

SAVING land

learn . inspire . act

SUMMER 2017

www.landtrustalliance.org VOL.36 NO.3

EXPLORING OUTDOOR LEARNING



**Building Media
Relationships**

**Saving Farm
Bill Programs**

SAVING land

SUMMER 2017

www.landtrustalliance.org VOL. 36 NO. 3



ELKHORN SLOUGH FOUNDATION

14 COVER STORY ►

Nurturing a Conservation Ethic

By Edith Pepper Goltra

Land trusts and schools make ideal allies, uniting around a shared goal of bringing kids outdoors. Partnerships, such as Learning Landscapes, strengthen land trusts' connections to their communities and help them gain deeper and more enduring bases of support.



COURTESY OF ROB WADE

ON THE COVER:

Children explore the outdoors at the accredited Chelan-Douglas Land Trust's 2016 Spring Break Nature Camp. The land trust captures great photos for its monthly newspaper column on kids and nature.

CHELAN-DOUGLAS LAND TRUST



◀ FEATURE **18**

Building Relationships with Traditional Media

By Madeline Bodin

It's hard to beat newspapers, radio and television for giving your mission legitimacy and gaining new supporters. Learn the changing rules of working with these types of media.



ELLEN KENNY

◀ LAND WE LOVE **20**

Refuge

By Brenda Charpentier

The accredited Society for the Protection of New Hampshire Forests saves a slice of "silvery" heaven.



SUSANNA DANNER

◀ FEATURE **24**

Saving Farm Bill Conservation Programs

By Sarina Katz, Christina Soto and Bryan David

The time to lobby for the reauthorization of the Farm Bill is now. Land trusts that work on agricultural conservation rely on funding from the Farm Bill, but all Americans benefit from its conservation programs.

DEPARTMENTS

- 5 From the President**
New Strategic Directions
- 6 Conservation News**
Shooting for the Alliance's second annual video contest, building environmental markets for capital, communities working to improve the health of their citizens and more.
- 10 Policy Roundup**
2017 Advocacy Days gathers powerful voices for conservation.
- 12 Voiced**
One land trust talks about early adoption of the revised *Land Trust Standards and Practices*.
- 28 Board Matters**
How much more powerful would your impact be if your board looked like your community?
- 31 Accreditation Corner**
Introducing some sleek new ways to present the accreditation seal.
- 32 Fundraising Wisdom**
Professionals across the country discuss intergenerational wealth transfer.
- 34 Resources & Tools**
A new interactive website on a national treasure, the benefits of clipping services and more.
- 36 People & Places**
A land trust buffers a military camp and saves a historic fort, another creates a model agricultural tour, and Ear to the Ground recognizes two women honored for their leadership.
- 38 Inspired**
Musings from a land conservation convert.

OUR MISSION ▶ To save the places people love
by strengthening land conservation
across America.

THE LAND TRUST ALLIANCE REPRESENTS MORE THAN 1,300 LAND TRUSTS AND PROMOTES VOLUNTARY LAND CONSERVATION TO BENEFIT COMMUNITIES THROUGH CLEAN AIR AND WATER, FRESH LOCAL FOOD, NATURAL HABITATS AND PLACES TO REFRESH OUR MINDS AND BODIES.

 **Land Trust Alliance**
Together, conserving the places you love



MAKE A LASTING DIFFERENCE



"We believe there is no greater legacy that one can leave than permanently protected land. Establishing a planned gift with the Land Trust Alliance to ensure the perpetuation and permanence of programs such as conservation defense, land trust accreditation, Terrafirma insurance and community conservation is enormously gratifying and essential to us and for those who follow."

— Peter and Alice Hausmann

Providing a gift that will keep on giving to the Land Trust Alliance—an organization with a 35-year record of success—is an easy and gratifying way to help ensure this legacy.

To discuss gift options, contact Clara A. Nyman, CFRE, vice president of development, at 202-800-2220 or cnyman@lta.org.

For more information about planned giving and the Land Trust Alliance Legacy Society visit landtrustalliance.org/planned-giving.



SAVING land

LAND TRUST ALLIANCE

BOARD

Laura A. Johnson
CHAIR

Jameson S. French
VICE CHAIR

Frederic C. Rich
VICE CHAIR

William Mulligan
SECRETARY/TREASURER

Lise H. Aangeenbrug
David H. Anderson

Laurie R. Andrews

Robert A. Ayres

Alan M. Bell

Franz Colloredo-
Mansfeld

Michael P. Dowling
IMMEDIATE PAST CHAIR

Blair C. Fitzsimons

Peter O. Hausmann

Cary F. Leptuck

Fernando Lloveras
San Miguel

Stephen H. Lockhart

Mary McFadden, J.D.

George S. Olsen

Michael A. Polemis

Steven E. Rosenberg

Thomas D. Saunders

Julie R. Sharpe

Judith Stockdale

Darrell Wood

Sydney Bennett

Lindsay Blair

Kevin Brice

Mary Burke

Kevin Case

Peshie Chaifetz

Katie Chang

Linette Curley

Laura Eklov

Suzanne Erera

Hannah Flake

Artis Freye

Joanne Hamilton

Marissa Hartzler

Jennifer Miller Herzog

Erin Heskett

Katrina Howey

Portia Jones

Sarina Katz

Renee Kivikko

Lisa Lauben

Joshua Lynsen

Sarah McGraw

Shannon Meyer

Wendy Ninteman

MaryKay O'Donnell

Brad Paymar

Leslie Ratley-Beach

Kimberly Seese

Sidnie Shaffer

Claire Singer

Christina Soto

Sybil Stewart

Scott Still

Katie Stores

Patty Tipson

Alice Turrentine

Carolyn Waldron

Marcia Warren

Rebecca Washburn

Catherine Waterston

Kelly Watkinson

Andy Weaver

Ethan Winter

STAFF

Andrew Bowman
PRESIDENT

Wendy Jackson
EXECUTIVE VICE PRESIDENT

Marilyn Ayres
CHIEF OPERATING &
FINANCIAL OFFICER

Clara Nyman, CFRE
VICE PRESIDENT OF
DEVELOPMENT

Elizabeth Ward
VICE PRESIDENT OF
COMMUNICATIONS

Rand Wentworth
PRESIDENT EMERITUS

Rob Aldrich

Marc Anderson

Tony Anderson

Jorge Astorga Jr.

Lorraine Barrett

Sylvia Bates

SAVING LAND

Elizabeth Ward
EXECUTIVE EDITOR

Christina Soto
SENIOR EDITOR AND
CONTENT MANAGER



SAVING LAND®, a registered trademark of the Land Trust Alliance (ISSN 2159-290X), is published quarterly by the Land Trust Alliance, headquartered at 1250 H St. NW, Suite 600, Washington, DC 20005, and distributed to members and donors at the \$35 level and higher.

© 2017 BY THE LAND TRUST ALLIANCE

This publication is designed to provide accurate, authoritative information in regard to the subject matter covered. It is distributed with the understanding that the publisher, authors and editors are not engaged in rendering legal, accounting or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought.



**100% GREEN POWER
WIND & SOLAR**
GOETZ PRINTING

Bates Creative Group LLC
DESIGN & PRODUCTION

**SAVING LAND
EDITORIAL BOARD**

David Allen
Melanie Allen
Sylvia Bates
Story Clark
Jane A. Difley
Kristopher Krouse
Connie A. Manes
David A. Marrone
Andy Pitz
Dan Rademacher
Sara Wilson

NATIONAL COUNCIL

Peter O. Hausmann
CHAIR

Mark C. Ackelson
David H. Anderson
Sue Anschutz-Rodgers
Matthew A. Baxter
Tony Brooks
Christopher E. Buck
Joyce Coleman
Lester L. Coleman
Ann Stevenson Colley
Ferdinand Colloredo-
Mansfeld
Lauren B. Dachs
James C. Flood
Elaine A. French
Natasha Grigg
Marjorie L. Hart
David Hartwell
Alice E. Hausmann
Sherry F. Huber
Mary Pope M. Hutson
Albert G. Joerger
David Jones
Tony Kiser
Anne Kroeker
Lawrence R. Kueter
Beedee Ladd
Ted Ladd
Glenn Lamb
Kathy K. Leavenworth
Richard Leeds
Penny H. Lewis
Gretchen Long
Mayo Lykes
Susan Lykes
Bradford S. Marshall
Will Martin
Mary McFadden, J.D.
Nicholas J. Moore
John R. Muha
Jeanie C. Nelson
Caroline P. Niemczyk
Perk Perkins
Michael A. Polemis
Thomas S. Reeve
Christopher G. Sawyer
Walter Sedgwick
J. Rutherford Seydel, II
Julie R. Sharpe
Lawrence T.P. Stifler, Ph.D.
Maryanne Tagney
David F. Work

New Strategic Directions

When I started at the Land Trust Alliance last year, the organization continued to be guided by a strategic plan created in 2010 that articulated the need to advance the pace, quality and permanence of land conservation in the United States. That plan helped bring about remarkable changes at the Alliance and in the land trust community—accomplishments that include the launch of Terrafirma, permanence of the enhanced federal tax incentives for donations of conservation easements and the expansion of the accreditation program.

Now we have kicked off a new strategic planning process to articulate the Alliance's goals and priorities over the next five to seven years. Our intention is to have a new strategic plan in place by the end of this year, and I hope to be able to provide a preview this October at Rally in Denver of where we're heading.

We are approaching strategic planning systematically and comprehensively, guided by our consultant, Bernuth & Williamson, a group of professionals with years of experience in helping to shape strategic plans for conservation groups. They are coordinating an initial "discovery" phase, during which they are gathering feedback from many stakeholders through interviews, surveys and discussion groups.

As part of this discovery phase, the Alliance will soon send out a survey to all of our land trust members. We want to hear about what keeps you up at night and what has you excited so we know what we should be tackling on behalf of the land trust community. Perhaps most important, we will be asking about the value of the services we currently provide and how we can improve them going forward.

I know how busy you are, but I ask that when you receive notice of the survey, please take a few minutes to provide your input. Together we will shape the future of the Alliance and private land conservation in America.

Andrew Bowman



DI GLISSON, II

BY Rose Jenkins

Time to Adopt

In February, after more than a year of collecting feedback from the land trust community, the Land Trust Alliance Board of Directors approved the final revised version of *Land Trust Standards and Practices*, the ethical and technical guidelines for the responsible operation of a land trust. You can download the document at www.lta.org/sp.

Each of the Alliance's land trust members must now adopt the Standards as guiding principles for its operations, pledging a commitment to uphold the public confidence and the

credibility of the land trust community as a whole. All renewing land trusts will be required to provide an updated Board Adoption Resolution of the Standards. However, land trusts are welcome—and encouraged—to adopt the Standards before renewal.

The Alliance thanks board member Fernando Lloveras and his team at Para La Naturaleza for translating the revised Standards into Spanish, now available on our website at www.lta.org/sp-revision.

Any land trust needing help can email sandp@lta.org. •

Outdoor Adventure Meets Environmental Science

Emma Bode and Muy Lim went rock climbing in Thailand over Christmas—and while there collected water samples to test for microplastics. “We schlepped samples home from six rivers,” the two climbers write in a blog about their trip. “The upland rivers were clear and inviting, but the larger rivers made us cringe with visions of hepatitis...Despite the water quality, locals continued to fish the rivers while small children played on the banks, fashioning kites from garbage bags and plastic bottles.”

Bode and Lim took their first samples at home in Montana, volunteering with Adventure Scientists, a nonprofit that equips volunteers to collect reliable data for its conservation partners (www.adventurescience.org). When Bode and Lim set out for Thailand, they volunteered to collect data there, too, joining thousands of adventurers—including climbers, cyclists, paddlers and backpackers—who have collected data from remote locations through Adventure Scientists.

In the case of microplastics, researchers with the organization found that nearly 75% of global water samples contain tiny plastic particles that bind to other pollutants, causing toxins to build up throughout the food chain. In fact, Adventure Scientists has amassed the largest microplastic dataset to date by recruiting, training and managing a global network of skilled adventurers, helping to make the case for stemming the flow of plastic pollution into the world's water sources.

Adventure Scientists is also helping its partners secure food through pollinator monitoring, prioritize oil and gas well remediation sites, promote wildlife connectivity and support legal timber through genetic sampling. Adventure Scientists' work has led to the discovery of more than three dozen new species, provided key information to inform climate change decision-making and helped protect threatened wildlife habitat around the world. •



Jordan Snyder and Martina Sestakova gather water sample data that could be added to Adventure Scientists' Worldwide Microplastics Database.

JORDAN SNYDER

Building Environmental Markets for Capital

Today about \$52 billion is available annually for conservation management of working lands globally. Unfortunately, that's a fraction of the estimated \$300-\$400 billion needed for stewardship of the natural resources of those lands—resources that we depend on for our food supply, clean water, wildlife habitat, carbon sequestration and major sectors of the economy. And those resources are being steadily degraded.

But the needed funding could become available if we successfully develop markets for conservation, according to the report on “Private Capital for Working Lands Conservation,” released this spring by the Conservation Finance Network (www.conservationfinancenetwork.org). It relays, “If a mere 1% of global assets under management was allocated for conservation impact investments, it would provide the capital needed to address the shortfall.”¹

And there's reason to believe that could happen. In the past 10-15 years, investors have shown dramatically more interest in seeing positive social or environmental impact as a return on their investments, along with financial return.² So, how can we build

markets that will flow capital toward conservation? The report examines several types of environmental markets, showing how they emerge in stages, through the efforts of public, private and philanthropic stakeholders.

