

Goal	Objectives	Responsible Party(s)	Comm. Assist
Increase public awareness, understanding and support for wildlife conservation and management in Arizona	Whenever possible, insure that AWF representatives attend all possible applicable gatherings where an opportunity exists to actively further this goal presentation packages including information on activities, membership opportunities, strategic goals and objectives, newsletter and website to assist in increasing public awareness of Publicize the position of the AWF on resolved or approved topics with local and state-wide media via Letters to the Editor, website and other venues	Board/general members	All Committee Chairs/Ex. Comm.
Ensure that the AWF is a well informed, motivated and sustainable organization that can achieve its policy and	Provide Board member training covering topics such as budget analysis, fiduciary responsibilities, legal ramifications, information dissemination and other Establish a budget that is directly tied to strategic goals and the organization mission statement, including adequate fundraising and subsequent expenditure of Continue membership development activities including newsletters, website enhancements and public outreach campaigns to increase membership by at	Directors	Communications/Publicity Comm.
Maximize the effectiveness of AWF statewide conservation activities related to fish and wildlife habitats and population	Encourage all Board members to become active members of at least one additional natural resource focused organization Whenever possible, provide timely state-wide notification of all conservation activities to the general public and other applicable organizations	Exec. Committee/Office staff	All Committee Chairs
		Board/general members	Membership Comm.
		Directors	Conservation/Hab. Projects Comm.
		Office staff, webmaster, newsletter publisher	Communications/Publicity Comm.

Collaborate on at least three wildlife projects each year with other groups to maximize effective use of labor and funds Board and general members