

Luckiamute Watershed Council



*Your Land.
Your Rivers. Your
Community.
Your Watershed.*

Key strategic direction

- Develop and implement a comprehensive fund development plan.
- Participate in more targeted community events.
- Reach out to the media.
- Pursue strategic partnerships.
- Engage volunteers to support programming.
- Continue to develop the Board of Directors.
- Increase the number of non-board members participating on committees.

Strategic Plan 2015-17



Mission

Our mission is to engage landowners and communities in the voluntary protection, restoration and enhancement of the Luckiamute and Ash Creek watersheds.

Luckiamute Watershed Council

226 South Main St., Suite L
Independence, OR 97351

503-837-0237
Info@LuckiamuteLWC.org
www.LuckiamuteLWC.org

Vision

We envision communities working together to create vital, vibrant watersheds of thriving native fish populations and diverse, healthy habitats shared by people, plants and animals.

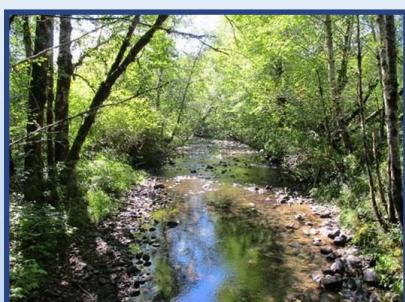
Luckiamute Watershed Council



Goals, Strategies, Action Plan

To meet its mission and move towards its vision, Luckiamute Watershed Council will focus on four goals over the next three years. Strategies to accomplish the goals have been established and an action plan has been adopted by the Board of Directors.

Oversight of strategic plan implementation will be carried out by Board Committees, as indicated for each goal.



Goal	Strategies	Activities	
Sufficient resources <i>Council Support Committee</i>	Expand the Council Support Committee	Recruit non-board committee members. Invite fundraising experts to join.	
	Develop a comprehensive fund development plan	Secure grant funding to cover the cost. Hire a facilitator to support plan development. Retreat to make detailed fundraising decisions.	
	Prepare for fundraising success	Further develop list of constituents. Continue to update the website. Schedule fundraising training for Board and staff.	
	Launch fund development plan	Implement new fundraising activities.	
	Increase visibility <i>Education & Outreach Committee</i>	Increase presence in the community	Participate in 2-4 community events annually. Participate in 2-4 conference or booth activities with key partners annually. Attend at least 2-3 meetings of local and civic organizations each year. Re-launch quarterly Armchair Lecture Series.
			Schedule regular tours of project sites. Teach 2-4 classes in grades K-12 annually.
			Draft media plan and calendar of key activities. Send regular news releases and photos to media. Follow up with contacts regarding each release.
			Request co-sponsorship of ads prior to key events.
Excellent programs <i>Projects Review Committee</i>	Develop project partnerships	Identify key businesses, organizations and agencies. Meet with potential partners to learn their goals and identify common alignments. Continue to build and enhance strategic partnerships.	
	Provide opportunities for individuals and group volunteers to meet real organizational needs.	Identify organizational needs in the field and office. Create volunteer position of Volunteer Coordinator. Create volunteer policies and procedures. Schedule 4 regular volunteer field events annually. Respond to special individual and partner requests for volunteer opportunities.	
Stronger Board and Committees <i>Steering Committee</i>	Fill skill gaps on board	Create board skills profile and prioritize needs. Ensure board policies, procedures and materials are up to date. Develop board position announcement. Distribute position announcement and follow up to recruit new members.	
	Engage non-board committee members	Assess current contact list.	
		Create committee job descriptions and application.	