

Ambassadors **BROADEN** Community Outreach



AmeriCorps volunteer Lianna Lee (left) coordinates a new ambassadors program that helps Wildlands Trust have more one-on-one conversations within the communities it serves.

Ever feel like you need to be in more than one place at once? As Gabriela Silva considered how to broaden Wildlands Trust's outreach through the many communities of its southeastern Massachusetts service area, she knew that one-on-one conversations would be an important part of that effort. Silva, the assistant director, also knew the land trust lacked staff capacity to show up regularly in every community. Instead, the organization is cultivating "ambassadors"—local land trust members who are trained to engage with others.

AmeriCorps volunteer Lianna Lee is coordinating the fledgling program and developing presentation materials for the first crop of ambassadors, who will make periodic appearances at information tables in public libraries and speaking engagements. Ambassadors explain what the land trust is and does, and encourage people to visit its publicly accessible preserves.

Silva hopes the ambassador program will serve the multiple purposes of increasing the trust's name recognition and interest in its work, broadening its base of supporters, giving committed volunteers a meaningful way to share their enthusiasm and strengthening support for land conservation in town meetings.

Plymouth resident Robena Haigh hosts a local access television show and has featured the land trust. She says she's happy to spread the word as an ambassador as well. "I was green before it was even fashionable," she laughs. "I'm willing to lend Wildlands Trust both of my hands." •

New Learning Center Groups Feature

THE LAND TRUST ALLIANCE HAS RECENTLY REDESIGNED THE COMMUNITIES OF PRACTICE ON THE LEARNING CENTER into a new, more user-friendly system called Groups, intended to facilitate networking and coordination among land trusts around common interests. Members of each group can easily upload and share documents and chat in online message boards.

Here's a sampling:

<http://tlc.lta.org/groups/land-trust-board-members>

For land trust board members to ask questions, find answers and network with colleagues. There's a library of helpful resources that will be updated regularly—feel free to share your sample documents or ideas.

<http://tlc.lta.org/groups/all-volunteer-land-trusts>

For all-volunteer organizations and those with minimal part-time staff. Ask questions, help each other with land conservation issues, discuss common challenges and get acquainted.

Log on to the Learning Center at <http://learningcenter.lta.org> and click Groups at the top to see a list of all public groups available. Any Learning Center user can create a new group, whether it's a private group for your land trust or a public group on any conservation topic. For help, email tlc@lta.org. •

Online Learning in 2013

LAND TRUST ALLIANCE WEBINARS ARE LIVE ONLINE TRAININGS WITH EXPERTS IN THE FIELD. With a click of a mouse, participants have immediate access to the best



minds in the field of conservation, governance and organizational management without the hassle and expense of travel. Participants log on to a website where they can view a slide show, chat with the instructor and participants online, and download handouts.

They are priced by connection, so colleagues are encouraged to gather for the training. As an added bonus, participants have access to the webinar recording for up to 30 days in case any of the team misses the live webinar. For details go to www.lta.org/webinars.

GOVERNANCE

How to Be a Great Board Member, III: Negotiating Differences and Disagreements to Advance Your Mission

March 27

Durable Collaborations

April 10

STEWARDSHIP

Managing Land for Biodiversity

March 13

LAND PROTECTION

Strategic Conservation Planning

March 12

Urban Conservation

April 30

FUNDRAISING

Planned Giving: An Essential Tool for Sustainable Fundraising

May 2

How to Raise Gifts Online

May 14

Raising Funds for Stewardship

May 16

Planning an Effective Fundraising House Party

June 5

Setting Up a Giving Circle

June 12

FINANCIAL MANAGEMENT

Restricted Gifts: Solving Accounting and Reporting Challenges

April 24

RALLY 2013

The National Land Conservation Conference



It's time to get jazzed for Rally in New Orleans—the ultimate three-day land conservation event of the year. Budget now so you don't miss out.

"We send a whole team of staff and board members to Rally every year. There is no better gathering focused on the land conservation issues that matter most; a place where we can find solutions, inspiration, and new approaches."

Elizabeth Buxton, Director, Maryland Environmental Trust



Maryland Environmental Trust staff members on a Rally field trip. Photo courtesy of MET.

Registration opens in May.

www.lta.org/RALLY

