

LAND TRUST ALLIANCE OF BC

2016 - 2020 STRATEGIC PLAN

Vision

British Columbia: a global model of communities living in harmony with their natural and cultural heritage.

Mission

The Land Trust Alliance “fosters the land trust community, which protects and stewards British Columbia’s natural and cultural heritage.”

Tagline:

“Together conserving BC’s future.”

Goal 1: Operate an effective organization that has sufficient resources to achieve its mission and vision.

Objectives:

1. Develop and implement a strategy for sustainable and diverse funding.
2. Establish policies and adhere to best practices in governance to ensure accountability and responsibility to the board, staff, members and donors.

Goal 2: Communicate the values of LTABC, the land trust community, and the land conservation to British Columbians through education programs.

Objectives:

1. Complete and implement a multi-faceted education and marketing strategy.
2. Develop a collective communications message effectively branding the BC land trust movement.
3. Develop a strategy to communicate and educate effectively with specific audiences, including but not limited to: multicultural groups, First Nations communities, government agencies.
4. Become a recognized voice about land conservation issues.

Goal 3: Provide support to our member land trusts.

Objectives:

1. Identify funding opportunities for our members, and support where possible.
2. Continue to offer and explore opportunities for cooperative services that benefit our members.
3. Strengthen communications and strategic partnerships with governments, land trusts and other land trust alliances, and funders.
4. Develop, promote, and share conservation tools and resources to advance the work of member land trusts.

Goal 4: Encourage and assist member land trusts to achieve organizational excellence, with emphasis on the adoption of best practices.

Objectives:

1. Provide shared learning opportunities on best practices for land trusts and charitable organizations.
2. Provide direct coaching and guidance to land trusts to support adoption and implementation of the National Standards and Practices.
3. Recognize organizational achievements of member land trusts.