

Donegal Trout Unlimited

2007 – 2008 Strategic Plan...May 9, 2007

Overview: This strategic plan is designed to serve as a guide to provide continuity for future activities. It recognizes that growth and change are inevitable. It will be reviewed and updated to provide us with short and long term goals and to provide current and future committee chairs with goals that are consistent with Donegal Trout Unlimited's mission and vision.

Mission Statement: To conserve, protect and restore cold water fisheries and their watersheds.

Vision Statement: To be the pre-eminent cold water conservation organization in Lancaster County. Acting as a leader, and partnering with both public and private organizations, DTU encourages coldwater resource education, conservation, and restoration projects.

Goals: Goals should be realistic, attainable and measurable. We have selected four key areas: Membership, Fundraising, Conservation, and Education.

Membership (Key Resource 1 of 7)

Goal 01: Increase membership to 600 from 550 Cost: \$ 1,000 Date: Sept 2008

Fundraising (Key Resource 3 of 7)

Goal 01: Create a DTU presentation to solicit partnerships Cost: \$ 5,000 Date: Jan 2007

Conservation (Key Resource 5 of 7)

Goal 01: Pursue public easements on select streams Cost: \$ 0 Date: Jan 2008

Goal 02: Start five pilot projects on the Conowingo State Growing Greener Grant (\$147,000) Cost: \$ 0 Date: Oct 2008

Goal 03: Appoint project managers for: Cost: \$ 0 Date: Nov 2008
Conowingo Creek
Donegal Creek
Lititz Run
Segloch Run.

Education (Key Resource 7 of 7)

Goal 01: Expand Trout in the Classroom by two new schools Cost: \$ 3,000 Date: Dec 2008

Goal 02: Extend invitation to Clinton County TIC to understand their success Cost: \$ 400 Date: Nov 2007

Appendix A (Committee Working Document)

1. Membership – (Key Resource 1 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Attract New Members \$ _____

- Task 01 - Offer dynamic programs \$ _____ Date: _____
- Task 02 - Promote “youth” projects \$ _____ Date: _____
- Task 03 - Establish public communications\$ _____ Date: _____
 - 3.1 - Newspaper articles\$ _____ Date: _____
 - 3.2 - Update DTU application brochure\$ _____ Date: _____
 - 3.3 - Membership drive\$ _____ Date: _____
 - 3.4 - Recognize in Mayflyer/first meeting\$ _____ Date: _____

Goal 02: Maintain Existing Members \$ _____

- Task 01 - Offer dynamic programs \$ _____ Date: _____
- Task 02 - Propose projects that retain existing members\$ _____ Date: _____
- Task 03 - Improve communication with members\$ _____ Date: _____
 - 3.1 - Welcome...meet/greet all members.....\$ _____ Date: _____
 - 3.2 - Introduce new members at meetings.....\$ _____ Date: _____
 - 3.3 - Sign-in sheets at chapter meetings\$ _____ Date: _____
 - 3.4 - Name tags at chapter meetings.....\$ _____ Date: _____
 - 3.5 - Recognize good deeds done by members ..\$ _____ Date: _____

Goal 03: Maximize Membership Volunteerism \$ _____

- Task 01 - Get more members involved.....\$ _____ Date: _____
- Task 02 - Establish a list of ‘ready volunteers’\$ _____ Date: _____

2. Communication – (Key Resource 2 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Provide Media with Dates in a Timely Way \$ _____

- Task 01 - Monthly news releases on upcoming events....\$ _____ Date: _____
- Task 02 - Invite local reporters to functions\$ _____ Date: _____

Goal 02: Advertise ‘Trout in the Classroom’ \$ _____

- Task 01 -\$ _____ Date: _____

Goal 03: Provide a 'Calendar of Upcoming Events' (CUE)..... \$ _____

Task 01 - CUE handout at each monthly meeting\$ _____ Date: _____

Task 02 - Post CUE to the newsletter and website \$ _____ Date: _____

Goal 04: Create a Conowingo Video \$ _____

Task 01 - Establish history of DTU's involvement\$ _____ Date: _____

Task 02 - Create publicity and project awareness\$ _____ Date: _____

Goal 05: Establish a Unified Communication Plan \$ _____

Task 01 - Communicate by email\$ _____ Date: _____

Task 02 - Coordinate board and committee members\$ _____ Date: _____

3. Fundraising – (Key Resource 3 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Annual Banquet..... \$ _____

Task 01 - Capitalize on DTU's best fundraiser\$ _____ Date: _____

Task 02 - Grow bigger and better each year\$ _____ Date: _____

Task 03 - Strive to make the banquet more enjoyable
(location, food, entertainment and pace)\$ _____ Date: _____

