



## **Clinch River Chapter 662**

### **Strategic Plan FY 2016-2020**

The mission of the Clinch River Chapter of Trout Unlimited is to conserve and protect the Clinch River trout fishery and its watershed below Norris Dam through education, communication, restoration and conservation.

The chapter's vision is to be an active organization that promotes conservation by protecting and enhancing the biological health of the Clinch River and its watershed by involving at least fifty percent of members in one activity per year. To realize this vision, the chapter will continually improve its strengths, address weaknesses and provide diverse conservation opportunities to accomplish the chapter's mission.

To improve the chapter's strengths, the chapter will mentor members to develop their interest and skills in coldwater conservation work. This will lead the chapter to succeed in developing diversity in chapter leaders, especially women, youth and veterans.

To improve the chapter's sustainability, it is important to reduce the reliance on current volunteers. To grow the active membership base, the chapter will not only recruit new members but also will improve communication with existing members and encourage more of them to get involved.

The chapter's annual work plan provides details of how the chapter will accomplish its mission and realize its vision.

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