Proposed NFHP Core Values

The core values of an organization form the foundation on which we perform work and conduct ourselves. We have an entire universe of values, but some are so primary, so important to us that they remain constant in an ever-changing world. Core values are not descriptions of the work we do or the strategies we employ to accomplish our mission. The values underlie our work, our interactions, and our strategies. The core values are the most basic elements guiding our work every day in everything we do.

What follows are some proposed core values for the NFHP Board to consider that the Ad Hoc Marketing Team has developed, using insights about the platform, the actual work that is being conducted and some market research about conservation concepts and how to best frame them so they resonate effectively with voters.

- *Water is essential for all life*
- *Fish reflect the health of aquatic systems that support many plant and animal species*
- *People are part of Nature, not apart from it*
- *Conservation is an enduring yet dynamic American value*
- *Today's conservation requires a combination of people, passion and partnerships*
- *Fish and fishing are integral to the American story and the American Family*
- *Recreational, subsistence, and commercial fishing are social and economic drivers for conservation*