

Kansas Land Trust Strategic Plan

Purpose

- Create a framework to make fundamental decisions and take actions that shape and guide what KLT is, what KLT does, and why KLT does it.
- Serve as a living document – implementation tactics evolve in response to new information, emerging opportunities, creative energies, and looming threats.
- Balance vision with realistic assessment of organizational capacity, strengths, and weaknesses.
- Grow and sustain KLT.
- Foster commitment and energy.

A. Easement Acquisition and Stewardship: Conserving landscapes that support the KLT mission through conservation easements and land ownership.

1. Review and revise the current easement acquisition policy to incorporate selection criteria that ensure KLT pursues easements of high conservation value.
 - Selection criteria should emphasize native species and habitat diversity; geographic distribution; ecological diversity; connectivity to preserve large scale ecological integrity; potential use for community engagement; and potential to fulfill other environmental goals such as carbon sequestration and water quality protection. Selection criteria also must consider the cost/benefit of monitoring and maintaining easements that are small in scale, disconnected from other desirable easements or exhibit deteriorated conditions.
2. Recruit and maintain adequate staffing to perform easement selection, acquisition, and monitoring.
 - a. Extend staff capacity by recruiting and training volunteer stewards.
 - b. Cultivate partnerships with educational institutions and other organizations across the state that share an interest in conservation and have the skills to assist in stewardship activities.
 - c. When necessary provide increased monitoring of designated easements to protect conservation value.
 - d. Communicate with easement landowners to encourage and assist them in implementing best management practices to preserve the conservation value of the easement.
3. Track and respond to initiatives that propose to diminish or repeal legislation that allows for conservation easements.
4. Support and respond to other initiatives that might impact KLT's mission.
5. Create a board/staff easement team to make recommendations to the full board on the development and stewardship of conservation easement projects.

B. Fundraising and Sound Fiscal Management and Accounting: Ensure long-term sustainability and financial stability.

1. Continue to work with outside accountants and adhere to general accounting principles and guidelines.
2. Maintain 6 months-worth of operating expense funds in the KLT savings account.
3. Adhere to an annual budget as set forth by the Board of Directors.
4. Develop a fundraising plan.
5. Secure adequate and sustainable funding to expand staff capacity to a minimum of two people for stewardship, outreach, education, acquisition, monitoring, and a dedicated staff person for fundraising.
6. Maintain effective investment policies and implementation.
7. Organize periodic fundraisers.
8. Diversify easement funding sources beyond ACUB and USDA dollars.

9. Implement donor retention, cultivation, and solicitation strategies. For example, develop a branded KLT membership drive.
10. Develop a planned giving initiative.
11. Develop an endowment fund.
12. Cultivate the next generation of members.
13. Create a board/staff fundraising committee.

C. Sustainable Organizational Design: Fulfilling our mission and building an effective, thriving and resilient organization.

1. Develop a succession plan for the Executive Director.
2. Renew accreditation.
3. Board roles and goals.
 - Establish and sustain a nomination committee.
 - Identify skills needed on the board, and select board members who fulfill those needs.
 - Procedures for board training.
 - Board completes an annual self-evaluation.
4. Develop/maintain relationships with other Land Trusts to enhance mutual goals.
5. Recruit leadership and geographic representation to engage all Kansas regions.
6. Develop written personnel policies.

D. Public Outreach – telling our story and generating awareness, support, and enthusiasm for our mission.

1. Build community engagement: continue community presence and engagement to ensure key audiences understand conservation benefits to community and ecological values so that the KLT mission is widely supported.
2. Continue regular publication of KLT newsletter to deliver the message of benefits of easements.
3. Enhance use of social media to engage a broader audience about issues and events.