education
BOD	Board of Directors	Mbr	Membership
Pres	President	Prog	Programs
EVP	Executive Vice President	Evt	Events
Secr	Secretary	Edt	Editor
Trs	Treasurer	All	All
Comm	Communications		
Cons	Conservation		