

# Fred Waara Chapter of Trout Unlimited (FWCTU)



## Strategic Plan

Version 2.0 (1/18/2021)

### **FWCTU Vision:**

In the state where Trout Unlimited was founded, the Fred Waara Chapter of Trout Unlimited will ensure that robust populations of native and wild coldwater fish thrive within Michigan's Upper Peninsula so that we and future generations can enjoy healthy fisheries in our home waters.

### **FWCTU Mission:**

To protect, reconnect, and restore coldwater fisheries and their watersheds in the Upper Peninsula for current and future generations.

The following is an outline of the actions necessary to achieve the key objectives of our Mission and Vision.

### **Habitat (Protect, Reconnect, Restore, and Sustain):**

1. Develop and maintain relationships with agencies, organizations, educational institutions and individuals beneficial to coldwater fisheries conservation and work with these partners to address habitat issues.

2. Identify and evaluate potential threats to coldwater fisheries.
3. Identify and evaluate impediments to coldwater fish migration and movement within watersheds.
4. Identify and evaluate coldwater fisheries restoration needs.
5. Take prudent steps to address coldwater fisheries issues that have been identified.
6. Periodically reassess and evaluate previous projects to ensure long-term sustainability by performing maintenance activities if needed.
7. Periodically reassess previous projects to evaluate techniques and assumptions in order to adjust future efforts if necessary.

## **Education, Outreach, and Communication:**

1. Develop and maintain projects and activities to attract and involve people of all demographic groups. This includes habitat projects as well as purely educational activities and programs.
2. Include educational aspects in projects and activities wherever possible.
3. Develop and maintain a diverse Board of Directors.
4. Develop and maintain a range of communication tools to reach all demographic groups.
5. Periodically assess effectiveness of chapter education, outreach and communications and adjust efforts and tools as needed.
6. Develop and maintain a means of thoroughly logging and tracking program participation and volunteer efforts.
7. Develop a digital repository for project data and details so information is readily available.
8. Provide financial and manpower support for TU at the state and national level to the extent possible.

## **Fundraising:**

1. Expand and enhance Marquette Community Foundation FWCTU Endowment Fund wherever realistically feasible.
2. Develop an array of fundraising tools and activities to address a widespread and diverse audience.
3. Develop a committee to monitor and evaluate grant opportunities and write grant applications where appropriate as determined by the FWCTU Board.
4. Seek out and develop relationships with conservation-minded donors.