

**Oregon Council Trout Unlimited Strategic Plan 2020 - 2025**

**April 1, 2020 to March 31, 2025**

**Approved by Council Vote: October 22, 2020 Fall Council general meeting**

	<b>Goal</b>	<b>Lead</b>	<b>Partners</b>	<b>Budget</b>	<b>Measure of Success</b>	<b>EOY Results</b>
<b>Objective 1: Fundraising</b>						
<b>Strategy:</b> Promote Oregon TU Brand. Support Chapter Fundraising programs.						
<b>Action 1:</b> Develop fundraising plan.	5 Year plan with categories of activities and annual goals.	Fundraising Committee	Council Officers, Pacific Northwest Volunteer Coordinator (PNWVC)	\$0	Written plan/ Annual review/ Report at Annual Meeting	
<b>Action 2:</b> Co-host events with local chapters highlighting chapter and state-wide efforts in combinations with OCTU Spring and Fall meetings.	Hold 2 events per year, rotated to accommodate Chapters. Goal \$2500 annual	Fundraising Committee	Chapter and Affiliate Group Leaders or appointees	\$0	No. of events held/ Amount raised/ Report at Annual Meeting	
<b>Action 3:</b> Develop and Maintain major donor support through ongoing personal outreach.	Raise \$5,000 annually	Fundraising Committee	Council Officers	\$0	Amount raised Number of major donor contacts/ Report at Annual	
<b>Action 4:</b> Grant Application	Goal \$7000 over 5 year plan.	Fundraising Committee	Council Officers, pursue timely and applicable grants that become available. Recruit experienced volunteer and PNWVC to lead.	\$0	Amount raised/ Report at Annual Meeting	
<b>Objective 2: Communications</b>						
<b>Strategy 1:</b> Improve the flow of information to and from Council/Chapters/National; Implement processes that keeps the Council officers informed of Chapter and regional issues and informs Chapters of Council activities and current issues.						
<b>Action 1:</b> Increase use of Social Media by the Council and Chapters.	Minimum 1 post/week on Council social media. Include Council, National TU and Chapter issues and events. Chair recruit Social Media Coordinator.	Chair and Vice Chair until Social Media lead appointed/ Communication Committee	Chapter and Affiliate Group Leaders/ OR TU Staff: PNWVC. Engage Chapter Leaders at Chapter board meeting and Oregon TU Leaders meetings	\$0	Annual meeting Communication Director report	
<b>Action 2:</b> Survey members to better understand what topics or issues in which they wish the Council to engage and communicate to members.	Target 2022-23.	PNWVC	Council Officers, Communication Committee, Chapter and Affiliate Group Leaders, OR TU Staff	\$0	PNWVC report at 2023 Annual meeting.	
<b>Strategy 2:</b> Improve relationship between Council and Chapters						
<b>Action 1:</b> Council Officers participate in Chapter events.	<b>Action 1:</b> Officers attend one or more Chapter board meeting, one or more Chapter meeting or other event for each Chapter.	Council Officers	Chapter and Affiliate Group Leaders	\$0	Council Officers report at Annual meetings.	

Action 2: Hold Oregon TU Leaders meetings between Spring and Fall Council meetings.	Schedule twice yearly or more frequent video conference meetings between each Spring and Fall Council meetings. Participants to include Chapter Officers and invitees, Council Officers, Council Committee members and TU Staff.	Council Chair	Council Officers, Chapter and Affiliate Group Leaders, Oregon TU Staff.	\$0	Council Chair report in the Council Newsletter.	
<b>Objective 3: Membership and Chapter Development</b>						
<b>Strategy 1: Rebuild Chapter in Eugene</b>						
Action 1: Identify potential local Leadership	2020-2021 Foster new Leadership to rekindle an active board and develop and execute Chapter events.	Council Vice Chair/ Membership Committee	OR TU Staff	\$0	Council Officers report at Annual meetings.	
Action 2: Kickoff event to attract community and membership	Support fundraising event as needed 2020-21.	Council Vice Chair/ Membership Committee	OR TU Staff	\$-	Council Vice Chair report at Annual meetings.	
<b>Strategy 2: Continue development of the new chapter in Medford/Ashland area (consider inclusion of Douglas County).</b>						
Action 1: Support the new Affinity Group: South Coast Women on the Fly.	Council support Leadership development, organizational structure and membership growth. Consider evolution to a full chapter or create a separate chapter if there is local support.	Council Officers/ Membership Committee	Affiliate Group Leaders, OR TU Staff. PNWVC	\$-	Council Officers report at Annual meetings.	
Action 2: Support fundraising event.	Council assist in planning, advertising and event execution.	Council Officers/ Membership Committee	Affiliate Group Leaders, OR TU Staff. PNWVC	\$-	Council Officers report at Annual meetings.	
<b>Strategy 3: Pursue Additional Chapter Creation</b>						
Action 1: NE Oregon	Pursue chapter creation opportunity in Wallowa Co. and/or Pendleton/Hermiston area. Snake River issues to form the focus of the chapter.	Council Officers/ Membership Committee	Regional OR TU Staff, PNWVC, Identify local members to develop at Chapter Leaders.	\$-	Council Officers report at Annual meetings.	
Action 2: Salem	Pursue chapter creation opportunity in Marion County	Council Officers/ Membership Committee	Regional OR TU Staff, PNWVC, Identify local members to develop at Chapter Leaders.	\$-	Council Officers report at Annual meetings.	
Action 3: Portland Metro region	Pursue chapter creation opportunity in Portland Metro region. Possible Gresham-Troutdale-Sandy River focus.	Council Officers/ Membership Committee	PNWVC, Identify local members to develop at Chapter Leaders.	\$-	Council Officers report at Annual meetings.	
<b>Strategy 4: INCREASE MEMBERSHIP through strategic outreach</b>						

