

# 2017 PRIORITIES:

## Membership:

Grow membership and enhance experience.

## Advocacy:

Develop a stronger voice to advance outdoor recreation and education.

## Development:

Strengthen resources to preserve fiscal sustainability.

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# AORE GUIDING DOCUMENTS

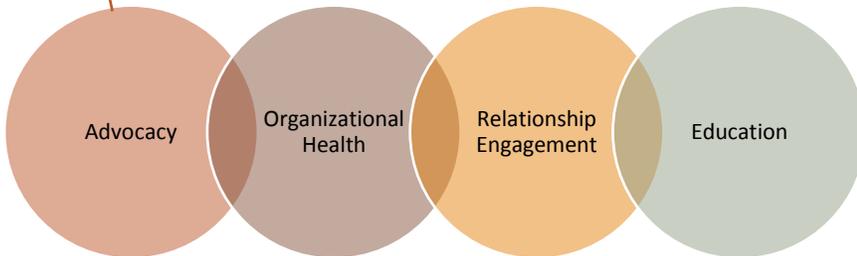
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# AORE MISSION, VISION, & VALUES



## AORE STRATEGIC PLAN PILLARS



## AORE STRATEGIC PLANNING FILTERS

The Association of Outdoor Recreation and Education will undertake strategies that:

1. Are consistent with our mission, vision, and values
2. Build on the value of our organization
3. Will target a significant constituent population
4. Will break even/produce a surplus/or have a source of dedicated funding
5. Will yield a result that is sustainable – not fleeting
6. Meet criteria related to our organization's geographic scope
7. Will demonstrate measurable outcomes (SMART)
8. Will reinforce and reflect our community's viewpoints
9. Are sustainable in moving to the next stage of our organization's development
10. Are financially viable and won't expose the AORE to financial risk