

STRATEGIC PLAN (2008)

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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 tradition.

GOALS

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

1. Establish personal electronic communications with every PANWTF member and each Pennsylvania turkey hunter.
2. Increase wild turkey populations in every WMU by at least 33%.
3. Increase PANWTF memberships in all categories by at least 50%.
4. Increase Hunting Heritage banquet attendance by at least 50%.
5. Increase Hunting Heritage annual spending by at least 50%.
6. Identify and create additional revenue sources.
7. Establish a non-hunter education program that identifies the value and benefits of the PANWTF.
8. Complete all goals and objectives of the PA NWTF Wild Turkey Management Plan.

9. Increase Turkey Talk content and media distributions by 50% to “Tell the Story”
10. Achieve zero turkey hunting related shooting incidents – “Think Safety Hunt Safely”