



Oregon Hunters Association

The Voice for Oregon's Hunters

2018-2020 Strategic Plan

MISSION

“Protecting Oregon’s Wildlife, Habitat, and Hunting Heritage”

VALUES

- We are respected leaders in all areas of our mission, expressed through our goals and strategies and applied by our local chapters
- We are an influential force, working with government, organizations, and the public
- We are a trusted partner with agencies
- We promote science applied to decision making
- We recognize that the young people of today are the hunters of tomorrow
- We believe that everyone – from all ethnic and social backgrounds – should have the opportunity to hunt in Oregon
- Volunteers are key to our accomplishments

WHO WE ARE

OHA is the leading hunter organization in Oregon. We promote responsible wildlife management and conservation of huntable wildlife, enhanced hunter opportunity, and sharing of our hunting heritage. We do our work through on-the-ground volunteer habitat projects by local chapters, communication with lawmakers and wildlife agencies, and support for Oregon State Police efforts to stop poaching of wildlife. We communicate through our magazine *Oregon Hunter*, chapter newsletters, our annual state convention, and social media. We raise funds and support through our chapter banquets. We have 27 chapters representing nearly 10,000 members.

GOALS AND STRATEGIES

WILDLIFE MANAGEMENT

- Ensure abundant huntable wildlife through influencing decisions and collaborating with ODFW, other agencies, and sportsmen.
 - Research and develop position statements; review species plans, management objectives, and hunting seasons;
 - Participate in ODFW, agency and legislative discussions of policy and rules.

CONSERVATION

- Ensure healthy wildlife habitat through local on-the-ground projects
 - Provide funding and technical support to chapter project proposals
 - Engage in land use issues that affect sportsmen opportunities
 - Provide funding and technical support to chapters for wildlife enhancement projects.
 - Review land use proposals for effect on wildlife, hunting, and public access

HUNTING HERITAGE

- Enhance the image of our hunter heritage and the commitment to responsible wildlife management and conservation by hunters
 - Public outreach through programs and media
- Engage youth and new hunters
 - Provide field opportunities and hunter education
 - Connect through social media

ORGANIZATIONAL

- Enhance communication and operational effectiveness, both internally and externally.
 - Ensure adherence to bylaws, policies, procedures, and 501(c)(3) requirements throughout the organization
 - Encourage communication through social media
 - Acknowledge chapter and member accomplishments
- Increase funding stability
 - Apply for new grant sources

RECRUITMENT AND RETENTION

- Encourage membership growth and retention
 - Use chapter and state banquets to engage current and prospective members
 - Conduct effective membership drive
 - Engage family participation through projects and programs

VISION

OHA is the model for sportsmen and women, promoting responsible wildlife management and habitat conservation in Oregon. This model enables all generations to experience these resources now and into the future.

PERFORMANCE INDICATORS

Total Per Year	Target*
Membership numbers	14,000*
Habitat projects completed	45
Funds spent on projects that benefit Oregon’s wildlife & sportsmen (statewide)	\$250,000
Volunteer hours – annually	25,000
Habitat acres improved	90,000*
Number of youth and new hunters participating in OHA programs	2,500
Representation by OHA members and staff at key public meetings (statewide)	100%*
Increase in social media metrics (membership + public)	150%
Fighting poaching in Oregon (TIP program)	\$15,000
Grants – Meyer Memorial Trust	\$10,000