“It's no mystery to land trusts that there is not enough public and philanthropic money to go around,” says Leigh Whelpton with the Conservation Finance Network. “Our report attempts to create a language and framework for land trusts to better understand the universe of conservation finance strategies. In particular, it can help land trusts understand their role in market development, whether as landowners, partners or project developers. It may also help land trusts determine how near-term new market opportunities are to their work.”

See a video about the Conservation Finance Network at www.lta.org/conservation-finance-network. •



DI GLISSON, II

Leigh Whelpton appears in the new Conservation Finance Network video.

1. “Conservation Finance: Moving beyond donor funding toward an investor-driven approach,” Credit Suisse, World Wildlife Fund, McKinsey & Co, 2014.

2. Kelley Hamrick, “State of Private Investment in Conservation 2016: A Landscape Assessment of an Emerging Market,” Forest Trends’ Ecosystem Marketplace, 2016.

Communities Work to Improve Health

Our communities have a lot to do with how healthy or unhealthy we are, according to a recent report by the National Academies of Science, Engineering and Medicine. Factors like poverty, unemployment, education, housing, transportation, exposure to violence and the state of one's neighborhood strongly influence health outcomes. “Health equity is inextricably linked with opportunity,” the report states. “Although some aspects of a person's health status depend on individual behaviors and choice, health is also shaped by community-wide factors.”

The report, titled “Communities in Action: Pathways to Health Equity,” explores how community-based projects—similar to many community conservation initiatives—can improve health outcomes. For example:

- In San Antonio, Texas, the Eastside Promise Neighborhood provided safe places for children to play and safe walking routes to school.
- We Act for Environmental Justice in Harlem, New York, resulted in legislative reforms to improve air quality and limit toxic compounds, such as BPA and phthalates.
- In Oakland, California, shoppers in low-income neighborhoods started eating more fruits and vegetables after the Mandela Marketplace improved access to produce.
- The Dudley Street Neighborhood Initiative in Boston purchased vacant lots for affordable housing, urban farming, community gardens, parks, playgrounds and more.

The report found that community-based projects are most likely to succeed when they create a shared vision, engage leaders from the community, build trust, foster creativity, leverage resources and access needed technical expertise. •



4TH STREET GARDEN/ATHENS LAND TRUST (ACCREDITED)

Working Together on Stewardship Strategies

In 2013 conservation groups in New York's Hudson Valley formed an alliance to confront challenges to the region's ecology—big challenges like climate change, deer overpopulation, invasive species, and habitat loss and fragmentation. The alliance is helping conservationists develop more effective land stewardship strategies in response to these urgent threats.

The Environmental Monitoring and Management Alliance (EMMA), at www.emmahv.org, got its start with a grant from the Land Trust Alliance's New York State Conservation Partnership Program. Founded by Teatown Lake Reservation, the program is now housed at Vassar College, which secured a nearly \$1 million grant from the Leona M. and Harry B. Helmsley Charitable Trust to support EMMA and build Vassar's Environmental Cooperative.

"This alliance has blossomed into a robust, functional and strategic partnership of organizations doing great work at a regional cooperative scale in the Hudson Valley," says Glenn Hoagland, president and CEO of the accredited Mohonk Preserve, an active

player in EMMA. "I think the Land Trust Alliance can be very proud of having spawned this group."

EMMA's 10 members include a botanical garden in New York City, an environmental education center, several nature preserves, an environmental outreach nonprofit, two college research stations and a county park.

According to EMMA's strategic plan, the alliance allows conservationists to communicate openly, share knowledge and standardize research protocols. These connections help land managers to respond to urgent challenges more quickly and precisely; researchers to collect robust and reliable data; and educators to draw from diverse datasets and replicate successful programs rather than reinventing the wheel.

"Mohonk Preserve has benefited greatly from EMMA," says Hoagland, "including helping us to get equipment to automate our ongoing NOAA Mohonk Lake Cooperative Weather Station after 121 years of manual observation." •

Birdwatching from the School Window

For 15 minutes each day, Susan Jeffers' second-grade class watches birds. The 7- and 8-year-olds hop excitedly as birds approach the row of feeders outside a long row of windows in the school hallway. They might jump or shout, but gradually they learn: If they want the birds to come to the feeders, they can't scare them. The bird feeders and birdseed at their school—Mt. Markham Elementary School in West Winfield, New York—were provided by the accredited Tug Hill Tomorrow Land Trust through its Bird Quest program active in over 30 schools.

"It's fun to hear the kids get excited about seeing the birds and knowing what they're seeing," says Linda Garrett, the executive director of Tug Hill Tomorrow. "I think it makes them more aware of what's happening right outside their door. A big part of our mission is trying to make people more appreciative of all the cool resources that are right in their backyard, so they'll be better stewards of Tug Hill."

Tug Hill Tomorrow gets local businesses to donate the bird feeders and birdseed, which it provides for free to the schools. It also provides copies of local naturalist guides and a teaching guide, which connect birdwatching activities to state curriculum standards, including science, math, art and writing. According to Jeffers, Bird Quest gives some students who don't always excel in school a chance to shine.

Read more at www.lta.org/news/birdwatching-school-window. •



TUG HILL TOMORROW LAND TRUST

Conservation in the West Poll



©ISTOCKPHOTO.COM/MIGUELMAIO

The latest Conservation in the West Poll sheds light on how voters in the Mountain West want the Trump administration to manage public lands in the region. The poll, which surveyed voters in Arizona, Colorado, Montana, New Mexico, Nevada, Utah and Wyoming, found that voters' top priorities were to improve access to public lands, support the outdoor recreation economy and invest in renewable energy.

Commissioned by the Colorado College State of the Rockies Project and carried out by a Republican and a Democratic pollster, the poll asked voters whether they support various uses of public lands. Findings include the following:

- 94% support improving infrastructure in outdoor destinations.
- 82% support improving access for hunters, anglers and hikers.
- 80% support allowing more wind and solar energy production.
- 79% support promoting the outdoor economy.

Strong majorities in every state except Utah rejected the idea of turning national public lands over to state government control.

In a press release Montana Governor Steve Bullock said, "The national political winds change direction every few years, but a passion for the outdoors and strong support for American public lands remain constant in the Mountain West. Public lands drive our economy and define our way of life in Montana and in surrounding states. We have too much to lose if we allow these national treasures to be put at risk." •

Could Your Land Trust Use \$10,000?



COURTESY OF MOHONK PRESERVE

On its website the accredited Mohonk Preserve features a compelling video about what the preserve means to visitors, such as climber Joe Vance.

With everyone out enjoying the good weather, now's the perfect time to encourage your community members to start creating their video submissions to the second annual Land Trust Alliance *Land Is My...* video contest. Last year's first-place winner, Stephen Ramirez, designated the accredited Texas Land Conservancy to receive the grand prize of \$10,000!

The upload portion of the contest starts in September, voting starts in October and the winner will be announced in December. Learn more at www.landismy.org and get the word out today with the land trust outreach toolkit located at www.tlc.lta.org/communityconservation. Also, the public can access our free new video tutorial, *Creating Video for Impact*, to learn how to develop compelling video with a message that resonates at tlc.lta.org/creatingvideo. 🎥

BY Sarina Katz



DJ GLISSON, II

MAKING ALLIES *AT* *Advocacy Days*

120
participants

42
first-timers

260
Hill meetings

40
states represented

Now in its sixth year, the Land Trust Alliance's Advocacy Days celebrates its ongoing success bringing land conservation leaders to Washington, D.C., to meet with policymakers under the new administration. On May 1, 120 ambassadors from the land trust community arrived in Washington to advocate for the programs and issues that are vital to our conservation efforts.

On top of the priority list this year are both the 2018 Farm Bill and full and permanent funding of the Land and Water Conservation Fund (LWCF). In a midday briefing Senator Pat Roberts (R-KS), chair of the Senate Agriculture

Committee, spoke about the upcoming Farm Bill and announced he would do everything he could to increase funding for the Agricultural Conservation Easement Program. Tax reform was also a hot topic—proposed policies may threaten incentives for charitable giving, particularly in the form of a conservation easement or land donation.

A Far-Traveling First-Timer

So what's it like to arrive on Capitol Hill, briefings and talking points in hand, gearing up to meet with elected officials? "It's exciting to be here," says Austin Quinn-Davidson, a first-timer to the Hill who is the legal affairs and land transactions director at the accredited Great Land Trust (GLT) in Alaska. She traveled more than 4,000 miles for this year's Advocacy Days, her first visit to the capital since her internship

Ane Deister, executive director of the California Council of Land Trusts, says advocacy is “part science, part art and part magic.”

in the city as an undergraduate student. An attorney by trade, Austin has a background in legislation and easement negotiation, but this was her first experience lobbying on behalf of her land trust. Toting jars of smoked salmon and pictures of Great Land Trust’s beautiful properties, she was ready.

With only one representative and two senators, Austin was able to meet with all three members of the Alaskan delegation during her visit. Her biggest goal during these meetings was to simply tell GLT’s story and build the foundation of a productive relationship. She says, “Land trusts in Alaska do amazing work, but our congressional delegation isn’t always familiar with the projects we do, so it’s exciting to share some of our successes with them.” With the new administration proposing changes that could affect all land trusts, Austin knew it was an important time to come to D.C. Despite facing an unknown future, she felt a sense of community in her state’s offices. “Everyone is interested in learning more about what’s going on in their backyard,” she noted.



Austin Quinn-Davidson, legal affairs and land transactions director with Great Land Trust, shows U.S. Rep Don Young images of GLT’s properties.

One of the projects Austin talked about is the recent acquisition of oceanfront property on Kodiak Island. After nearly two decades of effort by the local community, a partnership between a Native corporation, Leisnoi, Inc., GLT and the local borough government resulted in the permanent protection of 1,028 acres of culturally significant and biodiverse land.

Austin retold this story, and many others like it, during her meetings on the Hill. She stressed the importance of finding a balance between development and conservation, a message Senator Lisa Murkowski (R-AK) and her staff found particularly important. “As Alaskans we all like to get outside by going hunting, fishing or hiking, so we look for creative market solutions to help us conserve more land and, where possible, generate income for landowners like Native corporations,” says Austin.

At the end of her stay in Washington, Austin was hopeful for the future. Her takeaway message? “I’m looking forward to continuing the conversation and interested to see how our congressional delegation and Great Land Trust can work together to support the work of land trusts across the country.”

A Community Conduit

No two people experience Advocacy Days the same way, as is the case with first-timer Austin and veteran advocate Ane Deister. Although fairly new to the California Council of Land Trusts (CCLT) as its executive director, Ane has been lobbying on Capitol Hill for over 20 years in defense of water and natural resources. For her, advocacy is “part science, part art and part magic.”

As the most populous state in the country, Ane and her fellow ambassadors held 13 meetings this year; there was a lot of ground to cover, and at times the group split up to tackle two meetings simultaneously. “There’s nothing more compelling and convincing than meeting with representatives, both who share your views and positions, and those who may feel differently. The value of the dialogue is priceless,” she says.

With such a broad spectrum of offices to visit, Ane’s process was to be authentic and keep things simple—she approached each meeting with a fresh perspective. Her agenda items matched those of the Alliance: Farm Bill provisions, LWCF funding and tax reform. “Tailoring your message in a way so that a particular member of Congress can hear

it from his or her perspective is key.” While visiting Senator Dianne Feinstein’s (D-CA) office, for example, the Farm Bill was heavily discussed by all advocates in attendance. As the largest agricultural state in the country, the bill’s funds are vitally important to California’s land trusts, and the power of their stories were impressed upon the senator’s staff.



Ane Deister (red scarf), Linus Eukel, executive director of the John Muir Land Trust and board chair of CCLT (to her right) and the Alliance’s Sarina Katz discuss tax reform with Rep Cook’s staffer, Mathew Groves.

Throughout her busy schedule, Ane found the members “incredibly generous and gracious—they know what it takes to come here and what a grind this process is. They love seeing people from home.” As the leader of a membership organization, she’ll take back to California what she heard and experienced on the Hill and provide briefs for her member land trusts. “That’s part of my responsibility, being a community conduit for the public at large.”

Secretary Zinke

Advocacy Days 2017 featured a private reception with newly inducted Secretary of the Interior Ryan Zinke. He spoke about the importance of strategic public-private partnerships and his hopes for restructuring the management of our public lands. “Be an optimist,” he told the room. “Be a leader.” Stating “I believe in science,” Secretary Zinke remarked how there’s a need for science to guide land management. You can view his entire speech at www.lta.org/blog/us-interior-secretary-speaks-advocacy-days.

SARINA KATZ IS COMMUNICATIONS ASSOCIATE WITH THE LAND TRUST ALLIANCE.



William Leahy describes below how the board of the Maryland Environmental Trust adopted the revised *Land Trust Standards and Practices*.

Taking *Responsibility*

I'm the executive director of the Maryland Environmental Trust, where we work with landowners and communities to protect treasured landscapes and natural resources from the Chesapeake Bay to the mountains of Garrett County at the western edge of the state.

As one of the oldest land trusts in the country, we hold more than 1,100 conservation easements statewide. As you can imagine, with that many easements our monitoring and stewardship responsibilities are considerable. We rely heavily on volunteers to help us monitor the many properties that we have been involved in preserving.

When our board of directors looked over the recently released *Land Trust Standards and Practices*—which were revised after a long input process to incorporate the experiences of diverse land trusts from around the country—we were pleased to find that the 2017 Standards reflect the latest changes in technology.

