

**Rocky River Trout Unlimited (RRTU)
Strategic Plan 2013-15**

DRAFT – 10/1/2012

Since 1981, RRTU has been an active and viable chapter of Trout Unlimited (TU) including being the recipient of the National Gold Trout Award in 1986. Aligned with national TU and the North Carolina Trout Unlimited (NCTU) Council, our mission is to conserve (C), protect (P) and restore (R) our cold water resources.

Our VISION

Provide a Metrolina area gateway to trout fishing for our chapter members and friends that are interested in the conservation, protection and restoration of our mountain streams.

Our FOCUS (Strategy)

Cold water conservation and fishing education (E) with a priority toward our youth.

Broad membership participation by connecting members and friends with fishing and conservation activities (C,P,R).

Improve overall chapter activeness (A) with a balanced utilization of chapter resources for fundraising activities (\$).

Publish, share and communicate up-to-date RRTU related information utilizing state-of-the-art online technologies (O).

Our EFFORTS (Tactics)

The following activities provide a summary of RRTU plans for the next three years of operation.

Activity		Timing	Lead	Rev/Costs	Partner(s)
Placement of Trout in the Classroom (TIC) with reliable, capable teachers (currently 7).	E,C	Sep-May	TU Liason, Teacher	\$1,500/install	Public/ Private Schools
Selection of a student recipient of a Scholarship in fisheries management.	E,C,P,R	For Spring or Fall	Past Pres. Chairs	\$1,000	NCWF
Support NCTU RiverCourse and fund a participant.	E,C	Jun	Joyce	\$600/camper	NCTU
Participate in South Mountain State Park Day (Adopt-A-Park)	E,C	Sep	Joyce		S. Mountain State Park
Conduct stream & trail work within South Mountain State Park (Adopt-A-Park)	C, R	Summer	Volunteer Leader		S. Mountain State Park
Conduct 2-3 Stream Explorers weekends.	E,C		TBD		REI, Fly Shops
Conduct Fly Tying sessions at Northlake RE including Guest Tyer.	E	Nov-Mar	Jack, Tom, Alen	\$10/tyer	REI
Conduct Where-To How-To sessions at Northlake REI and Sharon UMC.	E	Apr-Oct	Alen, Tom, others	No charge	REI, Sharon UMC
Support the Muddy Creek restoration efforts.	R		Board	\$500-\$3,000	
Conduct stream & trail work/cleanup on Wilson Creek (Adopt-A-Stream) & other streams.	R	Nat.Clean-up Week	Volunteer Leader		USFS, landowners
Support Regional TU in the acquisition of riparian land.	P		Board	\$2-5,000	SE Region TU, NCTU
Support Casting for Recovery events.	A,C	TBD	Joyce		CFR, Fly Shops
Support Healing Waters events.	A,C	TBD	TBD		HW, Fly Shops
Conduct 1-2 Treasure Hunts annually to raise funds and encourage members to trout fish.	A,C,\$	TBD	TBD	Goal: \$1,000	Fly Shops
Conduct a daytrip oriented Companion Trip Program.	A,C,\$	Schedule per Request	TBD	Goal: \$1,000	
Conduct Appletree chapter trips including One Fly Contest & evening Guest Speaker.	A,C	Apr, Oct	Volunteer Leader	Break-even	USFS
Conduct 3-4 Steamside Saturday Outings.	A,C	TBD	Volunteer Leader	Break-even	
Conduct 8 Monthly Program Meetings with simple raffles.	A,C,\$	Not Feb,Jun,Sep,Dec	2nd VP (Programs)	Goal: \$2,000	Covenant PCUSA
Conduct an Annual Membership Meeting to review past year of activities and elect Board.	A,C	Sep	Board		Covenant PCUSA
Conduct an annual Friends of Rocky River (FORR) donation campaign	A,\$	Jan-Dec	Terry, Steve	Goal: \$8,000	
Conduct FORR celebration with fundraising, complimentary dinner & Guest Speaker.	A,\$	Feb	Board	Goal: \$2,000	Outdoor & Fly Shops
Invite members and friends to a holiday celebration at a local eatery.	A	Dec	Board	Dutch	Host facility
Conduct frequent Board meeting.	A	Quarterly min.	President	Dutch	
Conduct an annual Board Retreat.	A	Oct-Nov	President		Host facility
Publish 10 Newsletters online and mail the Annual Meeting notice.	O	Jan-Jun, Aug-Nov	Editor	Website cost	

3-Year Budget Projection:

INFLOWS	Remarks	10/5/11 - 8/31/12	9/2012-13	9/2014-14	9/2014-15
Contributions	FORR Goal: \$8,000	6,387	7,000	7,500	8,000
Contributions Workplace Giving	Company gift match	550	600	650	700
Interest Income		48.38	50	60	70
Other Income		273.13	250	250	250
Raffle Income	Goal: \$2,000	1,748	2,000	2,000	2,000
Rebates From TU National		652.01	650	650	650
Sale Of Inventory		32	50	50	50
Special Events Income	Goal: \$2,000	1,032.61	1,000	1,500	2,000
Special Events Appletree		1,377.57	2,000	2,500	3,000
Special Events Income Streamside		100	150	200	200
Special Events Treasure Hunt	New Rev source		500	750	1,000
Special Events Companion Trips	New Rev source		500	750	1,000
TOTAL INFLOWS		12,200	14,750	16,860	18,920
OUTFLOWS					
Cash & ATM		0			
Cost of Merchandise Sold		367.49	350	350	350
Fees & Charges					
Fees & Charges: Bank Fee	PayPal & bank fees	23.69	50	75	100
Total Fees & Charges		23.69	50	75	100
Grants to Other 501(c)3 (NCWF Scholarship Fund)	Prog Serv	1,000	1,000	1,000	1,000
Grants to Other TU Chapters	Prog Serv	1,600	3,000	4,000	5,000
Insurance	Mgmt & Gen	110	150	150	150
Meals & Entertainment	Mgmt & Gen	634.81	600	600	600
Meeting Expenses (includes church room rent)	Mgmt & Gen	845	900	900	900
Postage & Shipping	Prog Serv	82.56	100	100	100
Rent	Mgmt & Gen	550	600	600	600
Shopping					
Shopping: Electronics & Software		529.74	600	600	600
Total Shopping		529.74	600	600	600
Supplies Materials	Prog Serv	2,060.1	3,500	4,000	4,500
Supplies Materials Appletree	Prog Serv	1,646.92	2,000	2,500	3,000
TOTAL OUTFLOWS		9,652.31	12,500	14,525	16,550
OVERAL TOTAL (Gain/Loss)		2,548.39	2,250	2,335	2,370
TIC Goal	1 addition/year	7	8	9	10
TIC Maintenance Reserve	Currently 7 installs	1,200	2,000	2,700	3,000
SE Regional Protection Funds (SE TU acquisitions)	Surplus Revenue		2,500	3,000	5,000
RRTU Operational Reserve		11,350	10,300	11,435	11,495