

Rocky River Trout Unlimited Strategic Plan 2020-2021

Mission

To Conserve, Protect, Reconnect, Restore and Sustain our Coldwater Natural Resources.

Vision

Guided by the mission of Trout Unlimited, and engaging with NC Chapters and Leaders, Rocky River Trout Unlimited (RRTU) achieves our mission through strategic planning, education programs, partnership, public outreach, outdoor activities, and projects.

Objectives

- Grow the chapter membership 15% in 2021, 10% in 2022, and 10% in 2023.
- By 2021, fully staffed Committees for Diversity, Trout in the Classroom, Fundraising, Outreach, Leadership, Communications, Activities, and Conservation.
- National recognition as a leader in the Trout in the Classroom program in 2022.
- Be the state leader in Chapter branding and communications.
- Increase total unique volunteers and activity attendance, year over year.
- Ensure continuous operations through resilient fundraising and expense plans.

Strategies

- Foster and adopt a 3-5 year strategic planning mindset.
- Develop leadership team from candidates with diverse business and social experience.
- Treat every activity as a membership drive.
- Revenue collected from a variety of sources, with targets aligned to chapter goals.
- Continuously improve and leverage our Communications strategies and tools.
- TIC operates to program capacity, volunteer pipeline, and member schools.
- Use Outreach as a vehicle for membership growth and diversity.
- Maintain and renew a \$10K fund for one major Conservation activity per year.
- Chapter Activities are varied and are cost neutral, to encourage attendance.

Actions

- Review and update the strategic plan at each board retreat.
- Maintain a healthy pipeline of chapter leaders, reviewing candidate lists quarterly.
- Fundraising Committee creates a yearly revenue ladder and fundraising targets.
- Develop missions and roles for each committee using TU National resources as a guide.
- Consistent call for Committee Volunteers from Membership.
- Develop and implement an outreach vision and plan, identifying and engaging 1-3 new targets.
- Develop a Trout in the Classroom leadership, capacity, communications, and budget plan.
- Annually, identify and nominate two children for RRTU Rivercourse sponsorships.
- Financially support WOTF, Casting Carolinas, and Appalachian Fly Fishing Museum.
- Establish relationship owners to enhance relationships with Women on the Fly, Rivercourse, Casting Carolinas, 5 Rivers, CFFC, South Mountains State Park, and NCTU/Chapters.
- Participate in the Davidson River Habitat Enhancement Project with Pisgah TU.
- Create a robust calendar including Fly Tying, Streamsides, Stream Cleans, Campouts, and Monthly Programs, aligning with our partner's calendars.
- Review expenses for Alarka, Streamsides, and Fly Tying to adjust registration fees.
- Collect new member contacts at each event using contact cards or electronic tools.
- Update membership roster monthly achieving timely communications with new members.
- Create and publish outstanding video, photographic and written collateral for all chapter events.