For instance, we now will be able to ensure the integrity of our conservation easements in part through aerial monitoring, using satellite imagery to annually monitor changes

in protected properties. As a result, we will only need to go on the ground to monitor every five years instead of every year—a major time saver.

Aerial monitoring was in its infancy when the Standards were last updated in 2004, so we are excited that the new changes reflect new technology and practices that have the potential to make all our lives easier as land trust professionals, while helping us keep our promise of perpetuity.

Land trust members of the Alliance are required over the next year to adopt the revised Standards through a board resolution—affirming the guidelines in principle and committing to steady progress in putting them into effect. At the Maryland Environmental Trust, we decided to take an early look at them, and we don't regret it.

For one, we feel that it is important for land trusts as a community to all come together and do this as soon as possible. And it helped us to know what to expect. To familiarize ourselves with the new Standards, our accreditation subcommittee met to discuss them and if and how they differed from the previous Standards.

Then we did a quick determination as to where we are as a land trust in adhering to the guidelines, which describe how to operate a land trust legally, ethically and in the public interest, with a sound program of land transactions and land stewardship.

Examining where we were with the Standards was a valuable exercise that allowed us to recognize that in some areas we have more work to do. But it also reaffirmed our commitment to doing the best job that we can going forward.

I hope my fellow leaders in the land trust community will take responsibility to make sure your boards review the new Standards. Our board unanimously adopted them as our guiding principles and was proud to do so. 🌱

WILLIAM LEAHY IS EXECUTIVE DIRECTOR OF THE MARYLAND ENVIRONMENTAL TRUST.



Land Trust Accreditation

Now's The Time!

When land trusts consider applying for accreditation, they bring up **thoughtful points**: “We want to...but it will take a lot of time; there are no guarantees of success; we’re just not sure we can afford it; it’s just not the right time.”

But ask any land trust that has completed the process and you hear, “We did it! And we’re glad we did it. We’re much stronger because of accreditation. And now we know that our impact will last.”

There’s no need to go it alone.

The Land Trust Alliance and the Land Trust Accreditation Commission both have an abundance of resources to help, every step of the way, to get ready now to apply for accreditation.

Registration for 2018 opens in June.

www.landtrustaccreditation.org/first-time-accreditation
518-587-3143 | info@landtrustaccreditation.org

Land Trust Accreditation Can Transform Your Land Trust

- Boost Fundraising
- Attract Talent
- Save On Insurance
- Expand Opportunities
- Strengthen Land Conservation & Public Funding



**LAND TRUST ACCREDITATION
COMMISSION** 

An independent program of the Land Trust Alliance

A photograph of three children in a forest setting. In the foreground, a young boy with light brown hair, wearing a green camouflage-patterned long-sleeved shirt and blue jeans, is smiling and holding a yellow magnifying glass over his right eye. Behind him to the left, a girl with long brown hair, wearing a purple jacket over a pink and yellow patterned shirt and pink pants, is partially visible. To the right of the girl, another boy wearing a blue and grey striped long-sleeved shirt is standing. The ground is covered in brown fallen leaves and some green grass. In the background, there are moss-covered tree trunks and a body of water.

Nurturing a CONSERVATION ETHIC

One Classroom at a Time

by Edith Pepper Goltra

Learning Landscape's Rob Wade has worked closely with Skagit Land Trust's Conservation Classroom program to achieve the goals of having outdoor learning spaces close to schools and supporting teachers who already have lessons in place. Pictured are Lyman Elementary kindergarteners having fun learning observation skills.

LISA MILLER

"The great aim of education is not knowledge but action."

—Herbert Spencer

WHENEVER POSSIBLE, NANCY SIPE BRINGS HER FIRST-GRADE STUDENTS OUTSIDE to what she calls the most amazing classroom of all: the Feather River Watershed. Thanks to the Learning Landscapes program—an innovative partnership between California's Plumas County Unified School District, the accredited Feather River Land Trust and several visionary landowners—Sipe has access to outdoor wooden benches, a nature trail, a forested ravine and the Leonhardt Ranch, which has a beautiful meadow across from the high school.

Learning Landscapes has been a transformational experience for students and teachers alike. "Our students like to refer to themselves as 'Mountain Kids,'" says Sipe, who teaches at the Quincy Elementary School. "It happens gradually, but by the time they are in the upper grades, they know many of the trees by name, and they can explain what a watershed is to the younger students. Our kids take pride in being Mountain Kids. They see this as a positive part of their identities. And the teachers take pride in being 'Mountain Teachers.'"

Launched in 2004, the Learning Landscapes program is unique for several reasons. First, each outdoor classroom is within a 10-minute walk from a school, which encourages teachers to use it as much as possible. Second, the program is geared toward educating and empowering all teachers to be environmental educators rather than relying on land trust staff for expertise. Regular professional training is offered as a way to instill confidence among teachers. The land trust provides each classroom with a field kit that contains field guides, binoculars, hand lenses and restoration tools, as well as some backpacks for easy traveling.

One of the main activities that students do in the Learning Landscapes setting is

field journaling. Sipe recalls how her 6- and 7-year-old students typically head outside with their journals in hand. They take time to look closely at the world around them. Then they begin drawing pictures and recording the things they notice. Their "wonderings" often lead them to do more research back at school. Rob Wade, Learning Landscapes program coordinator for the Feather River Land Trust, says field journaling "encourages students to deepen their exploration through observation and investigation and to think about their thinking."

"Learning Landscapes has made learning incredibly fun both for me and my students," says Bette Smith, a second-grade teacher at C. Roy Carmichael Elementary School. "The more I attend trainings and learn about my landscape, the more I incorporate these things into what we're doing in the classroom."

Teacher enthusiasm is the key to the program's success. "When teachers begin to feel comfortable and confident enough that they are 'independent users' of the land, then it's a sustainable program," says Wade. "There needs to be a heart and mind connection—a personal connection for teachers that leads to a professional one."

A Model Program

The self-sustaining nature of Learning Landscapes sets it apart from many other environmental education efforts that exist on a year-to-year basis. "If funding for the program from Feather River Land Trust dries up, Learning Landscapes will still be part of the schools," says Rob Aldrich, director of community conservation for the Land Trust Alliance. "The program is integrated into the school system—it's a true partnership."

Teachers and students have the daily opportunity to visit their outdoor classroom right

ROB WADE / FEATHER RIVER LAND TRUST



Children in the Learning Landscapes program learn to value the natural world on a deep, personal level.

on their campus or visit a forest, meadow or riparian/aquatic site adjacent to their school. The Feather River Land Trust has conserved these on- and off-campus sites for every school in the region. The 14 off-campus sites are situated on properties ranging from an acre to more than 1,000 acres. By providing students with repeated experiences in the outdoors, the program encourages kids to value the natural world on a deep, personal level.

Learning Landscapes has been evaluated by a team of California State University researchers for the past three years, and the results clearly demonstrate how best practices have led to program success. The proximity of the sites to schools and the autonomous use of them by teachers have resulted in an increase in the frequency of use. As students visit the sites more, the stronger their connection to—and care for—their environment becomes.

Communities from around the country have expressed an interest in the Learning Landscapes model. Wade has presented at the Land Trust Alliance's annual conference

Nurturing a CONSERVATION ETHIC



Over 100 students and teachers can fit under the 150-year-old oak tree at the Elkhorn Slough Foundation Outdoor Classroom. Trails lead to a variety of habitats for students to explore.



A second-grade student shares what he finds with a chaperone during an insect exploration at the Elkhorn Slough Foundation Outdoor Classroom.

(Rally) several times and has partnered with individual land trusts, suggesting ways that they could implement Learning Landscapes in their communities. For two accredited land trusts, the Elkhorn Slough Foundation and the Skagit Land Trust, Wade's advice translated into real-world changes on the ground.

Teaching What Land Does for Us

Last fall, California's Elkhorn Slough Foundation opened the Carneros Creek Outdoor Classroom, a learning space situated under the canopy of a magnificent 150-year-old oak tree. Similar to Learning Landscapes, this outdoor classroom is located within a five-minute walk of an elementary school.

One of the first events at the site was a Native American dance ceremony that drew 90 students, three teachers and 10 chaperones. Shortly thereafter, a group of second-graders began a "bug unit" at the site. "Students were able to use all of their senses to experience the environment," says Katie Pofahl, outreach coordinator for the Elkhorn Slough Foundation. "To see the brightness in their faces as they made discoveries was just incredible."

One of the most empowering aspects of this program is that fifth-grade students, who have been to the site and learned

the curriculum, are trained to lead the younger second graders on field exercises. The younger students look up to the fifth-graders, and the older students take pride in sharing their knowledge and enthusiasm.

Many of the kids who use the Carneros Creek Outdoor Classroom are from poorer farming families. They may have a connection to the land through farming, but an idea like land conservation, or an understanding of wild nature, may be foreign. Pofahl says, "We try to honor these perspectives and simply offer an alternative view of what land does for us and what it can mean."

The school has supported several "in-service" teacher trainings that involve bringing all of the school's teachers to the outdoor classroom, providing an orientation to the site and discussing habitats and broader ecosystem functions. It's important that teachers are given time on the land to plan their curriculum. Future trainings will focus on the NASA-sponsored Global Learning and Observations to Benefit the Environment curriculum. This is a hands-on, international science and education program that gives teachers new skills and knowledge to strengthen their abilities as environmental educators.

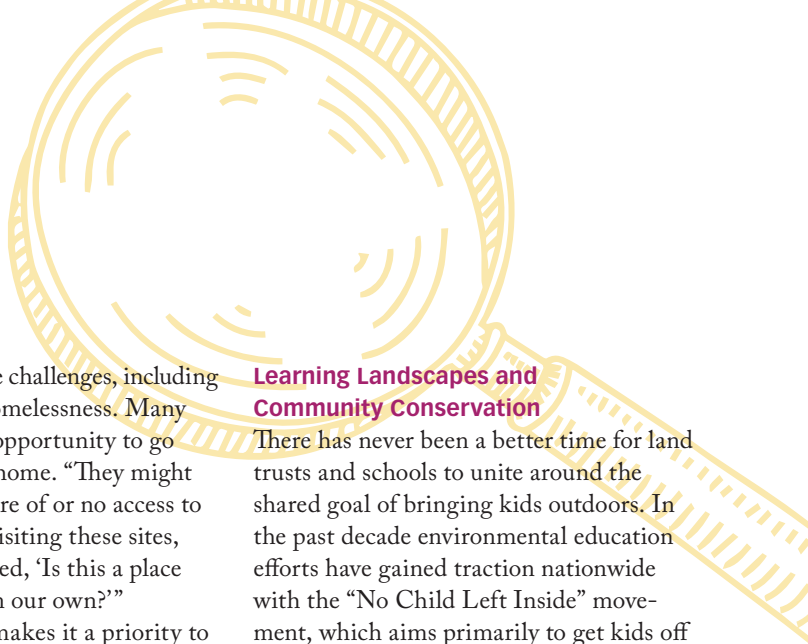
Elkhorn Slough Foundation staff and volunteers found that school officials welcomed

the concept of the outdoor classroom. "It was important that we laid out what we could offer the school while leaving room to make this program fit with their objectives," says Pofahl. "We were able to train teachers in use of the site and in curriculum options but also maintain flexibility. We didn't have a rigid vision. Our goal is to build support in our community for land conservation from the ground up."

Creating a Relationship to Land

Every two weeks, Carly Feiro, a teacher at Emerson High School in Mount Vernon, Washington, drives her students around in a van to different natural areas so that they can plant trees, remove invasive species, build fences and map properties. "It's about having a longer-term relationship with a site," says Feiro. "We can see our learning in action. We can watch how our restoration activities have a direct impact on the environment."

Feiro's program is supported by the Skagit Land Trust, which in 2013 officially incorporated the concept of connecting youth and nature into its strategic direction. The organization has since promoted a number of innovative projects, among them a Conservation Classroom program and an initiative that brings kids from



Latino and farmworker families out into nature on weekends.

Wade has worked closely with the Skagit Land Trust to refine its Conservation Classroom program. Similar to Learning Landscapes, the goal of Conservation Classroom is to have outdoor learning spaces that are close to schools and that can support teachers who already have lessons in place.

According to Lisa Miller, Skagit Land Trust's stewardship and outreach associate, "We say to the teachers and other educators, 'Bring your activities; bring your science, technology, engineering and math curriculum (STEM) or your Next Generation Science Standards (NGSS). We will provide you a place to do it.'" Skagit Land Trust currently does not offer paid training for teachers, but Miller is working with each of the seven school districts in the county to change this. The land trust, however, does provide bus stipends to schools.

"Our high school students typically do not experience nature and many have never been in a wild area before," says Feiro. Emerson is an alternative high school for

students who experience challenges, including chronic poverty and homelessness. Many of them don't have an opportunity to go outside when they get home. "They might have siblings to take care of or no access to transportation. After visiting these sites, many of them have asked, 'Is this a place where we can return on our own?'"

Skagit Land Trust makes it a priority to help kids get out on the land. It has collaborated with Kulshan Creek Neighborhood Youth Program (in partnership with the U.S. Forest Service, the Mount Vernon Police Department, the North Cascades Institute and Catholic Housing Services of Western Washington) to host monthly outdoor excursions on Saturdays. The kids go by bus and perform stewardship activities, such as invasive species removal, and have time for exploration on a wide range of protected lands. According to Ranger Orlando Garcia, coordinator of the Kulshan Creek Neighborhood Youth Program, "We are always looking for more ways to get good students outside and away from urban areas, pavement and nearby gang affiliation."

