



STRATEGIC PLAN

Vision

Our unique region will have clean and resilient lakes, rivers, wetlands, and forests that support a diversity of fish and wildlife. We will leave this legacy for future generations by working with an engaged community and a diversity of conservation partners.

MISSION

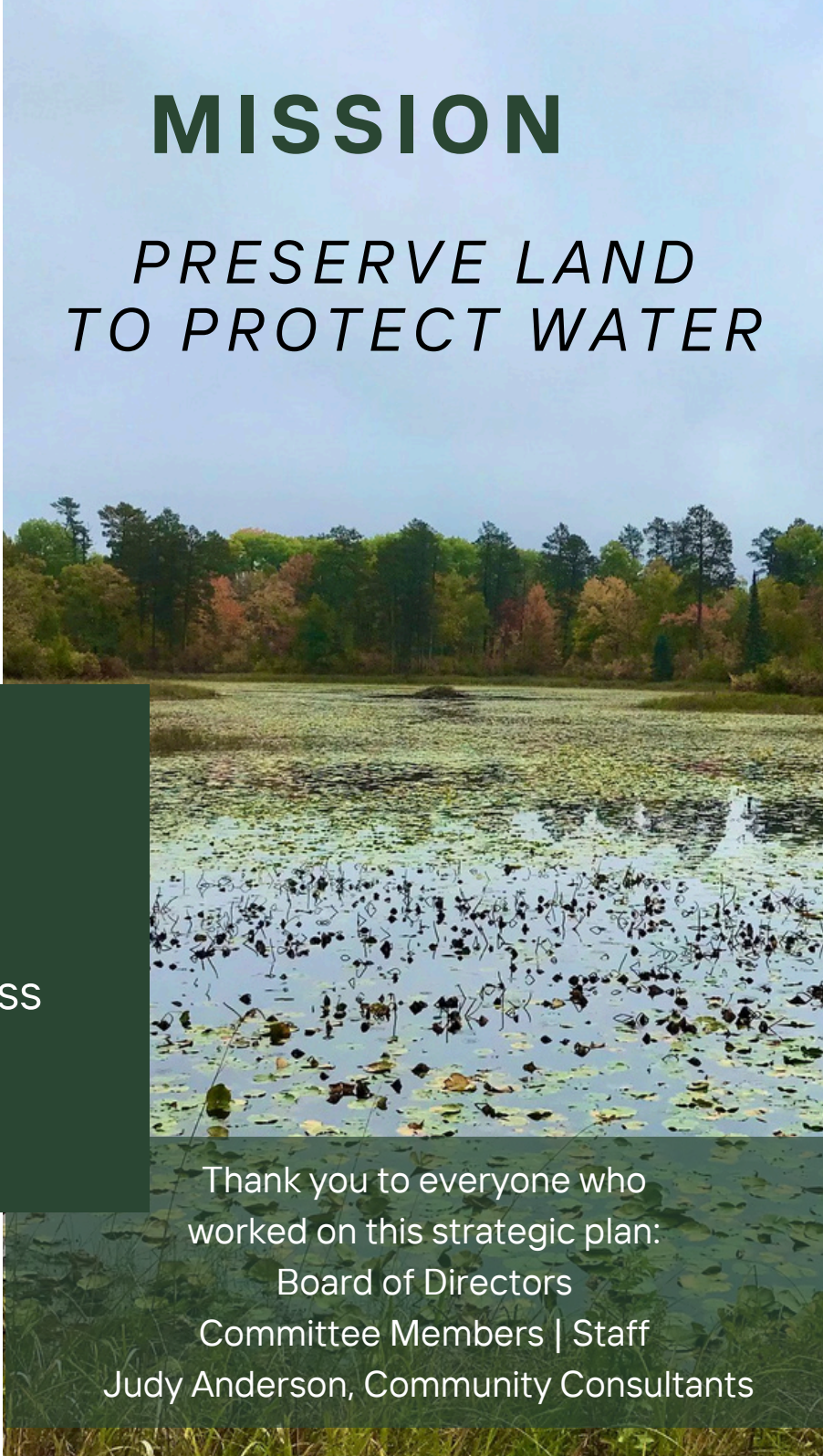
*PRESERVE LAND
TO PROTECT WATER*

Our Values

Integrity | Excellence
Stewardship | Inclusiveness
Diversity | Teamwork
Collaboration



Northern Waters
LAND TRUST



Thank you to everyone who worked on this strategic plan:

Board of Directors

Committee Members | Staff

Judy Anderson, Community Consultants

Effective Conservation Requires Strategic Planning



WHO WE ARE

Northern Waters Land Trust (NWLT) is a 501(c)(3) nonprofit organization and accredited land trust in Minnesota. Formerly the Leech Lake Area Watershed Foundation, NWLT has been preserving land to protect northern Minnesota's pristine waters for more than 30 years.

WHAT WE DO

Northern Waters Land Trust works in northern Minnesota to conserve habitat for wildlife and plants, secure water quality, ensure land is available for future generations, provide equitable access to nature, protect family legacies, tackle climate change, and build healthy communities.

HOW WE CONSERVE

Northern Waters Land Trust permanently protects land and water via conservation easements, land sales and donations, and educational programs.



Goals & Strategies

Implementation of a strategic plan hinges on the strength and resilience of the organization behind it. Northern Waters Land Trust exhibits shared leadership, responsibility, and commitment to growth and diversification. We aim to be adaptable and tackle challenges in ways that lay the groundwork for enduring conservation efforts.

Goal: Expand permanent protection of critical habitat within watersheds of lakes and rivers in northern Minnesota to preserve high quality water.

Land & Water Conservation

Goal: Engage more people, lake associations, and partner organizations and agencies through direct outreach and education.

Partnerships & Support

Financial Sustainability

Goal: Diversify funding streams, cultivate donor relations, and optimize organizational operations.

Trust & Effectiveness

Goal: Grow organization capacity, maintain financial transparency and national accreditation through the Land Trust Accreditation Commission.



LAND & WATER CONSERVATION

Strategy 1: Continue to work with biologists and foresters to refine scoring metrics that NWLT uses to strategically protect critical lands and waters.

Strategy 2: Protect land via conservation easements and land sale or donation.

Strategy 3: Incorporate climate resiliency in land conservation prioritization process.

Strategy 1: Conduct outreach to landowners and lake associations on all environmentally significant lands and waters in the region.

Strategy 2: Expand communications through traditional and social media outlets.

Strategy 3: Create additional volunteer opportunities to involve more people in land and water protection efforts.

PARTNERSHIPS & SUPPORT

FINANCIAL SUSTAINABILITY

Strategy 1: Cultivate strong relationships with people invested in the mission of NWLT.

Strategy 2: Secure grant funding from local, state, and federal sources.

Strategy 3: Establish a “tradelands” program to accept gifts of land from individuals or families.

Strategy 1: Ensure we are meeting the highest national standards for excellence and conservation permanence through accreditation.

Strategy 2: Increase organizational capacity by investing in professional development opportunities and adding new staff to meet programmatic goals.

Strategy 3: Establish an internship program to increase capacity and foster future watershed stewards.

TRUST & EFFECTIVENESS
