Ducks Unlimited's Vision & Mission
The vision of Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.

Singleness of Purpose - Our Mission
Ducks Unlimited conserves, restores and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

Core Values
The core values and guiding principles of Ducks Unlimited’s team of staff and volunteers are:

- **Waterfowl and Wetlands**
  We conserve North America’s waterfowl and wetlands.

- **Ethics**
  We act to uphold the reputation of DU, treating people and wildlife with respect.

- **Science-Based Decisions**
  We evaluate our programs to guide us and ensure credibility.

- **Team DU**
  We work together as volunteers and staff.

- **Waterfowling**
  We value and enjoy the sport and heritage of hunting.

- **Collaboration, not Confrontation**
  We partner with those who share common goals and values.

- **Wise Investments**
  We commit at least 80 percent of our resources to conservation.

- **Passion & Commitment**
  We celebrate the culture of DU as we serve our members.