Learning Landscapes and Community Conservation

There has never been a better time for land trusts and schools to unite around the shared goal of bringing kids outdoors. In the past decade environmental education efforts have gained traction nationwide with the "No Child Left Inside" movement, which aims primarily to get kids off their devices and out into nature. Schools are making an increasing push for STEM training and many states have adopted NGSS—the real-world application of science and engineering—as part of the Common Core. Study and stewardship of the land is a natural fit, and every school is looking for partners and programs to help them to do that.

Land trusts have a clear opportunity to help schools provide this hands-on scientific learning, but the prospect of starting a program such as Learning Landscapes might seem daunting for some groups, particularly those that have had more of a transaction-based approach rather than a relationship-based approach. The key is to build slowly. "We started Learning Landscapes 13 years ago," says Wade. "It's been baby steps, but we have been able to create something that will endure."

"Many land trusts grasp the importance of community conservation and are looking for ideas on where to start," says Aldrich. "By modeling Learning Landscapes—this successful program—they can ease their way into community conservation."

In return, land trusts will benefit greatly from partnering with schools. Engaging in K–12 education is a way for land trusts to strengthen their connection with communities, gain a deeper and more enduring base of support and remain relevant in a changing world. Aldrich explains, "If today's students have the opportunity to go outside regularly to collect bugs, watch a bird in flight, identify an animal track or walk quietly through the woods, when they are leaders, they will choose to safeguard our natural world." 🌿

EDITH PEPPER GOLTRA IS A FREQUENT CONTRIBUTOR TO SAVING LAND.



LISA MILLER

Lyman Elementary School's kindergarten and fifth-grade partners record their findings during a Skagit Land Trust Conservation Classroom session.

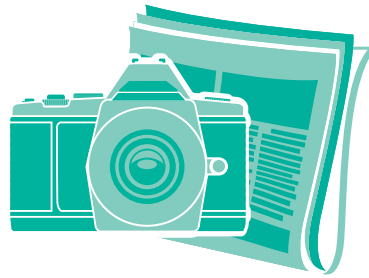
A photograph of three children hiking on a dirt trail through a grassy field. In the foreground, a young girl with brown hair tied back is smiling and looking down. She is wearing a light blue and pink jacket with 'FILA' and 'Sandy Creek CHALLENGE' printed on it, and a backpack. Behind her, a girl with dark hair and glasses is smiling, wearing a purple jacket and a backpack. Further back, two other children are visible, one in a grey hoodie and blue pants, and another in a grey hoodie and black shorts with a green helmet. The text 'BUILDING RELATIONSHIPS' is overlaid in large white letters, and 'with Traditional Media' is overlaid in smaller white italicized letters below it.

BUILDING RELATIONSHIPS

with Traditional Media

Capturing great photos is essential to capturing the attention of the media. Consultant Judy Anderson promotes the concept of “deep captions,” the idea being that people read captions more often than body text so main points should be conveyed in the captions.

CHELAN-DOUGLAS LAND TRUST



It's hard to beat newspapers, radio and television for giving your mission legitimacy and gaining new supporters.

BY Madeline Bodin

When Julie Borgmann, education and development director for the Red-tail Land Conservancy in east-central Indiana, started writing a column for her local newspaper, friends told her not to bother. “They told me that newspapers were dying and this was a waste of my time,” she says.

Borgmann didn't listen. “Right now everything is focused on the newest, latest and greatest: social media. People tend to forget about the older audience, including our donors. They're reading newspapers.”

Traditional media, which includes newspapers, television and radio, has navigated some choppy waters lately. Advertising sales are down, staff sizes have shrunk and social media is filled with criticism of traditional media. But despite these setbacks, traditional media has much to offer land trusts, including validation for your mission, an ability to reach new audiences and a chance to give certain donors information through their preferred method.

Respect Relationship Rules

Working with traditional media means building relationships with publications, stations, editors and reporters. Sometimes a good relationship with the traditional media means providing not only information, but content, such as an article or photographs.

Joshua Lynsen, media relations manager for the Land Trust Alliance says that creating a relationship with your local media can seem daunting, but every land trust has the tools to do it. The trick, he says, is to use the same techniques you used to build the relationships you already have.

“Treat reporters like donors,” Lynsen says. “Ask for support carefully, respectfully and at the right time.” “Carefully” means that, just as you wouldn't go to a donor for every little thing, you don't approach a reporter with everything your land trust does. “Respectfully” means that you should be respectful of the reporter's time, and accepting when you hear “no.”

Asking for support at the right time not only means asking after you've developed a relationship, Lynsen says, it also means understanding the reporter's lead time to get stories into print or on the air. And it means doing things on the reporter's schedule, which may mean staying late or coming in on a day off.

“Whenever the reporter comes to you, that's the moment of opportunity,” he says. “You can't push that off.”

For land trust staffers who attend Land Trust Alliance Advocacy Days on Capitol Hill, the idea of treating reporters like senators makes sense. When talking to a senator or other elected official, you want to make sure you have your facts correct and be able to express them briefly. The same goes for reporters.

Finally, Lynsen says, “Here's one that always gets a chuckle. Treat reporters like your spouse: Go on a walk together, help them and accept that you don't control them.” All relationships take time, and all involve some give and take.

Walk the Walk

Taking a walk is exactly what Mike Kahn, a communications consultant for the Los Altos, California-based Sempervirens Fund, did when a new reporter was assigned to the environment beat at his local paper, the *Santa Cruz Sentinel*.

The accredited land trust, which protects redwood forests, was creating its first timber harvest plan. It was a sensitive topic, and the trust wanted to educate the community about it. Kahn's goal was not only to introduce himself and Sempervirens Fund, but to become a resource to the reporter. He provided a short course in how land trusts work.

continued on page 22

land we love

PHOTOGRAPH BY Ellen Kenny
STORY BY Brenda Charpentier





Refuge

You start to notice that everything has changed as you near the end of the trail at the Merrimack River Outdoor Education and Conservation Area in Concord, New Hampshire. Suddenly, the trees are all the same kind for as far as you can peer into the forest, and their trunks seem to shimmer with a silvery glow. That's on one side of the trail, while on the other side, the unhurried water of the Merrimack River reflects a silvery light of its own. You've entered the shady realm of the silver maple floodplain forest—after the early spring rains, of course, because before then you'd need good waders to see the maples at their happiest, with their feet soaking in the yearly flood of snowmelt that other species simply can't take.

This forest and the rest of the 100-acre property are owned and stewarded by the accredited Society for the Protection of New Hampshire Forests, the headquarters of which is perched on a bluff overlooking the floodplain's trails. Within a few minutes of the busy capital city's downtown, people come here to walk, take pictures of nesting wood ducks, beavers and singing hermit thrushes—or just sit quietly at dawn or dusk and watch the changing light. 🌿

BRENDA CHARPENTIER IS COMMUNICATIONS MANAGER AT THE SOCIETY FOR THE PROTECTION OF NEW HAMPSHIRE FORESTS.

ELLEN KENNY IS AN SPNHF MEMBER AND VOLUNTEER.



BUILDING RELATIONSHIPS *with Traditional Media*

continued from page 19

CAROLINA MOUNTAIN LAND CONSERVANCY



Carolina Mountain Land Conservancy writes a newspaper column about family histories and traditions, local cultural heritage and connecting youth with nature—providing striking photographs, too.

The outing was a success. Sempervirens Fund positioned itself as an expert source for the reporter, who continued to quote staffers as experts throughout her time at the paper, even on other organizations' projects.

An organizational culture that provides the time and the personnel to cultivate relationships with the media is vital, says Meg Hamill, field programs manager with LandPaths in Sonoma County, California. A third of the residents in Sonoma County are Latino, and getting the message out to this community is a natural result of the organization's structure and staffing, Hamill says.

LandPaths has several staff members who are bicultural—equally at home in both the Spanish- and English-speaking communities in Sonoma. With this familiarity came connections to the Spanish-language media. One of the many qualities that LandPaths' outreach and diversity director, Omar Gallardo, brought to his job,

Hamill says, was long-standing and personal relationships with members of the local Spanish-language media.

Because small newspapers are often strapped for resources, sometimes the give-and-take of a good media relationship means that you give professional-level content and take away the public relations benefit. When it seemed that a shrinking local newspaper only had time to cover the community's bad news, Red-tail Conservancy's Borgmann offered a solution.

She met with the planning editor and proposed that, just as the local hospital contributed a health column and the local gardening club wrote a gardening column, the Red-tail Conservancy's mission of preserving, protecting, restoring and making people aware of the region's natural heritage could provide topics for a column every other week. "And, of course, it was free content for the newspaper," Borgmann says.

One week Borgmann focuses on natural history topics, such as a column on wildflowers that ties in to the conservancy's upcoming wildflower hike. In the next column Borgmann will focus on the role of nature in health and wellness, a personal interest of hers.

North Carolina's accredited Carolina Mountain Land Conservancy (CMLC) also has a column in its local newspaper. Katie Onheiber, communications and marketing manager, always knows what her topic will be: people. Six years ago the conservancy promised the newspaper high-quality human interest stories, and they've continued to deliver.

Each month "Stories of the Land" provides inspiring features about family histories and traditions, local cultural heritage and connecting youth with nature, as well as striking photography. Land conservation supports it all but is never the sole focus of the column.

"Particularly in a community that skews a bit older and more conservative, and where folks still read the print editions routinely, we thought that making it more about people and not necessarily the intricacies of land protection would resonate well with readers," says Onheiber. "Tying the meaning of land and heritage to the concept of conservation proved to be particularly effective in this community."

She says that having CMLC's message appear in newspapers is one of the organization's greatest opportunities because it reaches people who are not already supporters. And the newspaper has shown its approval by giving the column prime space: the top of the front page of its Sunday living section on the last Sunday of each month.

While heritage and legacy are strong draws for older audiences, the accredited Chelan-Douglas Land Trust in Wenatchee, Washington, found success with a monthly column on kids and nature, which ties in perfectly with one of its flagship programs that gets kids of all backgrounds and their parents to explore the natural world on lands protected by the land trust and its partners.

Read "Top Tips from a Reporter" on the Land Trust Alliance's blog at www.lta.org/blog/reporter-tips and see page 34 about clipping services.



LandPaths' outreach and diversity director, Omar Gallardo, has developed personal relationships with members of the local Spanish media.



Once your story has been in the newspaper, on television or on the radio, social media can multiply the message. Once again, great photos can help.

For all of these land trusts, having a tagline that runs at the end of the article is important because it names the land trust and directs readers to more information on its website.

Talking on All-Talk

Traditional media also includes radio and television. These can be more difficult to get coverage in, says Lynsen, because although a newspaper has many pages to fill daily, the limited minutes of local television news broadcasts can't cover as many stories or go into as much depth.

Radio is similar to television, but how much local content a station needs to create depends on its format. Locally produced talk radio may offer opportunities for your staff to serve as experts. A public radio station may broadcast both hard news and feature stories, making it similar to a newspaper, with similar opportunities to tell your story.

Building a relationship with your local television or radio station is a lot like building a relationship with a newspaper, Lynsen says. The big difference is that you'll hear "no" much more. "But," he says, "a victory in broadcast is worth more than a victory in print, simply because more eyes will see it and more ears will hear it. It elevates your brand and your work to a whole new level."

Once your story has appeared in the newspaper, on television or on the radio, social media can multiply the message. "I get a lot of mileage from the column," says Borgmann. She shares each column on Facebook and posts it to Red-tail's website. To give the column a longer shelf-life on the website, she takes out anything time sensitive, such as the date of an upcoming hike.

A story in a larger media outlet provides validation for your organization or your mission. But when it's the reporter's work instead of your own, it's never going to be exactly what you hoped. "It may not be perfect, but unless it is negative or flat out wrong, share it," says Kahn. "And if facts are wrong, let the reporter know, nicely, and they will likely make the correction and be appreciative of your help."

CRISIS COMMUNICATIONS

"No one plans on having a crisis, or on being on the receiving end of bad media coverage, but preparing how your land trust will communicate during a crisis will help you weather the storm," says Joshua Lynsen, media relations manager for the Land Trust Alliance.

Take time, either by yourself, with your boss or at a staff retreat to walk through a potential crisis, Lynsen says. Are there any crises that are foreseeable, such as a natural disaster or serious injury? Who will be your liaison with the media? Think about what message you want to convey (keep it simple and brief) and about who needs to approve messages and outreach strategies as they are developed in response to a crisis.


Of course, having an established relationship with your local media will make a big difference in how coverage of the incident plays out. You may want to reach out to a reporter with whom you have a good relationship, says Lynsen. At the very least, your existing relationships will let you know what to expect from the reporters covering your story.

At a recent Red-tail Conservancy board meeting, the executive director suggested that Borgmann cut back on writing the newspaper column to have more time for development work. "No!" the board members said. They were all hearing great things about the column and actually wanted her to write more, not less. As the board members spoke about the benefits, Borgmann could see how the column is not only increasing awareness of the land trust with the public, but is also reinforcing its mission with its donors.

Borgmann's experience shows that while media relations can seem like a "nice to have" role that can be put aside for more critical tasks, when done well, media relations is a critical task itself that can benefit the heart of any land trust's operations. 🌿

MADELINE BODIN IS A FREQUENT CONTRIBUTOR TO SAVING LAND (MPBODIN@VERMONT.ORG).





