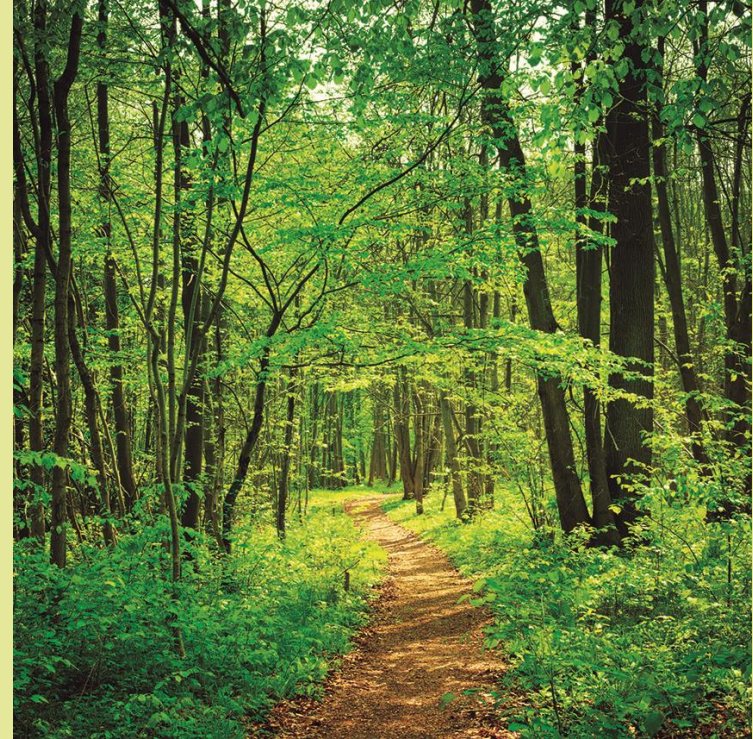


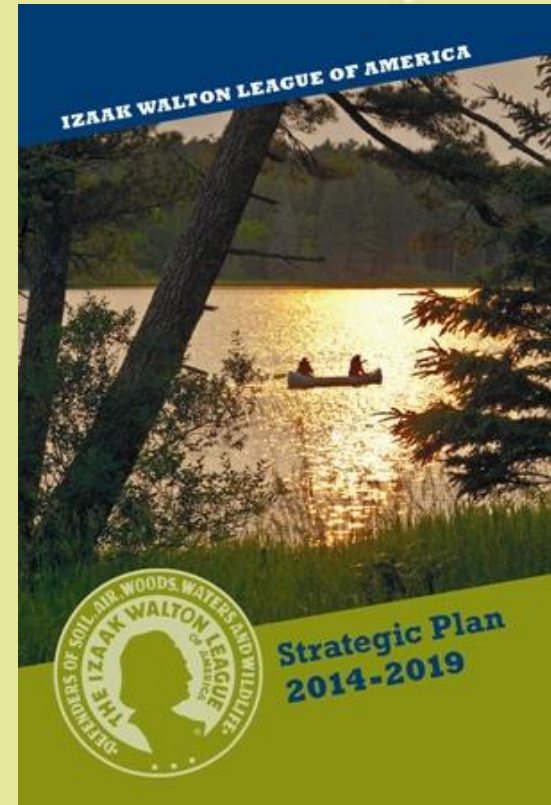
# **Achieving Results for Outdoor America**

**IWLA Strategic Plan  
2014-2019**



# IWLA Strategic Plan

- Provides focused goals for the future of the League
- Goals are for the organization as a whole
- Developed with extensive member input
- Unanimously approved by delegates at 2013 IWLA national convention
- National organization, chapters, and members all play key roles in achieving results



# League's Conservation and Outdoor Recreation Goals

- Strategic plan includes 6 broad conservation and outdoor recreation goals
- Goals for the organization as a whole
- Goals
  - reflect input from members
  - build on League's strengths at chapter, division, and national levels
  - focus on achieving tangible results



# GOAL: Connect more young people to conservation and outdoor recreation.

To achieve this goal, the League will:

- Provide chapters with support and training on engaging youth
- Expand League programs and memberships for youth and families
- Use technology and social media to engage youth
- Connect youth with shooting sports, fishing, and other outdoor recreation activities at chapters