Goal 02: Maximize Government Funding\$ _____

Task 01 - Federal\$ _____ Date: _____

Task 02 - State\$ _____ Date: _____

Task 03 - Local\$ _____ Date: _____

3.1 - Lancaster County Conservancy\$ _____ Date: _____

3.2 - Lancaster County Conservation District.....\$ _____ Date: _____

Goal 03: Maximize Private Funding..... \$ _____

Task 01 - National T.U\$ _____ Date: _____

Task 02 - PA State T.U\$ _____ Date: _____

Task 03 - Local Foundations.....\$ _____ Date: _____

Task 04 - Corporate Partnerships.....\$ _____ Date: _____

Goal 04: Maximize Grant Writing Services \$ _____

Task 01 - Share costs with another organization\$ _____ Date: _____

Task 02 - Solicit services of a grant writer\$ _____ Date: _____

Task 03 - Seek funding for a grant writer\$ _____ Date: _____

Goal 05: Create a DTU Presentation to Solicit Partnerships \$ _____

- Task 01 - Share the Strategic Plan\$ _____ Date: _____
- Task 02 - Create a video presentation.....\$ _____ Date: _____
- Task 03 - Develop an introduction letter and brochure ...\$ _____ Date: _____
- Task 04 - Identify 'point people'\$ _____ Date: _____
- Task 05 - Develop a DTU 'speakers list'\$ _____ Date: _____

Goal 06: Explore Endowment Funding \$ _____

- Task 01 -\$ _____ Date: _____

4. Programs and Hospitality – (Key Resource 4 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Develop and Offer Programs of Interest to the\$ _____
General Membership and Public

- Task 01 - Monitor chapters for high interest programs ...\$ _____ Date: _____
- Task 02 - Operate within budget guidelines\$ _____ Date: _____
- Task 03 - Utilize 'Ice Breaker' introductions\$ _____ Date: _____
- Task 04 – One meeting for members' videos/pictures\$ _____ Date: _____

5. Conservation – (Key Resource 5 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Identify Stream Projects that Fits DTU's Mission.....\$ _____

- Task 01 - Partner with local watershed associations\$ _____ Date: _____
- Task 02 - Help create watershed associations..... \$ _____ Date: _____
- Task 03 - Initiate stream survey.....\$ _____ Date: _____
- Task 04 - Gain landowner cooperation.....\$ _____ Date: _____
- Task 05 - Ensure funding.....\$ _____ Date: _____

Goal 02: Appoint Project Managers \$ _____

- Task 01 - Stay with project for duration\$ _____ Date: _____
- Task 02 - Agency coordination.....\$ _____ Date: _____
(help manage grants and obtain permits)

Goal 03: Accelerate Process \$ _____

- Task 01 – Permitting\$ _____ Date: _____
- Task 02 - Government agencies.....\$ _____ Date: _____
(LCD, PA DEP, Corps of Engineers, EPA)
- Task 03 – Political\$ _____ Date: _____
- Task 04 – Design\$ _____ Date: _____
- Task 05 – Construction\$ _____ Date: _____

