

Rocky Mountain Flycasters

Strategic Plan – 2018

VISION:

As a chapter of Trout Unlimited, a national conservation organization, Rocky Mountain Flycasters will use all accessible resources to help ensure that robust populations of wild and native cold-water fish thrive within the Cache La Poudre and Big Thompson River watersheds.

MISSION:

To conserve, protect, sustain and restore Northern Colorado's cold-water fisheries and their watersheds for current and future generations.

VALUES:

- We value work that protects habitat on a watershed basis.
- We value healthy wild and native trout populations.
- We value operational decisions based on sound science.
- We value the use of advocacy to promote conservation.
- We value being a grassroots, all volunteer organization.
- We value collaboration with like-minded organizations and those of diverse interests.
- We value fiscal responsibility and ethical practices.
- We value responsible sport fishing.

STRATEGIES:

Conserve:

We embrace a conservation agenda aligned with the nationwide pillars of the Trout Unlimited conservation agenda: **Protect, Reconnect and Restore.**

- Protect and improve water quality and instream flows through advocacy, education and on-the-ground efforts.
- Protect high quality habitat necessary for healthy native and wild cold water fish
- Reconnect and Restore fragmented fish populations and isolated riparian habitats.
- Collaborate constructively with other conservation organizations, state and federal agencies, private land owners and other interested parties to preserve and improve our local watersheds that support cold water fish.
- Utilize local knowledge and the Trout Unlimited Conservation Success Index to identify threats and develop, prioritize and initiate conservation and advocacy efforts.
- Support beneficial advocacy with the all legislative and regulatory bodies and agencies.

Sustain:

Critical to sustaining the success of our mission and vision is the education and inspiration of future generations of conservation stewards.

Membership and Volunteer Strategies:

- Increase diversity in our membership and leadership team.
- Build volunteer capacity to support the chapter programs.
- Increase member participation and fundraising.
- Invest in youth programs to inspire their desire to preserve cold water fisheries, motivate them for future engagement in our chapter and instill a love of fishing.
- Promote organizational unity through projects, educational opportunities and chapter events.
- Sustain the volunteer member network through representative government by providing support, learning opportunities and development.
- Pursue partnerships with conservation-minded organizations to leverage completion of common goals.

Communications and Marketing Strategies:

- Foster broader public awareness of our conservation, funding, community and member engagement opportunities.
- Employ consistent and coordinated communication to our membership to achieve chapter goals.
- Coordinate with other like-minded conservation groups and government agencies to enhance and mutually improve our external communications.
- Utilize up-to-date technology across multiple platforms for communication and to engage and attract members.

Funding Strategies:

- Identify and articulate critical needs for funding that support our mission and strategies.
- Develop a sustainable funding plan for obtaining unrestricted, temporarily restricted and permanently restricted monies to support our strategies.
- Utilize social media to enhance fund raising.
- Develop an ongoing program to encourage legacy giving, endowments and will provisions.