



## WHO WE ARE

In 1982, a group of pheasant hunters saw the connection between upland habitat loss and declining pheasant populations. An organization dedicated to wildlife habitat conservation was needed, and Pheasants Forever was formed.

Then in 2005, as quail numbers continued to decline nationwide, passionate conservationists across the country stepped up once again to found Quail Forever.

Together, we are a mission-driven team that values hard work and collaboration, while also celebrating creativity, flexibility, and fun. We strive to be the best in our field by fostering trust, supporting one another, and creating an environment that allows people to do meaningful work. What makes us different is how and why we work – we attract the best and brightest, take initiative, and empower people to think independently to solve problems. Most of all, we're passionate about what we do and have fun doing it together.

### WE WANT TO BE KNOWN AS

- A great place to work where people can make a difference.
- A vibrant organization where creativity thrives, autonomy empowers innovations and is guided by science.
- A powerhouse of passionate talent creating impact with purpose and excellence.

### OUR CULTURE IN ACTION

- **Accountable Collaboration**  
We own our actions and succeed together.
- **Bring Your Best**  
Impactful work. On time. With respect.
- **Innovative Problem Solvers**  
We embrace challenges with creativity and persistence.
- **Engaging & Fun**  
Most work, most days, should be fun.

## OUR CORE VALUES

### ACCOUNTABILITY

Provide visionary, measurable, and transparent leadership, while holding ourselves accountable to each other and the best measures of success to deliver our mission.

### GROWTH & INNOVATION

We continuously develop new and innovative programs that expand our mission and impact.

### INTEGRITY

We uphold our solid reputation by always putting the best interests of pheasants and quail first.

### SCIENCE-BASED

Improved upland bird populations and hunting opportunities are often the primary motivation for supporters joining our cause, but we know our success hinges on quality habitat. We rely on science to guide and inform our strategic habitat mission.

### SERVICE

We deliver the highest value and best experience to our employees, members, donors, chapters, and volunteers — the people who make our work possible.



## OUR UPLAND COMPASS

To foster trust, engagement, and long-term support, we uphold the following relationship standards in all communications, guided by the acronym COMPASS. The Upland COMPASS is your guide to navigating relationships with employees, members, donors, chapters, volunteers, landowners, policymakers, and partners – all of which support our mission to protect, restore, and enhance upland wildlife habitat.

### 1 CONSISTENCY

- Maintain a consistent tone and style across all platforms—emails, social media, phone calls, and in-person events. Use professional, yet warm and welcoming language that reflects the values of our organization.
- Ensure continuity in messaging and follow-through in commitments.

### 2 OPENNESS

- Communicate honestly, transparently, and appropriately, especially regarding organizational goals, financial stewardship, and impact. Share updates and decisions openly to build trust and understanding.
- Honor confidentiality and data privacy while remaining open to dialogue.
- Embrace change as an opportunity – try new things, push beyond the status quo, and let innovation drive us forward.

### 3 MISSION-CENTERED ENGAGEMENT

- Ensure all communications reflect and reinforce our mission: conserving pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.
- Share stories, testimonials, updates, and media that highlight organizational successes, amplifies calls for action, and connects supporters to the tangible outcomes of their contributions.

### 4 PROFESSIONALISM

- Conflict is natural, but how we handle it defines us. We lead with empathy, stay honest and open, assume good intent, address directly, and focus on solutions. We face challenges head-on and work through them together.
- Treat every individual with dignity and respect, regardless of their level of involvement.
- Uphold high standards of conduct in all interactions, both internally and externally.
- Represent PF & QF with integrity and accountability.

### 5 APPRECIATION

- Success is defined by more than outcomes. We celebrate wins, big and small, and acknowledge the contributions of both teams and individuals.
- Regularly acknowledge the contributions of colleagues, members, donors, chapters, volunteers, partners, and supporters. Aim to provide recognition within seven days of the action you want to acknowledge.
- Celebrate milestones, achievements, and the collective impact of our organization and the overall upland conservation community.
- Express gratitude in meaningful and personalized ways that align with PF & QF's recognition strategies.

### 6 SENSITIVITY

- Foster an inclusive environment where all voices are valued by being mindful of diverse perspectives, backgrounds, and experiences.
- Approach all relationships with empathy, patience, and understanding.
- Encourage collaboration between the people who make our work possible to strengthen our local and national efforts.

### 7 SERVICE

- Respond to inquiries and feedback in a timely, courteous, and helpful manner. Aim for within 24 hours. If you need more time, please send a brief acknowledgement and provide a timeline for a full response.
- Make information and resources easily accessible.
- Support others with a spirit of helpfulness and collaboration—teamwork and partnership fuel our mission.