# GOAL: Conserve and restore habitat to support healthy, sustainable fish and wildlife populations.

To achieve this goal, the League will:

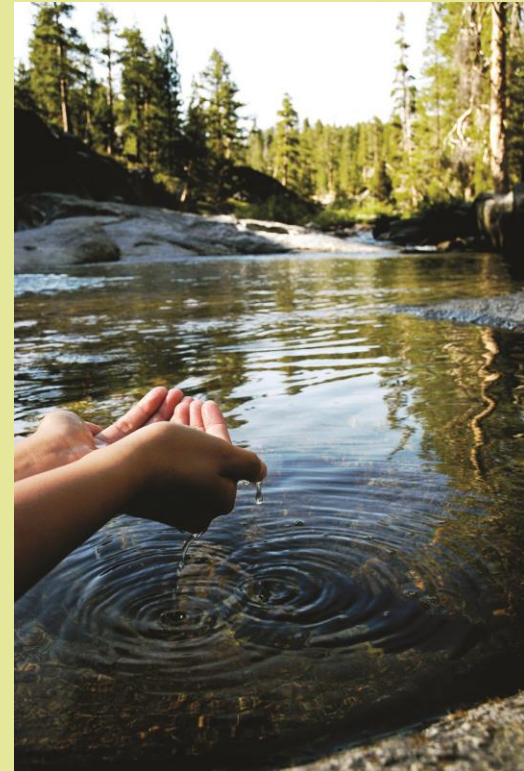
- Carry out and support local and regional projects
- Advocate for policies/funding to conserve habitat
- Advocate for policies to reduce impact of energy use and production
- Expand grassroots network of hunters/anglers to advocate for conservation



# GOAL: Ensure America's streams, rivers, lakes, and other waters are safe for fishing, swimming, and other uses.

To achieve this goal, the League will:

- Engage more people in water quality monitoring
- Support stream restoration
- Use water-based activities to connect youth with the outdoors
- Advocate for agriculture, energy and other policies that protect water quality and wetlands



# GOAL: Engage more people in sustainable outdoor recreation.

To achieve this goal, the League will:

- Promote outdoor activities that engage families
- Provide opportunities for more people and new audiences to enjoy shooting sports, fishing, other outdoor recreation
- Mentor youth and adults interested in hunting





# GOAL: Raise the profile of the League as a leading voice for common-sense conservation and sustainable outdoor recreation.

To achieve this goal, the League will:

- Provide communications support to chapters
- Connect with local and national news media
- Improve Web presence and use of social media to promote the League





# GOAL: Strengthen partnerships among all levels of the League to advance the League's mission.

To achieve this goal, the League will:

- Improve communication among all levels, including in-person
- Provide training, tools, and project ideas for members
- Utilize technology to link members together to share knowledge, experience
- Automate membership processing where possible



# Action Steps – National Organization

In 2014, the national organization will prioritize the following:

- Visiting chapters
- Surveying chapters about youth engagement and outdoor recreation; developing tools/resources based on input received
- Providing on-site support and training for engaging youth and stream monitoring
- Providing communications tools and resources to chapters/members
- Modernizing League technology



# Action Steps – Chapters and Members

- Chapters and members have important roles to play in achieving League goals
- Taking a few actions in 2014 will make a big difference
  - Share your results / highlight them locally
  - Provide feedback on important issues
  - Engage members in achieving goals





# Measuring Progress

## 2013 Chapter Results:

- More than 6,800 kids connected to fishing
- More than 7,000 kids enjoyed shooting sports
- 30 chapters monitoring water quality in 113 streams
- 159 chapter and divisions Web sites
- 51 chapters on social media



# League Has Momentum in 2014

- With clear goals and continued membership growth, League is in a strong position
- National staff and leaders committed to achieving results, supporting chapters
- Chapters play key roles in connecting people with outdoor recreation and leading conservation on the ground
- Trajectory is clearly UP



# Thank you very much!

Questions / Comments?

Read the full Strategic Plan at  
*[www.iwla.org/strategicplan](http://www.iwla.org/strategicplan)*