On a cattle ranch protected by a Farm and Ranch Lands Protection Program easement held by Eastern Sierra Land Trust, volunteers install perch deterrents on fence posts to reduce predation by ravens on sage-grouse.

SARA KOKKELENBERG

Saving Farm Bill **CONSERVATION PROGRAMS**

BY Sarina Katz, Christina Soto and Bryan David

SINCE THE YEARS OF THE DUST BOWL, the United States Department of Agriculture (USDA) has been supporting private land and wetland conservation through the collection of federal laws collectively known as the Farm Bill. Administered by the Natural Resources Conservation Service (NRCS), the bill's conservation funding has ebbed and flowed with the political tides. Now, with an administration proposing major budget cuts at USDA, the land trust community must turn its attention back to the Farm Bill if it hopes to sustain the funding it won in earlier bills.

In past years the Land Trust Alliance has worked tirelessly to make the Farm Bill an important source of conservation funding for land trusts. In 2014 we celebrated securing nearly \$750 million for conservation easement purchases. This was made possible by countless phone calls, meetings and letters directed to congressional members of both parties from many land trusts. After passage, our attention quickly shifted to rulemaking. We worked closely with NRCS to try to make the new conservation easement programs work well for land trusts.

The current bill is set to expire in September 2018, but the time to start lobbying on behalf of the Farm Bill is now. Our priorities are twofold: protect conservation funding now slated to be slashed in 2018 and make the Farm Bill's easement programs more accessible and easier to use for land trusts and landowners.

Coalition Urges Strong Funding

The Alliance is working closely with its partners to develop shared priorities on programs that protect working farms, ranches and forests, and to encourage new and innovative partnerships to target natural resource concerns at the landscape level. As with any major piece of legislation, we are stronger when we work with other partners.

Investments in conservation programs, specifically for working lands, have long enjoyed bipartisan appeal and support from organizations like the National Cattlemen's Beef Association, as well as conservation groups.

In March 2017, the Alliance helped deliver a letter from a coalition of agriculture, wildlife, sportsmen's and environmental groups to the leaders of the House and Senate Agriculture Appropriations Subcommittees, stating:

Full funding for conservation programs, such as the Conservation Stewardship Program (CSP), Environmental Quality Incentives Program (EQIP), Regional Conservation Partnership Program (RCPP) and Agricultural Conservation Easement Program (ACEP), is critical to enable farmers, ranchers and foresters across the country to conserve water, maintain their soil, protect farmland and wetlands, create and maintain fish and wildlife habitat, and produce abundant food and fiber. The funding already authorized for these programs should be protected as a vital investment in the infrastructure of rural America and in our future.

Saving Farm Bill **CONSERVATION PROGRAMS**

Strengthening partnerships with other organizations, along with advocacy from land trusts, will help these conservation programs continue to provide benefits to farmers, ranchers and foresters—and the public.

The Role of Land Trusts

Many land trusts around the country include protecting farm and ranch land in their missions. Federal funding from the Farm Bill has enabled this work, producing example after example of farmers and ranchers who were able to conserve their land through the Farm Bill conservation programs.

In addition to protecting farmland itself, land trusts have important roles to play in helping to ensure that working lands stay in working hands, protecting habitat on farm and ranch land and enhancing environmental resource values, such as water quality and soil health.

Next-generation farmers are often unable to get a start because of the expense of buying a farm. However, land trusts can help by using easements and other tools (such as the “option to purchase at agricultural value”) to reduce this capital expense. (See the *Saving Land* article “Partnering with Next-Generation Farmers,” Summer 2015.)

And farms and ranches also provide critical habitat for species, such as the sage-grouse, which has helped keep it off the endangered species list so that farmers and ranchers avoid the need for costly and burdensome regulation.

Here are two examples of how land trusts are working with farmers to protect their farms—and the environment. What is the link to the Farm Bill? It funds these innovative programs.

Leelanau Conservancy

Farmland is a major driver for the economy in Michigan’s Leelanau County, which is primarily based on tourism and farm production. The average age of farmers there is 60, and many are contemplating

retirement. Between 1990 and 2000 more than 20% of Leelanau County’s farmland was converted to nonagricultural uses (primarily second home development).¹ Today, 33,000 acres remain in active production. High demand for development on this same land and limited funding (public and private) for farmland preservation are a continuous threat to the county’s agricultural land resources.

The accredited Leelanau Conservancy has been the consistent voice for farmland preservation in the county over the past decade. It has worked with Michigan State University and the Leelanau Conservation District to develop an innovative “bridge” program for permanent farmland protection. Designed as an outreach strategy to build support and open doors in the farming community, the FarmAbility program currently has over 5,000 acres in 10-year Farm Conservation Agreements.

In an effort to expand its farmland conservation work in the time since FarmAbility’s launch, Leelanau Conservancy has worked collaboratively to secure an RCPP award and initiate a new suite of programs to address generational land transfer.

The conservancy secured \$7.9 million to protect farmland and water quality in Michigan’s fruit belt region as part of the Tribal Stream and Michigan Fruit Belt Partnership through RCPP, a new Farm Bill program designed to focus on landscape-level projects. The Grand Traverse Band of Ottawa and Chippewa Indians served as the lead partner, while the accredited Grand Traverse Regional Land Conservancy and Conservation Resource Alliance, along with a number of affiliated regional conservation partners, worked with Leelanau Conservancy to obtain this funding.

RCPP funds will be used to support the purchase of conservation easements on Leelanau County’s globally rare farmland that is uniquely suited for fruit production. The conservancy’s farm programs manager, Sam Plotkin, says, “Without access to public funds for farmland conservation at the local or state levels, we rely heavily on federal support from ACEP. For that reason, RCPP is vital.”

To address generational transfer, Leelanau Conservancy has initiated FarmAbility 2.0, featuring two programs: Farmer to Farmer (F2F) and Farm Transitions. F2F is Michigan’s first farmlink program and was launched in partnership with Northwest Michigan Horticulture Research Center, Grand Traverse Regional Land Conservancy and Taste the Local Difference. “As our region expects to see more than 80,000 acres of farmland change hands in coming years, we’re deeply concerned about getting the next generation of farmers—beginning farmers—on the land,” says Plotkin. One of the greatest barriers to starting farm businesses for beginning farmers is the challenge of finding available farmland for sale or lease. F2F seeks to address this barrier by creating an online, peer-to-peer farm real estate network (www.f2fmi.com).

Additionally, working with Michigan State University Extension, Farm Transitions aims to encourage working farmers to plan for the succession of their farm to the next generation. With technical assistance from the extension and area succession-planning professionals,



Leelanau Conservancy has been a consistent voice for farmland protection in Michigan’s fruit belt. LEELANAU CONSERVANCY

Land trusts have an extremely important role to play in advocating for farm bill programs.

Leelanau Conservancy will cost share the expenses associated with planning for the transition of farmland to the next generation.

Eastern Sierra Land Trust

“If you’ve ever seen and heard a greater sage-grouse booming, it’s something you’ll never forget,” says Susanna Danner, land conservation program director of the accredited Eastern Sierra Land Trust (ESLT) in California. “First, because you probably got up at 3 a.m. to go out to their strutting grounds to wait in the predawn darkness for them to arrive. Second, because with their yellow eyebrows, shock of ruff plumage and spiny-looking tail, they are statuesque. Their courting behavior, as they fill and deflate air sacs in their chest, makes a noise comparable to a coffee percolator. Perfectly suited to the wide-open rangelands of the West, the sound can carry for almost 2 miles.”

With so much public land in the bi-state (Nevada and California), how are private livestock producers so central to sage-grouse conservation? As with much of the West, dryland range is largely publicly owned, while riparian, wetlands and wet meadows are mostly private. The majority of the brood-rearing habitat needed by sage-grouse chicks is privately owned. While sage-grouse adults are famous for being the only creatures that can subsist wholly on sagebrush leaves during the winter, the baby birds need the insects, forbs and grasses in wet meadows and irrigated pastures on private lands in the spring and summer.

ESLT recently received funding from the RCPP to protect and enhance sage-grouse habitat. Danner says, “The project is called ‘Livestock in Harmony with Bi-State Sage-Grouse. The sage-grouse and livestock thrive together in the ranchlands of the Nevada-California border.” She says the possibility of listing the sage-grouse as federally threatened crystallized a partnership that had already been collaborating on grouse conservation projects for more than 15 years. “The governors and wildlife agencies of Nevada and California lent their support to a cross-border effort of striking proportions. The conservation success for the bi-state greater sage-grouse is directly attributable to a partnership of which this RCPP project is a result.”

“The RCPP broadens ESLT’s traditional approach to ranch conservation by incorporating education, outreach and technical assistance to landowners,” says Danner. Conservation easements are an element of the RCPP with which ESLT is very familiar, “but we’ve never helped a landowner navigate the EQIP before, and we’ll be doing a lot of that in the next five years.” She lauds the land trust’s



Volunteers mark a pasture fence to reduce sage-grouse fence-strikes in the RCPP project area on a preserve owned by Eastern Sierra Land Trust. The simple fence tags reduce sage-grouse mortality by 80%. SUSANNA DANNER


NRCS partners, who are “serving landowners across 7,000 square miles, even when faced with reduced staff capacity. The land trust and other RCPP partners can be a sort of ‘Hamburger Helper’ to stretch NRCS’ ability to serve landowners who don’t live close to an NRCS service center,” says Danner.

Ranchers in the bi-state have a history of close coordination with NRCS and a deep commitment to conservation. More than 15,000 acres of private lands have been placed under conservation easement in the bi-state, with support from NRCS, ESLT, The Nature Conservancy (accredited), California Rangeland Trust (accredited), the states of Nevada and California, California Deer Association and others.

Danner describes the RCPP as a relatively new program, “meaning that the learning curve is steep for both applicants and NRCS staff. There aren’t many forums yet for land trusts to troubleshoot, discuss and ask questions about the application process. There were many questions that arose in the course of the application that I wish I could have put to a land trust audience. I cold-called many past RCPP applicants around the country, and they helped me a great deal, as did the Land Trust Alliance.”

To try to help other land trust applicants, Danner created a group on The Learning Center, where topics about Farm Bill programs, including RCPP, can be shared and discussed. “I’m hopeful the site will become a clearinghouse for sample applications, easement documents, questions and answers, and will help land trusts navigate Farm Bill programs with greater ease.”

Advocating for the Farm Bill

The Land Trust Alliance has identified the Farm Bill as one of its top policy priorities, and land trusts, especially those whose primary focus is agricultural land preservation, have an extremely important role to play in advocating for farm bill programs. Members of Congress need input from local organizations about how programs are and are not working. A tour of a farm or ranch conserved with an easement can help make the technical real and enhance their understanding of the bill they are writing. Hearing from landowners and land trusts can increase the chances of strengthening funding for programs, making them more workable and successfully conserving working lands and their natural resource values. 

¹ Statistics from “Protecting Michigan’s Agricultural Future,” Heart of the Lakes Center for Land Conservation Policy, 2009.

BY Josephine Ramirez

IF YOUR BOARD

Looked Like Your Community



***Note from the editor:** This article is excerpted and edited from “New Faces | New Spaces” [<https://medium.com/new-faces-new-spaces>], a series by the Irvine Foundation exploring how arts organizations are adapting to reflect the changing demographics of California, engage with their communities and become more resilient organizations. I hope that the land trust community can benefit from the advice gathered here about moving board diversity from a “problem to solve” to “something to practice.” Arts organizations operate similarly to land trusts; both are integral to the communities in which they work. The excerpt appears here under a Creative Commons license: <https://creativecommons.org/licenses/by-nc-sa/4.0/>.*

From #OscarsSoWhite to #parityraid, discussions of who is represented within our organizations, on our boards and in our field abound. As our grantee-partners in the New California Arts Fund are moving arts engagement to the core of who they are and what they do, they’re focused on evolving their approach to everything from audience development to board leadership and governance. While inclusive representation is just one component of a strong board, there are significant hurdles to overcome—logistic, strategic and perceptual. We spoke with the senior leaders and board members from four arts organizations participating in the New California Arts Fund to get their advice on how to overcome some common hurdles and why it’s worth diversifying your board.

During that process, Michael Garces, artistic director of Cornerstone Theater Company asked (and answered), “What does it mean to have a commitment to diversity? It’s something that’s long-term and constantly interrogated; it’s never going to be ‘solved.’ It’s something we practice, just like the art form. You have to get over a discomfort with that.”

Hurdle #1: Considering diversity an important qualification of board membership.

Recognizing the Opportunities a Diverse Board Brings

The common expectations for a board of directors are well known across the arts field: help us raise money, help us think and act strategically, and, for “working boards,” help us get the work done. But does who is on the board matter as much as what they’re doing? The first hurdle you might face in convincing the board to consider its own makeup is that representation matters.

Garces explains, “The focus of the board is often on fundraising, but [its] role can get distorted when you lead with that. Nonprofit theaters were created to support the community we exist in. We get a nonprofit tax status because we are in service to that community. Our board’s purpose is to ensure we fulfill our mission; raising money is just one way [it] accomplishes that goal.”

Paula Ely, Cornerstone board member adds, “Collectively, a more diverse board has a wider network of resources to bring to the organization.”

Twenty percent of the seats on the Cornerstone board go to “community board members” for whom financial capacity is explicitly not a factor in their board membership. Ely describes how these community members are on the board “to keep it real for everyone else. It’s fairly common for a community board member to have a unique insight into what impact our process has had on their community. They remind us why we’re doing what we’re doing and how important the work that Cornerstone does is in the lives of real people and communities.”