<b>Action 1:</b> Identify diversity opportunities.	Develop a diversity policy and list of goals that align with our core values and mission.	Diversity Initiative Leaders/ Membership Committee	Council Officers, Chapter and Affiliate Group Leaders, TU Staff	\$0	Diversity Committee and Council Officers present at the 2021 Annual Spring meeting.	
<b>Action 2:</b> Increase diversity of Oregon TU membership and Leadership through strategic outreach.	In collaboration with the Chapters and Affiliate Groups develop and initiate an outreach strategy to build relationships with non-white, non-male groups and individuals that share our mission and values. Identify and communicate with 1-2 groups annually.	Diversity Initiative Leaders/ Membership Committee/ Chapter Leaders	Council Officers, Diversity Group Leaders. Develop relationships through partnered activities: invitations to TU events and coordinate Oregon TU members volunteering at the other groups events.	\$0	Diversity Committee and Council Officers present at the 2021 Annual Fall meeting. Progress reports at subsequent Annual Meetings.	
<b>Action 3:</b> Increase diversity of TU membership through strategic outreach to youth and younger adults.	Support Chapters in develop programs of interest to youth and younger adults. Encourage each Chapter hold one event annually beginning 2021-22.	Diversity Initiative Leaders/ Membership Committee/Chapter Leaders	Youth Group Leaders		Diversity and Membership Committees report at Annual Meeting.	
<b>Action 4:</b> Veteran Outreach	Council to support Chapter outreach to insure that Veterans are included in Oregon TU outreach efforts and welcomed in TU chapters and events.	Council Officers, Veterans Coordinator	Chapter and Affiliate Group Leaders, Member Veterans , Veterans Groups, National TU. Develop relationships through partnered activities: invitations to TU events and coordinate Oregon TU members volunteering at the other groups events.	\$0	Veteran Coordinator Update at Annual Fall Meeting report	
<b>Action 5:</b> TU Ambassador Outreach Program	The Council and Chapters co-develop a "TU Ambassador" strategy in conjunction with local fishing shop or other outdoor retail location; create "engagement kit" with local TU information and members for flier, free distribution at local fly shops.	Council Officers/ Chapter and Affiliate Group Leaders / OR TU Staff	Local retail businesses	\$0	Council Officers report at Annual Meetings.	

**Objective 4: Legislative & Agency Advocacy**

**Strategy 1:** TU Presence at and participation in critical legislative sessions and agency planning

<b>Action 1:</b> Develop an Advocacy Action Calendar	Recruit an Advocacy Committee member to develop a shared calendar listing legislative sessions, agency meetings and action deadlines. Develop a member notification system. Calendar open to Council Officers, Advocacy Committee members and authorized TU Staff.	OCTU Officers / Advocacy Committee/ OR TU Staff	TU National	\$_	Completion of e-calendar	
<b>Action 2:</b> Identify primary focus areas for each legislative session, as well as hearings to attend/testify or provide comment.	Annual Fall Advocacy Strategy meeting to identify key issues for focus in each session, and identify key hearings where presence would be ideal (reflect in calendar as dates known)	OCTU Officers / Advocacy Committee/ OR TU Staff	TU National, Chapter and Affiliate Group Leaders or appointees, sister organizations	\$0	Annual meeting Advocacy Director report	

