

# Donegal Trout Unlimited

## Strategic Plan

### **MISSION:**

To protect, reconnect, restore, and sustain cold water fisheries and their watersheds in Lancaster County.

### **STRATEGIES:**

#### **Conservation:**

Over the planning horizon complete as many sustainable cold water conservation projects, while maintaining all completed projects, as the Chapter's resources – human, financial and time – will permit.

#### **Communications:**

Share Chapter and conservation information whenever and wherever possible with members, partners, sponsors and the public.

Actively search for and use new information from internal and external resources.

Aggressively use technology to sustain and expand the Chapter's reach within our community.

#### **Engagement:**

Offer a diverse range of events and activities for constituents in order to maintain and increase membership.

Partner with organizations within our community to advance the Chapter's mission statement.

#### **Funding:**

Raise enough money to fund the Chapter's annual conservation projects not funded by grant moneys, support activities, operating expenses, programs and capital expenses while maintaining a reserve in the General Account to sustain the Chapter for one year.

#### **Chapter Development:**

Foster an environment of continual learning, diversity of ideas, and diverse membership.

JAW  
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