

This example can be used as a starting point to create a policy or other document for your own land trust, but should be altered as necessary to reflect your organization's unique circumstances using guidance found in the *Land Trust Standards and Practices Guidebook* text and corresponding Standards and Practices Curriculum.

Please Note: If you are using this material for accreditation purposes, see also the [Land Trust Accreditation Commission website](#) for additional information. To search for policies from accredited land trusts, insert <<accredited>> along with the search term (e.g., conflict interest policy accredited).

SAMPLE

The 'Evergreen Land Trust' is fictional, this sample is based on several actual land trust plans.

Evergreen Land Trust

Strategic Plan

2002-2007

Adopted December 31, 2001

Vision for Evergreen County

The farms, forests, wetlands, ridgelines and river corridors of Evergreen County will be permanently protected and will form ribbons of green connecting Evergreen County to neighboring counties. These open spaces will provide scenic vistas, recreational opportunities, wildlife habitat, clean water, clean air and will enhance the quality of life of present and future generations of Evergreen County residents and visitors.

Vision for Evergreen Land Trust

The Evergreen Land Trust (ELT) will work in partnership with many public agencies and private organizations to protect the natural resources that maintain and enhance our lives. ELT will provide a long-range vision of land conservation in the region and will be the voice of, and catalyst for, land conservation. ELT will

be the prime source of information on private voluntary land conservation for landowners, local officials and the public. ELT will accomplish these tasks with an engaged board and a cadre of volunteers and multiple staff, supported in part by a \$1 million endowment.

Mission

The mission of the Evergreen Land Trust is to preserve the fields, forests, wetlands, ridgelines and river corridors in and around Evergreen County, through voluntary land conservation.

Slogan

Evergreen Land Trust: keeping the county green.

Goals, Objectives and Strategies

Goal 1: To identify and protect important fields, forests, wetlands, ridgelines and river corridors.

Objective

To protect 15,000 acres by 2007 and to assist others in larger land protection efforts.

Strategies

- Establish 3 priority protection areas via a focus area planning process
2003
- Conduct Site Conservation Plans for each priority area
2004
- Start implementation of Site Conservation Plans
2005-2007
- Strengthen partnerships with other organizations
2002 and beyond
- Strengthen criteria for accepting projects
2003
- Evaluate and respond to non-plan projects
on-going

Goal 2: To manage and monitor preserves and conservation easements, and enforce restrictions.

Objective

To have a management plan or a conservation easement monitoring plan for each parcel created within one year of acquisition, and to have documented annual monitoring.

Strategies

- Conduct ongoing stewardship on-going
- Establish formal conservation easement monitoring policies 2003
- Create baseline documentation reports for backlogged easements 2004
- Develop template for management plans for fee holdings 2005
- Create land stewards program for managing fee lands 2006
- Create management plans for each fee holding 2007

Goal 3: To promote voluntary private and public land conservation and a land ethic in Evergreen county.

Objective

To increase the awareness of the importance of land conservation among the general public and public officials in Evergreen County and surrounding areas.

Strategies

- Develop a press strategy including content and frequency of press releases 2003
- Develop outreach materials with a professional design, including: a brochure, a slide show, a portable display, and a set of fact sheets 2004 or as dictated by fundraising plan
- Develop a “speaker’s bureau” and speaking schedule 2005
- Send ELT newsletter up to four times per year to all county officials, libraries, and public and private schools on-going
- Host at least two field days each year for the general public on-going

- Hold one seminar for legal professionals per year on-going

Goal 4: To build the effectiveness of the board, staff and volunteers.

Objective

To have board and volunteer development program, an executive director, and staff filling three functions [administration (including maintenance contributor records), land protection and stewardship] in place by 2007.

Strategies

- Initiate a board development program with the following elements: recruit, train, evaluate, reward
2002
- Develop a formal standing committee structure that involves non-board volunteers
2002
- Hire executive director and part time office support
2003
- Hire land protection assistant and increase to full time office support
2004
- Hire stewardship coordinator
2007

Goal 5: To obtain and manage funds in a fiscally responsible manner.

Objective

To have an endowment of \$1,000,000 plus an operating income of \$75,000 per year by 2007.

Strategies

- Develop a budget and reporting process
2002
- Develop a fundraising plan to ensure funds –for at least two years – for staff
2002
- Develop a policy for endowments, land sales and administration of funds
2004
- Formalize a membership program - solicit and recognize contributors - create a database
2003
- Plan and conduct a capital campaign

2005-2007

Work Plan

Ongoing

Evaluate and respond to non-plan projects
Conduct ongoing stewardship
Host at least two field days each year for the general public
Send ELT newsletter up to four times per year to all county officials, libraries, and public and private schools
Hold one seminar for legal professionals per year

2002

Strengthen partnerships with other organizations
Initiate a board development program with the following elements: recruit, train, evaluate, reward
Develop a formal standing committee structure that involves non-board volunteers
Develop a budget and reporting process
Develop a fundraising plan to ensure funds –for at least two years – for staff

2003

Establish 3 priority protection areas via a focus area planning process
Strengthen criteria for accepting projects
Establish formal conservation easement monitoring policies
Develop a press strategy including content and frequency of press releases
Hire executive director and part time office support
Formalize a membership program - solicit and recognize contributors - create a database

2004

Conduct Site Conservation Plans for each priority area
Create baseline documentation reports for backlogged easements
Develop outreach materials with a professional design, including: a brochure, a slide show, a portable display, and a set of fact sheets
Hire land protection assistant and increase to full time office support
Develop a policy for endowments, land sales and administration of funds

2005

Start implementation of Site Conservation Plans
Develop template for management plans for fee holdings
Develop a “speaker’s bureau” and speaking schedule
Plan and conduct a capital campaign

2006

Create land stewards program for managing fee lands

2007

Create management plans for each fee holding

Hire land stewardship coordinator

° This material is designed to provide accurate, authoritative information in regard to the subject matter covered. It is provided with the understanding that the Land Trust Alliance is not engaged in rendering legal, accounting, or other professional counsel. If legal advice or other expert assistance is required, the services of competent professionals should be sought.