

Strategic Plan 2012-2017
CFE/Save the Sound

Vision and Goals – We envision a Connecticut and Long Island Sound where:

- Our rivers, lakes and Long Island Sound are restored,
- Natural areas are protected and support wildlife, clean water, and recreation,
- Our communities are healthy and energy-efficient, and
- The ability of citizens to protect our natural resources and public health remains strong.

We recognize fifteen goals and associated targets to achieve this vision, several of them specific to CFE/Save the Sound. (See “CFE/Save the Sound Goals and Targets.”)

New Save the Sound Program Initiatives – We plan to grow the Save the Sound program with up to four initiatives, designed both to restore Long Island Sound and improve our engagement with our members and the public:

- Green infrastructure (planned),
- A New York office (under consideration),
- A boat-based program (under consideration), and
- Restoration of shellfish and other natural filters (under consideration).

We are also undertaking further evaluation of Save the Sound’s positioning and strategies.

Strengthening of Legal and Policy Programs – Legal action and policy reform have long been at the core of this organization. We plan to rebuild our outreach and legal staff to pre-recession levels, and strengthen our programs concerned with Connecticut’s energy use (transportation, land use and energy).

This Plan does not reduce the number of CFE/Save the Sound programs, but in the short term, we will be streamlining and attempting to create efficiencies for fiscal purposes.

Communications – CFE/Save the Sound will become a more engaging and visible organization, with:

- Simpler and more aggressive communications, based on our vision as well as the problems that need to be corrected,
- All water programs branded as Save the Sound, and
- A redesigned website and blog.

Development Capacity and Financial Resources – we will develop the Board and Staff resources necessary to implement this plan by:

- Evaluating Board and Staff needs and supplementing them where necessary,
- Establishing a Save the Sound Council, and
- Implementing a fundraising campaign with a particular focus on unrestricted giving.