Ely rejects the notion, though, that board members from diverse backgrounds wouldn’t also contribute financially. “People are out there. It’s important to have economic diversity, but it’s not true that every person of color needs that structure. We don’t have to relax our standards to have a diverse board. There are plenty of very qualified, interesting, successful people out there. Some of them just haven’t been asked yet.”

A board representative of your community brings many benefits:

- Board members will be your **advocates in their community**. The more diverse your board, the more communities you have access to for potential audiences, donors, staff and other board members.
- A board composed of members from many different backgrounds and experiences enables you to **solve problems more strategically** because every member brings a unique lens to the issue at hand.
- Maintaining a board representative of your community, with the capacity to help share that community’s story, is captured in the spirit of **why boards exist** in the nonprofit structure.

Garces warns, “Look at the demographics of the world changing around us. In any urban area the change is absurdly present. Don’t consider the representation of your board because it’s good for you; do it because it’s necessary. Otherwise [nonprofit] organizations are going to die of nobody caring.”

Action Steps to Encourage Diversity

- **Facilitate a conversation with the board.** What value would a more diverse board bring to your organization? What challenges might your organization face as you diversify your board?
- **Explore different models of financial giving expectations** for board members, particularly if you are concerned about the short-term negative economic impact of diversifying your board. “We have three options for board giving: give, give/get, and a ‘meaningful’ contribution based on your personal circumstances, a gift that is among the three largest you give in a year,” says Ely.
- **Use hard data** as a jumping off point. “I sit on another board that just hadn’t been educated about what Orange County looks like today. They live in neighborhoods where they don’t have a lot of exposure to the diversity of our community. I brought in census data for Orange County by age and ethnicity, how much it’s changed in the past 10 years. They were blown away when I put the data in front of them,” says Mildred Garcia, board member of Pacific Symphony. Data USA is a great resource for census data and other information about the make-up of your own community.

- **Keep at it**, even when it's hard or uncomfortable or risky. "Don't think of board diversity as a one-shot deal that you can talk about once and then it goes away. The leadership at the top needs to be committed to it and use their pulpit to keep the organization focused on it. Take the time to talk about it, wrestle with all the complexity. If the board is fearful of change or skeptical of the value, it's your job to convince them," says Garcia.

Hurdle #2: Finding and recruiting new board members that are representative of your community.

"We look for board members in a variety of ways," says Garces. "From business owners among our neighbors in the downtown arts district to colleagues of our existing board members to people we have met in the communities where we've worked. It's a collective effort by the board, ensemble and staff to generate a list of potential new board members, and then we work together on cultivation. Diversity is one of the many factors that we consider when evaluating new members."

Ely says, "We just recently signed up to participate in the African American Board Leadership Institute [<http://aabli.org>]. They have an amazing program that identifies African American professionals who are interested in board service but haven't yet sat on a nonprofit board, and provides them weekend workshops about financial statements, fiduciary responsibility and other skills-based learning a board member needs. Then the Institute does matchmaking."

Barbara Fatum, San Francisco Shakespeare Festival board member, says, "Several board members have attended Board Match, a networking event that introduces nonprofits to prospective board members. We created a one-page pitch that represents the mission, activities and purpose of the festival."

"It could also be blindingly obvious," says Toby Leavitt, executive director of the festival. "I started googling, and there are oodles of leadership groups in the area that we've never connected with, specific to different communities."

"Social media is a whole new way of connecting with prospective board members," mentions Anjee Helstrup-Alvarez of Movimiento de Arte y Cultura Latino Americana. Here's her story:

"I was at a State of the Valley event and saw Veronica Juarez (head of Enterprise Initiatives at Lyft) speaking. I saw on her Twitter profile that she's dialed into social justice and art, so I sent her a message on LinkedIn. She came down to MACLA for coffee and to learn more about our work. She's been an incredible addition to the board."

Veronica Juarez shares her side: "When I met with Anjee, I got so excited. Anjee is clearly a visionary and incredibly motivated. I really appreciated how she reached out to me. She was a hustler about it. She didn't know me, but she sent a really complimentary, heartfelt note on LinkedIn. Seeing that quality in someone—to take 10 extra steps—that means she's doing that in every other area of the organization. And as a board member, that's the type of organization I want to support and be part of, someone who's pushing beyond the typical ways of reaching out to find new audiences."

She also added three or four new board members at the same time—most of us were in our early 30s. It's brought a new energy to the board, and really helps not to be the only one of a certain type on the board."

Next Steps

Reaching a diverse set of potential board members can require a diverse set of approaches. Here are some steps you can take today.

- **Develop your board recruitment pitch.** You never know when opportunity will strike and a good board candidate will be right in front of you. Create an index card to keep in your back pocket that describes the value of joining your board and the responsibilities of a diverse board.
- **Reach out to someone new.** Social media is a great way to do your research and reach out to people you're interested in to potentially join your board.

Conclusion

Diversifying your board can seem daunting, but there are practical steps you can take to get there, and your organization and your board will be stronger because of it. Read the full series on Medium at <https://medium.com/new-faces-new-spaces>. 🌱

JOSEPHINE RAMIREZ IS PORTFOLIO DIRECTOR AT THE JAMES IRVINE FOUNDATION IN CALIFORNIA.

LAND TRUST ACCREDITATION
COMMISSION 
An independent program of the Land Trust Alliance

Smart, Stylish, Flexible: Accreditation Seal Options

A Mark of Distinction

The accreditation seal **AFFIRMS** national quality standards are met.



- ✓ SOUND FINANCES
- ✓ ETHICAL CONDUCT
- ✓ RESPONSIBLE GOVERNANCE
- ✓ LASTING STEWARDSHIP

www.landtrustaccreditation.org


Has your land trust ever struggled to describe what its accreditation means, in the best way possible? We can help with that! Accredited land trusts from around the country helped us come up with some smart, stylish, flexible layouts of the accreditation seal that powerfully and succinctly describe the value of accreditation.

As an accredited land trust you now have more flexibility than ever in how and where you can use the seal. For instance, each seal version is available in green, white and black, and comes in five different file formats:

- JPEG versions for web
- GIF versions for web
- TIFF versions for print
- EPS versions for print
- AI (Adobe Illustrator) versions for large printing

Your choices also include horizontal and vertical layouts, and you can now

use just about any solid color to ensure that it matches and does not detract from your brand. The "Accreditation Seal Style Guide" has many fresh examples of where and how you can use the accreditation seal and, with over 100 individual seal versions available on our website, we hope you take the time to explore and find the best solution for your design.

Here are only a few examples of what is now available to you. For more, visit the link below. 

JENNIFER BRADY-CONNOR IS ASSOCIATE DIRECTOR OF TECHNOLOGY & COMMUNICATIONS OF THE LAND TRUST ACCREDITATION COMMISSION.

"We just updated our website and I was struggling to encapsulate the story of the seal in a way that still rendered well in our footer. Now I can use the seal with the description attached. PERFECT!"

—Hazel Cook, Central Savannah River Land Trust (GA)

A Sampling of Seals



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



Conservation Excellence



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



Philanthropy Across Generations **CHALLENGES AND OPPORTUNITIES**

“A golden age of philanthropy still beckons,” asserts a 2014 report by Boston College researchers, predicting that total charitable gifts between 2007 and 2061 could exceed \$20 trillion as assets shift from aging Americans to their grown children.

First forecast in 1999, the “greatest wealth transfer in U.S. history” has been slower and smaller than anticipated—in part because people are living longer. Some financial advisors discount the fabled windfall altogether. “The reality is it’s not happening,” notes David King, president of the consulting firm Alexander Haas. “It’s behind to such an extent that it will never catch up.”

Others argue that even a marked increase in gifts may have little impact on environmental groups, which receive only a slim 3% slice of the charitable giving pie. “I don’t think we’re touching the assets available to us,” reflects David Allen, principal of Development for Conservation. “We’re hampered by our own [lack of] imagination much more than not getting on the boomer gravy train.”

Amidst conflicting advice about the intergenerational wealth transfer, conservationists may wonder what to do. The Land Trust Alliance sought advice from professionals across the country on how best to navigate the challenges and opportunities ahead.

Challenges

Few land trusts track member ages, but one statewide coalition that does found in 2015 that 40% of its board members were age 65 or older. The average member age at the accredited Nature Conservancy, as of 2012, was 62 (*Getting to Green*, 2016). Being rich in retirees, land trusts may benefit from a trend—noted in a 2015 Age Wave study—that “people give at higher rates

Vermont Land Trust recommends forming alliances with community foundations. One such collaboration with the Vermont Community Foundation helps VLT run its Farmland Access Program, which keeps farms like this one in St. Johnsbury affordable for farmers just starting out.

CALEB KENNA/VERMONT LAND TRUST

after they retire, so extended life spans mean people are in their prime donor years longer than in previous eras.”

The philanthropic commitment of aging members bodes well for land trusts in the coming two decades; but then, notes Peter Stein, managing director of Lyme Timber Company and former Alliance board chair, “it’s like falling off a cliff.” Conservationists are increasingly concerned about sustaining financial obligations for ongoing land stewardship given the challenges they face recruiting younger members.

Those under age 40 typically have had fewer outdoor experiences than their parents, who grew up with an Earth Day ethos and often enjoyed greater freedom to play and explore in nature. Life now—across all generations—revolves around screens, limiting contact with the natural world and aggravating the “inactivity pandemic” that afflicts a third of Americans.

Many grown children no longer share the land ethic or philanthropic priorities of their parents. Rand Wentworth acknowledges that in his years as the Alliance’s president, “I sat at many kitchen tables with people telling me that their values are not necessarily their children’s values.”

This disparity could prove challenging for land trusts—both in fundraising and stewardship. Rock Ringling, managing director of the accredited Montana Land Reliance, anticipates that land trusts will need to be “really systematic and pretty aggressive” in educating new landowners about conservation easements. There’s a lot of work to do, he says, in “building relationships with the next generation.”

Opportunities

Financial advisors echo that imperative, urging land trusts to foster shared family discussions about philanthropic goals. Too often charities focus solely on what older parties may give rather than on building a bond with heirs (including spouses) who

will inherit most of the assets, notes King. In doing so, they risk missing “the larger share and longer-term benefit of that estate.”

“Be up front with donors,” suggests Frank Pisch, CEO of The Compass Group. “Sit down and talk with them about their priorities and whether they’ve done estate planning.” A surprising number, he finds, “have never talked with kids about their philanthropic priorities. [Their children] know they give, but may not know *why* they give.”

“It’s helpful for seniors to know if the younger generation is or is not on board,” says Thomas Masland, a conservation and estate-planning lawyer with Ransmeier & Spellman, “because there may be ways to tailor their estate plans to accommodate those concerns.” Land trusts can help, he says, by steering families toward advisors knowledgeable about conservation options.

Real estate represents the largest component of net worth for many households, and “land trusts have particular expertise in this arena,” observes Dennis Bidwell of Bidwell Advisors. As members age and seek to simplify their lives, many could donate properties with economic but no conservation value (such as second homes) that can be resold to fund mission-related work. If property gifts are made through bequests, approximately 25 states now allow a “transfer on death” deed that bypasses the probate process.

“The great wealth comes not from annual contributions but from bequests,” Wentworth observes. “Most land trusts are too young to have focused on this.” One key to receiving bequest gifts, says Greg Lassonde of Legacy Program Specialists, is to foster “good relations with donors and non-donors alike, knowing that many gifts come from those who were never on organizational mailing lists.” To plant the seed for potential bequests, Allen suggests reiterating, “If you have included our land trust in your

will, please let us know so we can thank you during your lifetime.”

Land trusts can also form alliances with community foundations, where more and more families are creating donor-advised funds. The accredited Vermont Land Trust has benefited from a “really robust relationship going back 15 years” with Vermont Community Foundation, notes Nick Richardson, VLT’s vice president for enterprise and finance. It’s helpful to “start the conversation outside the context of a grant request,” exploring overlapping goals and learning whether the foundation makes program-related investments like low-interest loans.

Younger family members involved in donor-advised funds or family foundations “often have a strong interest in projects that they can ‘see and touch,’” notes Pisch. “Experienced donors understand the value of unrestricted gifts, but younger generations want to know how their gift will be used and what impact it will have.”

Engaging younger donors involves skill-building outings and happy-hour networking marketed through word-of-mouth and social media, observes Emily Bacha, director of communications with Western Reserve Land Conservancy. WRLC draws a diverse group of millennials and has joined forces with allied organizations interested in engaging young professionals, forging “partnerships that are really helping us succeed.”

Despite the prevailing sentiment—that “the best way to get donations from under-40s [is to] wait until they are over 40” (as financial writer Jeff Brooks quips), WRLC is starting to see young people become members, attend more paid events and increase their contributions. “It’s a generational cycle that doesn’t end,” Wentworth reflects. “We need to reach people at all levels.” 🌱

MARINA SCHAFFLER IS A FREELANCE WRITER, EDITOR AND COLUMNIST WHOSE WORK IS ONLINE AT WWW.NATURALCHOICES.COM.

RUSTY PAINTER / CONSERVATION TRUST FOR NORTH CAROLINA



Interactive Website for **A NATIONAL TREASURE**

Eight partner land conservation organizations recently launched an interactive website highlighting every land protection project they've completed along the North Carolina section of the Blue Ridge Parkway. The website, <http://protecttheblueridgeparkway.org>, touts 76 properties totaling 63,948 acres protected as of December 31, 2015.

