

Adopted March 6, 2006

Friends of the Fox River Strategic Plan  
March 2006 – December 2008

Organizational Purpose: This organization functions and operates primarily for scientific and education purposes pertinent to the conservation, maintenance, protection, and restoration of the natural resources of the Fox River.

Outcome Goals	Process Goals
<b>I. CONSERVATION GOALS (organizational)</b>	
<p>FOFR will operate as a not-for-profit coalition of individuals and organizations operating within the restrictions of Illinois and federal laws and function and operate primarily for scientific and educational purposes pertinent to the conservation, maintenance, protection, and restoration of the natural resources of the Fox River watershed.</p> <p>A. FOFR will educate citizens about the problems and opportunities affecting the Fox River watershed.</p> <p>B. FOFR will promote citizen participation in Fox River watershed restoration and preservation activities.</p> <p>C. FOFR will conduct research and analyze public policy and practices that impact the Fox River watershed.</p> <p>D. FOFR will recommend watershed development standards and practices that would maintain and improve water quality, scenic views, biotic diversity, wildlife habitat, public access, and flood control.</p> <p>E. FOFR will foster cooperation among citizens, organizations, agencies, private interests, and governments concerned with the protection, preservation, reclamation, and restoration of the Fox River resource.</p>	<p>a. FOFR will educate Fox River Watershed citizens through communication tools (State of the Fox River Reports, newsletters, web site, press releases, water quality brochures) and outreach programs (Monitoring Network, Fox Rescues, Habitat Enhancement Projects)</p> <p>b. FOFR will promote citizen participation through its monitoring network, fox rescue cleanups, and habitat enhancement projects</p> <p>c. FOFR will conduct research through participation in the Fox River Study Group and its Monitoring Network program.</p> <p>d. FOFR will recommend watershed development standards and practices that maintain and improve water quality.</p> <p>e. FOFR will foster cooperation among like-minded citizens and conservation groups by promoting cooperative partnerships to protect, preserve, reclaim and restore the Fox River as a resource.</p>

II. EXTERNAL EDUCATION GOALS	
<p>Fox River watershed audiences will recognize FOFR as a resource for natural resource conservation, protection, and restoration practices in the Fox River watershed.</p> <p>Target audiences:</p> <p>Students &amp; Educators            General Public            Government Officials            Riverfront Property Owners            Recreational Users            Special Interest Groups (Unions)            Developers</p>	<p>FOFR will focus its outreach education in the following areas:</p> <ul style="list-style-type: none"> <li>• Build a Fox River Watershed advocacy network to promote networking and citizen action</li> <li>• Strengthen outreach to the general public, especially families and youth</li> <li>• Focus educational outreach on, but not limited to, the following topics:               <ul style="list-style-type: none"> <li>• Impacts of dams on water quality/benefits of dam removal</li> <li>• Impacts of urban expansion on water quality</li> <li>• Benefits of water conservation</li> </ul> </li> </ul>

III. ORGANIZATIONAL DEVELOPMENT GOALS

A. FOFR will partner with other conservation groups

- FOFR will seek opportunities to work with other public entities and private groups to protect and preserve the Fox River as a resource.

B. FOFR will have measurable objectives that address FOFR's conservation goals

C. FOFR will have an annual work plan and budget each year

- Development/Fundraising Committee will propose an annual work plan by June of the previous year.
- Finance Committee will propose a budget by June of the previous year.
- FOFR board will review the work plan and budget by Sept. and adopt the work plan and budget at the Oct. board meeting.
- Overview of annual work plan will be presented at the November Annual Meeting.

D. FOFR will have a fundraising program with a diversity of revenue streams that provide sustainable funding to achieve its program goals

- FOFR will implement a board-adopted, ambitious but realistic fundraising plan.

E. FOFR will have adequate staff with the skills necessary to achieve its strategic goals

- FOFR will plan to hire an Executive Director
- FOFR will have adequate staff to achieve its strategic goals.
- FOFR will establish a permanent office

F. FOFR will have a Board with strong leadership and skills necessary to achieve its strategic goals

- FOFR will identify leaders and influential persons in the Fox River Watershed
- FOFR will have an ad hoc Recruitment Committee that will develop the top recruiting priorities and do strategic recruitment.
- Board will approve recommended potential board members.
- Board members will meet with these individuals to explain the work of FOFR and the role of the Board of Directors.
- Board will vote on which individuals to invite to become board members.
- FOFR will recruit at least two new board members annually with names ready to be announced at the Annual Meeting.

G. FOFR will have committees that will work to achieve its strategic goals.

- FOFR will shift from a working board structure to an active committee structure. Each board member will serve on at least one committee.
- FOFR will recruit non-board members so that committees are a vehicle to involve more people with the organization and gain expertise from individuals interested in the organization but unable to serve on the board.
- FOFR will establish appropriate committees that will work to implement the strategic plan and allow in-depth discussion of topics.
- FOFR will develop an Advisory Board.

Regular Committees

- Development/Fundraising Committee (annual plan, fundraising plan, by-laws)
- Communication Committee (newsletter, press releases, media relations, web site, publicity, other communication products)
- Water Quality Committee (advocacy, State of the Fox Report)
- Finance Committee (financial reporting, budget, audit)
- Events Committee (Fox Rescue, Habitat Restoration, photo contest, member events, non-member events/festivals)
- Membership Committee (member recruitment/member involvement, membership database, volunteer coordination)
- Education Committee (Monitoring Network, education outreach, data collection & stream protection/citizen action)

Ad Hoc Committees

- Recruitment/Nominating Committee (for potential FOFR board members & board of advisor members)