

STRATEGIC PLAN

2010

Committee Members: Executive Committee and NWTF Staff

This Strategic Plan is designed to:

- Identify opportunities and allocate resources to explore those opportunities;
- Help Chapter leadership to rationally determine where we are, where we want to go, and how and when we're going to get there;
- And to ensure the most effective use of available resources toward the attainment of the most important objectives.

MISSION STATEMENT

Conservation of the wild turkey and preservation of the hunting heritage.

GOALS

The following are the high level goals that the PANWTF needs to accomplish:

Communications	1. Establish personal electronic communications with every PANWTF member and each Pennsylvania turkey hunter.
Wild Turkey Mgt	2. Increase wild turkey populations in every WMU by at least 33% by following WTM plans (PGC / NWTF)
Membership	3. Retain Current Memberships & Increase PANWTF memberships in all categories by at least 50%.
All BOD & Staff	4. Increase Hunting Heritage banquet attendance by at least 50%.
All BOD & Staff	5. Increase Hunting Heritage annual spending by at least 50%.
All BOD & Staff	6. Identify and create additional revenue sources.
PR	7. Establish a non-hunter education program that identifies the value and benefits of the PANWTF.
NWTF Biologist&WTM	8. Complete all goals and objectives of the North American Wild Turkey Management Plan.

Comm & PR & PUB 9. Increase Turkey Talk content and media distributions by 50%
Bob Kasun to "Tell the Story"

Safety &ED 10. Achieve zero turkey hunting related shooting incidents
All BOD & Staff --"Think Safety Hunt Safely"