The website features photos and property descriptions as well as availability for hiking, an interactive map, and information about each partner land trust and the Blue Ridge Parkway.

"Working in partnership with conservation organizations to protect lands and ensure these views are available for generations to come is a gift," said Mark Woods, superintendent of the Parkway.

The land trusts protecting the Parkway in North Carolina include Blue Ridge Conservancy, The Conservation Fund, Conservation Trust for North Carolina, Foothills Conservancy of North Carolina, Mainspring Conservation Trust, The Nature Conservancy, Piedmont Land Conservancy and Southern Appalachian Highlands Conservancy (all accredited). •

Do You Need a Clipping Service?



DI GLISSON, II

A "CLIPPING SERVICE," more commonly known today as a media monitoring service, provides clients with copies of media content of specific interest to them and subject to changing demand. These services can provide documentation, content, analysis or editorial opinion, specifically or widely. They tend to organize their coverage by subject, industry, size, geography, publication, journalist or editor, monitoring radio, television, social media and/or the internet.

Land Trust Alliance Media Relations Manager Joshua Lynsen lists the benefits of a good media monitoring service:

It helps you track your "mentions."

Whenever your land trust gets mentioned in the news, you want to know about it.



CONNECT WITH US!
www.facebook.com/landtrustalliance
www.twitter.com/ltalliance

It's far more robust than Google alerts. In situations where money is tight, Google alerts are better than nothing, but professional-grade media monitoring services can catch articles that Google alerts miss.

It lets you demonstrate your return on investment. It's tough to quantitatively demonstrate the value of media relations, but these services give you the best tools available to demonstrate ROI to your board. This can include custom performance charts, formulas that assign dollar values to published articles and more.

It gets you special perks. Not always, but sometimes a clipping service will allow you to see the article behind a paywall. Additionally, it makes compilation of any monthly clipping reports much easier to produce. And because certain services allow you to look historically, you can more readily see past coverage, better understanding who has written about you and why.

It helps you keep tabs on others. Generally, contracts for these services allow you to establish any monitoring terms, including tracking potential partners, lawmakers and conservation trends in your region. Your only limit is your imagination.

Read a recent discussion on clipping services on the Communicators' Network on The Learning Center and see p. 18 for an article on media relations. •

OUR NEW ADDRESS

After 10 years at our office on L Street, the Land Trust Alliance has relocated within the city to 1250 H Street NW, Suite 600, Washington, DC 20005. If you plan to send us postal mail or visit our offices, please take a moment today to note this change.

THREE COPIES OF *SAVING LAND*

If your land trust is a member of the Alliance, you are entitled to receive three copies of *Saving Land* each quarter. Our intention is that the copies be shared with board members, staff or volunteers of the land trust. If you are a member land trust and are not receiving three copies, or you would prefer fewer copies, please contact Jorge Astorga Jr. at jastorga@lta.org.



USEWS/Ann Froeschauer

NEW COURSE

Creating Video for Impact

Learn How To Easily Create Videos That Will Help You Better Connect With Your Supporters.

If you've considered creating a video to showcase your work and enhance community engagement, but didn't know where to start, take the new Alliance online-course *Creating Video for Impact*.

Thanks to generous funding by the U.S. Fish and Wildlife – Coastal Program, we are pleased to offer this free learning resource that provides everything from the steps to developing your conservation story to the nuts and bolts of video creation so you can have a valuable engagement tool.

Get started today—Take the free course online or download the PDF for on-the-go access at tlc.lta.org/creatingvideo.

FEATURING HOW TO:

- Create A Powerful Story
- Manage The Process
- Plan The Content
- Produce The Video
- Promote The Video



U.S. Fish & Wildlife Service
Coastal Program

A Camp, a Fort and Many Benefits

Two recent successes by the North Florida Land Trust (NFLT) highlight projects with cross benefits for partners, communities and plant and wildlife species.



The 1898 Spanish American War Fort in Jacksonville, Florida.

Last fall, NFLT acquired 624 acres of land in Bradford County adjacent to Camp Blanding Joint Training Center in Clay County. NFLT worked closely with the Department of Defense's Readiness and Environmental Protection Integration (REPI) program to identify the land, which was both a prime candidate for conservation and important as a buffer to protect the base from the threat of encroaching development.

The parcel and Camp Blanding are both located in what is known as the "O2O" corridor, a nationally critical wildlife corridor that stretches from the Ocala National Forest to the Osceola National Forest and eventually to the Okefenokee Swamp in Georgia.

"Preserving this piece of land will not only keep development away from Camp Blanding, but will also be beneficial to several endangered species like the gopher tortoise, red-cockaded woodpecker and indigo snake," said NFLT Executive Director Jim McCarthy. "Working with the Department of Defense has allowed us to preserve these 624 acres of natural habitat and all the ecosystem services that they offer, such as clean air and water."

Also, much of NFLT's parcel is covered by bottomland hardwood and hardwood pine

stands, a resource-rich timberland that has potential for restoration forestry.

"This deal was really a win-win situation for both Camp Blanding and North Florida Land Trust," said camp Installation and Environmental Program Manager Paul Catlett. "This purchase will help to protect the military mission of Camp Blanding by allowing soldiers to train to the fence line without fear of affecting the quality of life for our neighbors."

The property was acquired from the Missouri Department of Transportation Retirement Fund. The acquisition was funded in part by a grant from the National Guard Bureau as part of the REPI program. The Clay County Development Authority also assisted by securing a grant from the Florida Defense Support Task Force to help make the purchase possible.

A second successful NFLT project came about thanks to the contributions of many donors. NFLT is now the proud owner of the 1898 Spanish American War Fort in Jacksonville. Once the restoration is complete and the fort is turned over to the National Park Service, it will be added to the Fort Caroline National Memorial as a public access park. The fort will be a critical addition to the National Park Service's interpretive and community education outreach programming.

"We started this campaign about a year ago to buy the fort from an individual who had purchased the property at a tax deed sale and had planned to destroy it to build a house," said McCarthy. "We are so proud to be a part of this community that banded together to help us save the fort. Many thanks go out to all our donors, including the City of Jacksonville, the Delores Barr Weaver Fund and an anonymous donor who matched up to \$39,000 to get us to the purchase price."

Of the many donors, one was 100-year-old Genevieve DeLoach, who asked for donations from her friends and the community in lieu of gifts for her 100th birthday. •



Mike Howlett (Howlett Farms) explains the agricultural commodity markets and how the farm's grain elevator operation ships small grains from Livingston County all over the world.

BENJAMIN GAJEWSKI/GENESSEE VALLEY CONSERVANCY

A Model Agricultural Tour

The accredited Genesee Valley Conservancy in New York has developed a day-long bus tour titled "Livingston County Agricultural Tour" that it organizes and hosts annually for local decision-makers, such as town and village board members, the planning board, the zoning board, assessors, administrators, the sheriff and others in key land use positions. "We highlight aspects of our local agricultural industry, but this goes beyond a 'tourism' tour," says Benjamin Gajewski, executive director of Genesee Valley Conservancy. "This is an educational event meant to connect public officials with the agricultural industry of the region."

Gajewski explains that because there are fewer farmers each year, this means less ag-experienced members serving in public positions making land use and other decisions that directly impact ag businesses.

"For our organization this is an important way we can connect directly with landowners, town officials, and more broadly influence land use and planning decisions that impact farmland."

Gajewski lists facts about the event:

- Planning and zoning board members receive continuing education credits.
- Every town in the county has sent individuals on the tour.

- The event draws 50 participants a year, and this year will be the ninth year.
- The tour is funded by a small participant fee, sponsorships from local ag businesses and the Rochester Area Community Foundation.
- The experience creates important network connections with "boots on the ground" credibility among farmers and community decision-makers.
- Each year a current and relevant agricultural theme is highlighted and discussed.

The bus tour visits a variety of farming and ag businesses, giving the farmers and business operators the chance to explain their operations directly to key decision-makers in the community to increase understanding of the benefits and challenges of the agricultural community. Past themes have included technological innovations, transportation and agricultural assessments and exemptions.

Gajewski hopes that other land trusts might create similar tours. "Creating opportunities to get public officials out on the land is always a good idea. And with the work to reauthorize the Farm Bill happening, make sure to invite your congressional representatives, too." •

Ear to the Ground

Blair Fitzsimons, Alliance board member and CEO of the accredited Texas Agricultural Land Trust, received an Audubon Texas 2017 Women in Conservation Terry Hershey Award. The award is one component of Audubon's Texas Women in Conservation program, which debuted in 2015 to honor the role that women play in the conservation field in the state. The program supports opportunities in Texas for girls and women to become more involved in conservation

and environmental sciences and engages women on important issues related to conservation in Texas.

Ramona Peters, a Mashpee Wampanoag elder, artist and founder of the Native Land Conservancy in Massachusetts, was honored by the Cape Cod branch of the Women's International League for Peace and Freedom during its "Women Making Waves: Honoring Environmental Actions" event. 🌿



Maria Elena Campisteguy and her son, AJ, explore Alaska.

High-Fiving the Outdoors

A bald eagle circles close enough for us to see the dark of her eyes. My 23-year old son, AJ, gives me an enthusiastic high five. We continue climbing the majestic Alaska range. Snow crunches under our boots. Occasionally one of us steps into a hole deep enough to cover our knees. These moments outdoors have become our best memories. But, just 10 years ago, I would have described a trek in five-degree weather as “my worst nightmare.” My son has always loved the outdoors, but, back then, I was more concerned with things that “mattered,” like education, children’s health and social justice.

I became passionate about conservation because of the Land Trust Alliance. My firm was hired to rebrand the organization and the new Accreditation Commission, and the Alliance wanted me to lead the work. Honestly? I tried to pass it to colleagues steeped in conservation experience—and the Alliance

wouldn’t have it. I was told the rebrand was to connect with people like me. If I could be convinced of the importance of land conservation, then we had a winning brand.

After 65 interviews with land trust leaders, visiting protected lands and surviving Rally, I was hooked. I came to understand that the issues I cared about were deeply interconnected with and reliant on their work.

More important, the passion my son had for the outdoors was fanned and encouraged by many land trust leaders from Oregon and Wyoming to Colorado, and all the way to Puerto Rico. He has been privileged to work and volunteer with land trusts and is now in college studying natural resource management. The land trust community didn’t just change my life, it also changed his. It ignited a tradition of priceless moments outdoors together, including many high fives. 🍃

MARIA ELENA CAMPISTEGUY WORKS IN COMMUNICATION FOR SOCIAL IMPACT AND RECENTLY COMPLETED NINE YEARS OF BOARD SERVICE WITH THE LAND TRUST ALLIANCE.

Accredited Land Trusts

CONGRATULATIONS TO THE FOLLOWING LAND CONSERVATION GROUPS

from around the country for achieving accreditation and demonstrating they meet rigorous quality standards and strive for continuous improvement.

NATIONAL

- Ducks Unlimited and its affiliate, Wetlands America Trust ♦
- The Conservation Fund and its affiliate, Sustainable Conservation
- The Nature Conservancy
- The Wilderness Land Trust ♦

ALABAMA

- Freshwater Land Trust ♦
- Georgia-Alabama Land Trust
- Land Trust of North Alabama
- Weeks Bay Foundation ♦

ALASKA

- Great Land Trust
- Kachemak Heritage Land Trust
- Southeast Alaska Land Trust

ARIZONA

- Arizona Land and Water Trust
- Central Arizona Land Trust
- Desert Foothills Land Trust ♦

ARKANSAS

- Northwest Arkansas Land Trust

CALIFORNIA

- Bear Yuba Land Trust ♦
- Big Sur Land Trust
- California Rangeland Trust ♦
- Center for Natural Lands Management ♦
- Central Valley Farmland Trust ♦
- Eastern Sierra Land Trust ♦
- Elkhorn Slough Foundation
- Feather River Land Trust
- John Muir Land Trust
- Land Conservancy of San Luis Obispo County
- Land Trust for Santa Barbara County ♦
- Land Trust of Napa County
- Land Trust of Santa Cruz County
- Marin Agricultural Land Trust ♦
- Mendocino Land Trust

- Northcoast Regional Land Trust
- Northern California Regional Land Trust ♦
- Ojai Valley Land Conservancy
- Pacific Forest Trust ♦
- Peninsula Open Space Trust ♦
- Placer Land Trust ♦
- Riverside Land Conservancy
- Sacramento Valley Conservancy ♦
- San Diego Habitat Conservancy
- San Joaquin River Parkway and Conservation Trust
- Save Mount Diablo
- Save the Redwoods League
- Sempervirens Fund ♦
- Sequoia Riverlands Trust
- Shasta Land Trust ♦
- Sierra Foothill Conservancy
- Silicon Valley Land Conservancy
- Solano Land Trust
- Sonoma Land Trust
- Sutter Buttes Regional Land Trust
- Tejon Ranch Conservancy
- Tri-Valley Conservancy ♦
- Truckee Donner Land Trust
- Wildlife Heritage Foundation ♦

COLORADO

- Access Fund
- Aspen Valley Land Trust ♦
- Black Canyon Regional Land Trust ♦
- Central Colorado Conservancy
- Colorado Cattlemen's Agricultural Land Trust ♦
- Colorado Headwaters Land Trust
- Colorado Open Lands ♦
- Crested Butte Land Trust
- Douglas Land Conservancy
- Eagle Valley Land Trust ♦
- Estes Valley Land Trust ♦
- La Plata Open Space Conservancy ♦
- Mesa Land Trust ♦
- Montezuma Land Conservancy ♦
- Mountain Area Land Trust
- Palmer Land Trust ♦
- Rio Grande Headwaters Land Trust ♦
- San Isabel Land Protection Trust ♦