<b>Action 3:</b> Increase presence and/or submission of testimony at legislative hearings and agency/regulatory sessions.	Have presence physically, or in the form of written testimony, at legislative sessions and agency meetings on behalf of OCTU.	OCTU Officers/ Advocacy Committee / Chapter Officers/ OR TU Staff	TU National, Chapter and Affiliate Group Leaders or appointees	\$0	Advocacy meeting notes, Advocacy Newsletter Reports, Annual meeting Advocacy Director report
<b>Action 4:</b> Increase effectiveness of communication of Advocacy goals, campaigns, activities and action alerts to Oregon TU members.	Advocacy Report at Oregon TU Leaders meetings, Council meetings, monthly Newsletter, and breaking issues on social media.	Council chair /Advocacy director/ Advocacy Committee	OR TU Staff/National TU	\$-	Annual meeting Advocacy Director report
<b>Action 5:</b> Increase engagement of OCTU and OR TU members in national advocacy.	Advocacy committee and/or Council members identify and report at Oregon TU Leaders meetings, Council meetings, monthly Newsletter, and breaking issues on social media.	Advocacy Committee/ Council Officers	National TU Leadership, TU Government Affairs office, Chapter and Affiliate Group Leaders and membership	\$0	Advocacy meeting notes, Advocacy Newsletter Reports, Annual meeting Advocacy Director report
<b>Action 6:</b> Increase the effectiveness of OCTU Advocacy through engagement with other conservation organizations.	Engage in other conservation organization's events and activities that will advance OCTU Advocacy objectives. Continue Oregon Conservation Network membership.	Advocacy Committee/ Council Officers	Chapter and Affiliate Group Leaders, TU Staff, Oregon League of Conservation Voters. Engage with other local conservation groups with a focus on water, fish and habitat protection.	\$0	Advocacy meeting notes, Advocacy Newsletter Reports, Annual meeting Advocacy Director report

**Objective 5: OCTU Participation at TU National and Regional Events**

<b>Strategy 1: Oregon represented at National and Regional TU events</b>					
<b>Action 1:</b> OCTU Chair and NLC Rep attends TU National Meeting	Annually	Council Officers		\$2,000	Annual meeting Council Chair report
<b>Action 2:</b> OCTU Chair & NLC Rep attends Western Regional Meeting	Annually	Council Officers		\$2,000	Annual meeting Council Chair report
<b>Action 3:</b> Encourage Chapters to send representatives to the Western Regional Meeting	Recruit Chapter Leaders and potential Leaders to attend the regional meetings. Budget funding annually.	Council Officers	Chapter and Affiliate Group Leaders	\$1,000	Annual meeting Council Chair report

**Objective 6: Conservation**

<b>Strategy 1: Oregon TU Conservation Mission: work with Chapters to develop and execute projects</b>					
<b>Action 1: Assist</b> Chapter conservation project EAS grant applications	Improve chapter conservation efforts by supporting EAS grant applications	Council Officers	Chapter and Affiliate Group Leaders	\$0	Council Chair Annual meeting report
<b>Action 2:</b> Wild vs. hatchery position align with Wild Steelhead Initiative.	Support WSI wild vs. hatchery position.	Council Officers, Advocacy Committee	Oregon TU Staff/TU National	\$0	Published document
<b>Action 3:</b> Conservation Projects	Projects are generally local. The Council Conservation Committee will research potential projects and assist in the development, fund raising and execution by the appropriate Chapter or Chapters.	Council Officers/ Chapter and Affiliate Group Leaders	OR TU Staff, allied Conservation Organizations, key Government Agencies.	\$-	Report on progress and completion of projects in the Chapter and Council Newsletters and social media, Annual report to members and Conservation chair report to Council Annual meeting.

**Objective 7: Succession Planning**

Strategy: Identify, recruit and develop new potential Leaders from OR TU membership, and beyond

<p><b>Action 1:</b> Each chapter president invite one additional member from the chapter to OCTU Annual meetings and Leader Conference Calls.</p>	<p>For each state-wide OCTU meeting, ask each Chapter President to bring, in addition Chapter Officers one additional chapter member.</p>	<p>Council Officers/ Chapter and Affiliate Group Leaders</p>		<p>\$0</p>	<p>Council Chair welcome new attendees at each meeting.</p>	
<p><b>Action 2:</b> Each Council member identify a potential new Council member each year.</p>	<p>Increase Council capacity with new Council members and leaders. Invite prospective members to Chapter events, Chapter board meetings and Council meetings to introduce them to the Oregon TU process and environment.</p>	<p>Council Officers/ Chapter and Affiliate Group Leaders</p>	<p>Oregon TU Staff, PNWVC</p>	<p>\$0</p>	<p>Council Chair identify new additions to the Council at Annual Meetings.</p>	
<p><b>Action 3:</b> Develop a Council officer succession plan.</p>	<p>Plan to begin fall of 2021</p>	<p>Council Officers/ Chapter and Affiliate Group Leaders</p>	<p>Oregon TU Staff, PNWVC</p>	<p>\$0</p>	<p>Council Chair, Membership Chair report on progress at Annual Meetings.</p>	