Goal 04: Pursue Public Easements \$ _____

Task 01 - Try to ensure future public access\$ _____ Date: _____

Goal 05: Create Maintenance Programs for Existing Projects \$ _____

Task 01 - Clean-up.....\$ _____ Date: _____

Task 02 – Signage.....\$ _____ Date: _____

Task 03 – Repair\$ _____ Date: _____

Task 04 - Landowner relations\$ _____ Date: _____

Task 05 - Temperature studies.....\$ _____ Date: _____

Task 06 - Water quality studies\$ _____ Date: _____

Goal 06: Determine Involvement in these Streams of Interest \$ _____

Task 01 - Lititz Run\$ _____ Date: _____

Task 02 - Donegal Creek\$ _____ Date: _____

Task 03 - Segloch Run.....\$ _____ Date: _____

Task 04 - Conowingo Creek\$ _____ Date: _____

Task 05 - Fishing Creek.....\$ _____ Date: _____

Task 06 - Cocalico Creek.....\$ _____ Date: _____

Task 07 - Shearers Run.....\$ _____ Date: _____

Task 08 - West Branch Little Conestoga Creek.....\$ _____ Date: _____

Goal 07: Nursery Management..... \$ _____

Task 01 - Grow # of trees based on community needs\$ _____ Date: _____

6. Business and Financial Affairs – (Key Resource 6 of 7)

Year 07-08 Year Cost:\$ _____

Goal 01: Refine Business Practices \$ _____

Task 01 - Eliminate sales taxes from invoices.....\$ _____ Date: _____

Task 02 - Have contractors invoice DTU directly\$ _____ Date: _____

Task 03 – Require donation requests in writing\$ _____ Date: _____

Task 04 – Specify in writing use of outgoing donation ...\$ _____ Date: _____

Task 05 - Merge business affairs with Treasurer duties ..\$ _____ Date: _____

Task 06 - Ensure non-profit status\$ _____ Date: _____

Task 07 - Manage investments\$ _____ Date: _____

Task 08 - Ensure federal & state filings are on time.....\$ _____ Date: _____

Task 09 - Comply with T.U. National’s annual report\$ _____ Date: _____

Task 10 - Conduct an annual audit\$ _____ Date: _____

Task 11 - Amend bylaws to include the following:\$_____ Date: _____
 From time to time, the board may conduct business electronically. The results of any electronic business shall be communicated to the chapter secretary for inclusion in the minutes of the regular monthly meeting.

7. Education – (Key Resource 7 of 7)

Year 07-08 Year Cost:\$_____

Goal 01: Partner with K-12 Educators..... \$_____

Task 01 - Expand Trout In the Classroom.....\$_____ Date: _____

Task 02 - Expand DTU youth activities\$_____ Date: _____

Goal 02: Partner with Higher Education Conservation Classes \$_____

Task 01 -\$_____ Date: _____

Goal 03: Communicate a Conservation Message \$_____

Task 01 - Use newsletter\$_____ Date: _____

Goal 04: Partner with Community to Promote DTU’s Philosophy \$_____

Task 01 - Big Brothers / Big Sisters\$_____ Date: _____

Task 02 - Special Olympics\$_____ Date: _____

Task 03 - Casting For Recovery\$_____ Date: _____

Task 04 - Youth Field Day.....\$_____ Date: _____

Task 05 - Eagle Scout Projects\$_____ Date: _____

Task 06 - Rivers Conservation Camp.....\$_____ Date: _____

Appendix B (Plan At-A-Glance Working Document)

1. Membership		\$ _____
Goal 01 Attract New Members	\$ _____	
Goal 02 Maintain Existing Members	\$ _____	
Goal 03 Maximize Membership Volunteerism	\$ _____	
2. Communications		\$ _____
Goal 01 Provide Media with Dates in a Timely Way	\$ _____	
Goal 02 Advertise 'Trout in the Classroom'	\$ _____	
Goal 03 Provide a 'Calendar of Upcoming Events'	\$ _____	
Goal 04 Create a Conowingo Video	\$ _____	
Goal 05 Establish a Unified Communication Plan	\$ _____	
3. Fundraising		\$ _____
Goal 01 Annual Banquet	\$ _____	
Goal 02 Maximize Government Funding	\$ _____	
Goal 03 Maximize Private Funding	\$ _____	
Goal 04 Maximize Grant Writing Services	\$ _____	
Goal 05 Create a DTU Presentation to Solicit Partnerships	\$ _____	
Goal 06 Explore Endowment Funding	\$ _____	
4. Programs and Hospitality		\$ _____
Goal 01 Develop and Offer Programs of Interest to the General Membership and Public	\$ _____	
5. Conservation		\$ _____
Goal 01 Identify Stream Projects that Fits DTU's Mission	\$ _____	
Goal 02 Appoint Project Managers	\$ _____	
Goal 03 Accelerate Process	\$ _____	
Goal 04 Pursue Public Easements	\$ _____	
Goal 05 Create Maint Programs for Existing Projects	\$ _____	
Goal 06 Determine Involvement in these Streams	\$ _____	
Goal 07 Nursery Management	\$ _____	
6. Business and Financial Affairs		\$ _____
Goal 01 Refine Business Practices	\$ _____	
7. Education		\$ _____
Goal 01 Partner with K-12 Educations	\$ _____	
Goal 02 Partner with Higher Ed Conservation Classes	\$ _____	
Goal 03 Communicate a Conservation Message	\$ _____	
Goal 04 Partner with Comm to Promote DTU's Phil	\$ _____	
		Total \$ _____