Strategic Plan
Approved by TRCP Board of Directors December 10, 2020

Mission
Guaranteeing all Americans quality places to hunt and fish.

Vision
We unite and amplify our partners’ voices to advance America’s legacy of conservation, habitat, and access.

We Will be Known As:
• Nonpartisan advocate for conservation solutions
• Coalition builder to address the threats and opportunities facing conservation
• Influential, independent thought leader

Strategies
• Improve management of and access to our public lands and waters, and to protect areas of special value
• Champion incentive-based solutions for private landowners to conserve wildlife, protect water quality, and provide access for hunting and fishing
• Advocate for land-and-water based solutions that sequester carbon and strengthen climate resilience
• Protect America’s wetlands, rivers, and streams
• Identify and support science-based solutions for wildlife and fisheries management

Operational Commitments
• Recruit and retain top staff and invest in the tools needed to achieve success
• Continue to strengthen the Board of Directors and other volunteer leaders
• Expand TRCP’s influence and brand among government, media, and partners
• Strengthen organizational financial security to achieve strategic goals
• Integrate diversity, equity, and inclusion across all aspects of the organization
• Measure success and effectiveness in implementing our strategic goals