CONNECTICUT

- Avalonia Land Conservancy
- Candlewood Valley Regional Land Trust
- Colchester Land Trust
- Connecticut Farmland Trust
- Cornwall Conservation Trust
- Flanders Nature Center & Land Trust
- Granby Land Trust
- Greenwich Land Trust
- Housatonic Valley Association
- Joshua's Tract Conservation and Historic Trust ♦
- Kent Land Trust ♦
- Land Conservancy of Ridgefield
- Lyme Land Conservation Trust
- Newtown Forest Association
- Norfolk Land Trust
- Redding Land Trust ♦
- Roxbury Land Trust
- Salem Land Trust ♦
- Sharon Land Trust
- Steep Rock Association
- Warren Land Trust
- Weantinoge Heritage Land Trust

FLORIDA

- Alachua Conservation Trust ♦
- Conservation Foundation of the Gulf Coast ♦
- Conservation Trust for Florida
- Tall Timbers Research Station & Land Conservancy ♦

GEORGIA

- Athens Land Trust ♦
- Central Savannah River Land Trust ♦
- Chattahoochee Valley Land Trust
- Chattooga Conservancy
- Georgia Piedmont Land Trust
- Mountain Conservation Trust of Georgia ♦
- Oconee River Land Trust ♦
- Southeastern Trust for Parks and Land
- Southern Conservation Trust
- St. Simons Land Trust



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

For information on the land trust accreditation program:

LANDTRUSTACCREDITATION.ORG

HAWAII

- Hawaiian Islands Land Trust ♦

IDAHO

- Kaniksu Land Trust
- Lemhi Regional Land Trust
- Palouse Land Trust
- Sagebrush Steppe Land Trust
- Teton Regional Land Trust ♦
- Wood River Land Trust ♦

ILLINOIS

- Jo Daviess Conservation Foundation
- Lake Forest Open Lands Association and its affiliate, Lake Forest Land Foundation ♦
- Openlands

INDIANA

- Central Indiana Land Trust
- Niches Land Trust
- Shirley Heinze Land Trust

IOWA

- Bur Oak Land Trust
- Iowa Natural Heritage Foundation ♦

KANSAS

- Kansas Land Trust
- Ranchland Trust of Kansas

KENTUCKY

- Bluegrass Land Conservancy
- Kentucky Natural Lands Trust
- Louisville & Jefferson County Environmental Trust
- River Fields
- Woods and Waters Land Trust

LOUISIANA

- Land Trust for Louisiana

MAINE

- Androscoggin Land Trust
- Bangor Land Trust
- Blue Hill Heritage Trust
- Boothbay Region Land Trust
- Brunswick-Topsham Land Trust
- Cape Elizabeth Land Trust
- Chebeague & Cumberland Land Trust
- Coastal Mountains Land Trust ♦
- Damariscotta River Association
- Forest Society of Maine ♦
- Frenchman Bay Conservancy
- Georges River Land Trust
- Great Pond Mountain Conservation Trust

- Harpswell Heritage Land Trust
- Kennebec Estuary Land Trust
- Mahoosuc Land Trust
- Maine Coast Heritage Trust ♦
- Medomak Valley Land Trust
- Midcoast Conservancy
- Oceanside Conservation Trust of Casco Bay
- Orono Land Trust
- Rangeley Lakes Heritage Trust
- Three Rivers Land Trust
- Vinalhaven Land Trust

MARYLAND

- American Chestnut Land Trust
- Eastern Shore Land Conservancy
- Potomac Conservancy ♦

MASSACHUSETTS

- Ashby Land Trust
- Buzzards Bay Coalition and its affiliate, Acushnet River Reserve
- Dartmouth Natural Resources Trust
- Groton Conservation Trust
- Kestrel Land Trust
- Lowell Parks and Conservation Trust
- Massachusetts Audubon Society
- Mount Grace Land Conservation Trust
- Sheriff's Meadow Foundation
- Sudbury Valley Trustees
- The Trustees of Reservations and its affiliates, Boston Natural Areas Network, Hilltown Land Trust and Massachusetts Land Conservation Trust ♦
- Wareham Land Trust
- White Oak Land Conservation Society

MICHIGAN

- Chikaming Open Lands ♦
- Chippewa Watershed Conservancy
- Grand Traverse Regional Land Conservancy ♦
- Land Conservancy of West Michigan
- Leelanau Conservancy ♦
- Legacy Land Conservancy ♦
- Little Forks Conservancy ♦
- Michigan Nature Association
- North Oakland Headwaters Land Conservancy
- Saginaw Basin Land Conservancy
- Six Rivers Land Conservancy
- Southwest Michigan Land Conservancy

MINNESOTA

- Minnesota Land Trust ♦

MISSISSIPPI

- Land Trust for the Mississippi Coastal Plain ♦

MONTANA

- Bitter Root Land Trust
- Five Valleys Land Trust ♦
- Flathead Land Trust
- Gallatin Valley Land Trust ♦
- Montana Land Reliance ♦
- Prickly Pear Land Trust
- Vital Ground Foundation

NEBRASKA

- Nebraska Land Trust

NEVADA

- Nevada Land Trust

NEW HAMPSHIRE

- Ammonoosuc Conservation Trust
- Ausbon Sargent Land Preservation Trust ♦
- Five Rivers Conservation Trust
- Monadnock Conservancy ♦
- Society for the Protection of New Hampshire Forests
- Southeast Land Trust of New Hampshire
- Squam Lakes Conservation Society
- Upper Saco Valley Land Trust
- Upper Valley Land Trust

NEW JERSEY

- D&R Greenway Land Trust
- Harding Land Trust
- Hunterdon Land Trust
- Monmouth Conservation Foundation
- New Jersey Conservation Foundation
- Ridge and Valley Conservancy
- The Land Conservancy of New Jersey ♦

NEW MEXICO

- New Mexico Land Conservancy
- Rio Grande Agricultural Land Trust
- Santa Fe Conservation Trust
- Taos Land Trust

NEW YORK

- Agricultural Stewardship Association
- Champlain Area Trails
- Columbia Land Conservancy ♦
- Dutchess Land Conservancy ♦
- Finger Lakes Land Trust
- Genesee Land Trust
- Genesee Valley Conservancy ♦
- Greene Land Trust
- Hudson Highlands Land Trust ♦
- Indian River Lakes Conservancy
- Lake George Land Conservancy
- Mianus River Gorge ♦
- Mohawk Hudson Land Conservancy

Land Trust Accreditation Commission

Heather Richards, Chair
Molly Doran, Vice Chair
Daniel J. Cline, Secretary
Jennifer Sims, Treasurer
Jamie Brown
Marty Coleman-Hunt
Scott Dickerson

Thomas R. Duffus
Jay Erickson
Karen Ferrell-Ingram
Cary F. Leptuck
Kristen Maneval
Anne Murphy
Catherine Rawson

Tom Reed
Katharine Roser
Bruce Runnels
Stephen Swartz
Chris Vaughn

Staff

Tammara Van Ryn, Executive Director
Jennifer Brady-Connor
Stacy Girmindl
Greg Good
Melissa Kalvestrand
Valerie Roof
Jessica Whittaker

- Mohonk Preserve
- North Salem Open Land Foundation
- North Shore Land Alliance
- Oblong Land Conservancy
- Open Space Institute and its affiliate, Open Space Institute Land Trust ♦
- Orange County Land Trust
- Otsego Land Trust
- Rensselaer Land Trust ♦
- Rondout-Esopus Land Conservancy
- Saratoga P.L.A.N.
- Scenic Hudson and its affiliate, Scenic Hudson Land Trust ♦
- Thousand Islands Land Trust ♦
- Tug Hill Tomorrow Land Trust ♦
- Wallkill Valley Land Trust
- Westchester Land Trust ♦
- Western New York Land Conservancy
- Winnakee Land Trust ♦

NORTH CAROLINA

- Blue Ridge Conservancy
- Carolina Mountain Land Conservancy ♦
- Catawba Lands Conservancy ♦
- Conservation Trust for North Carolina ♦
- Eno River Association ♦
- Foothills Conservancy of North Carolina ♦
- Highlands-Cashiers Land Trust
- LandTrust for Central North Carolina
- Mainspring Conservation Trust ♦
- New River Conservancy ♦
- North Carolina Coastal Land Trust
- Piedmont Land Conservancy ♦
- RiverLink
- Southern Appalachian Highlands Conservancy ♦
- Tar River Land Conservancy
- Triangle Land Conservancy

OHIO

- Black Swamp Conservancy
- Gates Mills Land Conservancy
- Licking Land Trust
- Tecumseh Land Trust ♦
- Three Valley Conservation Trust

OREGON

- Deschutes Land Trust ♦
- Greenbelt Land Trust ♦
- McKenzie River Trust ♦
- North Coast Land Conservancy
- Southern Oregon Land Conservancy
- The Wetlands Conservancy
- Wallowa Land Trust
- Western Rivers Conservancy

PENNSYLVANIA

- Allegheny Land Trust ♦
- Bedminster Regional Land Conservancy ♦
- Brandywine Conservancy & Museum of Art ♦
- Chestnut Hill Conservancy ♦
- ClearWater Conservancy
- Countryside Conservancy ♦
- Delaware Highlands Conservancy ♦
- Edward L. Rose Conservancy
- French and Pickering Creeks Conservation Trust

- French Creek Valley Conservancy
- Heritage Conservancy ♦
- Lancaster County Conservancy ♦
- Lancaster Farmland Trust ♦
- Land Conservancy of Adams County
- Natural Lands Trust and its affiliate, Montgomery County Lands Trust ♦
- North Branch Land Trust ♦
- The Land Conservancy for Southern Chester County ♦
- Tinicum Conservancy ♦
- Western Pennsylvania Conservancy
- Westmoreland Conservancy
- Willistown Conservation Trust ♦

PUERTO RICO

- Conservation Trust of Puerto Rico

RHODE ISLAND

- Aquidneck Land Trust ♦
- Block Island Conservancy
- Sakonnet Preservation Association ♦
- South Kingstown Land Trust
- Tiverton Land Trust
- Westerly Land Trust

SOUTH CAROLINA

- Aiken Land Conservancy
- Beaufort County Open Land Trust
- Congaree Land Trust
- Edisto Island Open Land Trust ♦
- Kiawah Island Natural Habitat Conservancy
- Lowcountry Land Trust
- Pee Dee Land Trust
- Spartanburg Area Conservancy
- Upstate Forever ♦

TENNESSEE

- Land Trust for Tennessee ♦
- Lookout Mountain Conservancy
- Tennessee Parks & Greenways Foundation ♦
- Wolf River Conservancy

TEXAS

- Bayou Land Conservancy
- Galveston Bay Foundation
- Green Spaces Alliance of South Texas
- Hill Country Conservancy
- Hill Country Land Trust
- Katy Prairie Conservancy
- Pines and Prairies Land Trust
- Texas Agricultural Land Trust
- Texas Land Conservancy ♦

UTAH

- Summit Land Conservancy ♦
- Utah Open Lands

VERMONT

- Greensboro Land Trust ♦
- Lake Champlain Land Trust ♦
- Northeast Wilderness Trust ♦
- Stowe Land Trust ♦
- Vermont Land Trust

VIRGINIA

- Blue Ridge Land Conservancy ♦
- Historic Virginia Land Conservancy
- Land Trust of Virginia ♦
- New River Land Trust
- Northern Neck Land Conservancy
- Northern Virginia Conservation Trust ♦
- Piedmont Environmental Council ♦
- Virginia Eastern Shore Land Trust ♦

WASHINGTON

- Bainbridge Island Land Trust
- Blue Mountain Land Trust
- Capitol Land Trust
- Chelan-Douglas Land Trust
- Columbia Land Trust
- Forterra ♦
- Great Peninsula Conservancy
- Jefferson Land Trust ♦
- Lummi Island Heritage Trust
- Methow Conservancy
- Nisqually Land Trust
- North Olympic Land Trust
- PCC Farmland Trust
- San Juan Preservation Trust
- Skagit Land Trust ♦
- Whatcom Land Trust
- Whidbey Camano Land Trust

WEST VIRGINIA

- Cacapon and Lost Rivers Land Trust
- West Virginia Land Trust

WISCONSIN

- Bayfield Regional Conservancy
- Caledonia Conservancy
- Door County Land Trust
- Driftless Area Land Conservancy
- Ice Age Trail Alliance
- Kettle Moraine Land Trust
- Kinnickinnic River Land Trust ♦
- Mississippi Valley Conservancy
- Natural Heritage Land Trust
- Northwoods Land Trust
- Ozaukee Washington Land Trust
- Tall Pines Conservancy
- West Wisconsin Land Trust

WYOMING

- Jackson Hole Land Trust ♦
- Wyoming Stock Growers Agricultural Land Trust

As of May 2017

♦ Indicates Renewed

**LAND TRUST ACCREDITATION
COMMISSION** 
An independent program of the Land Trust Alliance



1250 H St. NW, Suite 600
Washington, DC 20005

www.landtrustalliance.org

EXPLORE, CONNECT & GROW AT RALLY

Rally is packed with diverse topics, colleagues and friends to learn and share with, and the resources you need to take your conservation skills further.

Register today—there's no better time or place to invest in your future.

RALLY 2017



National Land Conservation Conference

October 26-28 | Denver, CO

Registration now open. Visit www.alliancerally.org

