

# Webinars, Books and Websites, Oh My!

In this issue we've gathered various resources and tools to help land trusts with their work, and split them into three main sections: Learning, covering two different trainings on conservation; Publications, featuring two new books; and Websites, listing a plethora of interesting sites to mine for information.

## Learning

### Alliance Online Training FAQs

What if you could get training from some of the best experts in the conservation community, without the expense and inconvenience of traveling to a conference? The Land Trust Alliance offers webinars on key topics from the Standards and Practices Curriculum, as well as cutting-edge ideas in conservation. Here's what you need to know:

**Q: Do I need high-speed Internet access to participate?**

**A:** Yes

**Q: Do I need a separate phone line or anything special on my computer?**

**A:** Not usually. Most webinars use a conference call in addition to the computer while others have audio streamed from your computer. Check the course description. New computers have built-in speakers; minimal additional set-up may be required.

**Q: How long do the webinars last?**

**A:** The Alliance offers both 90-minute single sessions and longer, more intensive four-week sessions that include online discussion with participants and the instructor, and a final project that is reviewed by the instructor.

**Q: What topics are offered?**

**A:** The topics are those that we hear most demand for from land trust practitioners, including fundraising, determining stewardship costs, climate change and land trusts, board development, and drafting baselines.

**Q: How much does a webinar cost?**

**A:** The 90-minute "Workshops on the Web" are each \$50 per connection, with unlimited number of attendees from your group. We are offering a special introductory rate on our four-week session ("Curriculum Topics In-Depth"). All Alliance member land trusts, partners and individual donors at the \$250 level or above will receive access to the sessions for only \$150 for two attendees. Non-members pay \$299.

**Q: What are the advantages of online training?**

**A:** (1) Access to some of the best trainers in the conservation community—the same ones who present at Rally and regional conferences. (2) No travel expenses. (3) Convenient to work and home—no time away! (4) Technology allows for high-level of interaction between instructor and participants. (5) Affordable prices.

### Register Now for Conservation Finance Boot Camp

Experts estimate that the average annual funding gap for conservation financing will be between \$1.9 billion and \$7.7 billion over the next 40 years.

The conservation community is innovating to fill this enormous gap! The Western Conservation Finance Boot Camp at Stanford University in California will present the best thinking on financing mechanisms available for the West to the practitioners who need to answer some of these questions. The week-long training program will also focus on finding new sources of funding that are needed for land conservation during a recession.

The conference runs February 1-5, 2010, and registration is now open but limited to 20 participants. The cost is \$1,000.

FOR MORE INFORMATION, VISIT [WWW.ISLANDPRESS.ORG/CONSERVATIONFINANCE](http://WWW.ISLANDPRESS.ORG/CONSERVATIONFINANCE) OR CONTACT KATE GRAVES AT [KGRAVES@ISLANDPRESS.ORG](mailto:KGRAVES@ISLANDPRESS.ORG).

### Here's what people are saying about Alliance webinars:

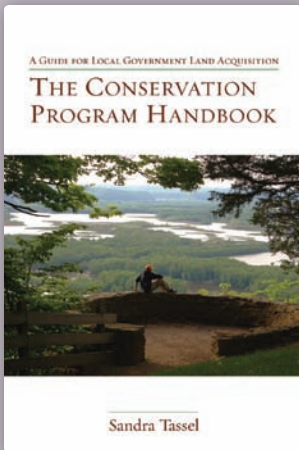
"The log-in and set-up were very straightforward and it was well organized. I'd like to see more webinars be made available. It's usually like pulling teeth to get board and committee members to go to workshops, but having it set up at the office made it easier!"

"This was my first Web conference, but I was impressed with the simplicity and effectiveness."

"This was GREAT! Less expensive and easy on the environment."

PLEASE CHECK THE CALENDAR OF SESSIONS FOR 2010 AT [WWW.LTA.ORG/ONLINETRAINING](http://WWW.LTA.ORG/ONLINETRAINING). FOR QUESTIONS E-MAIL [REGISTRATION@LTA.ORG](mailto:REGISTRATION@LTA.ORG).





## Publications

### The Conservation Program Handbook

Between 1996 and 2007, voters approved almost \$24 billion for local government park, open space, and other conservation purposes. Despite this substantial sum for land protection, there was at that time no book available to guide officials as they implemented voters' mandates. *The Conservation Program Handbook: A Guide for Local Government Land Acquisition* (2009) was written in response to numerous requests to The Trust for Public Land for exactly this type of guidance from community leaders who wanted to know how to effectively conserve

their iconic landscapes. Written by Sandra Tassel and published by Island Press.

[WWW.ISLANDPRESS.ORG](http://WWW.ISLANDPRESS.ORG); \$35 PAPERBACK OR \$70 HARDCOVER

### Deep Lessons on Collaboration

Heritage Conservancy, an accredited land trust, and the Pennsylvania Horticultural Society have published *Deep Lessons on Collaboration* (2009), an educational monograph that shows how organizations and communities can attain new levels of collaborative success.

[WWW.AMAZON.COM](http://WWW.AMAZON.COM); OR E-MAIL [LFIEL@HERITAGECONSERVANCY.ORG](mailto:LFIEL@HERITAGECONSERVANCY.ORG)

## Websites

### [www.privatelandownernetwork.org](http://www.privatelandownernetwork.org)

Are you looking for an effective way to educate your landowner clients? The Private Landowner Network has you covered. PLN is an online directory of over 11,000 conservation resources nationwide, and is a proven asset to the land trust community.

### [www.nonprofitmarketingguide.com/landtrusts/index.htm](http://www.nonprofitmarketingguide.com/landtrusts/index.htm)

Fill out the short form at this link and gain access to "25 Easy and Low-Cost Ways to Market Your Land Trust Online," written by Kivi Leroux Miller of EcoScribe Communications, who also founded this website.

### [www.conservationcampaign.org](http://www.conservationcampaign.org)

The Conservation Campaign Toolkit, a new Web-based portal of tools, information and advice from the Conservation Campaign, is the ultimate resource for advocates seeking to win public land conservation funding. Since it was founded by The Trust for Public Land in 2000, the Conservation Campaign has supported more than 300 successful ballot measures generating billions of dollars for conservation. The Conservation Campaign Toolkit draws from the lessons learned by these local campaigns as well as the expertise of TCC and TPL field staff.

### [www.fieldstonealliance.org](http://www.fieldstonealliance.org)

Fieldstone Alliance has a 26-year history of providing consulting, publishing, training, and research and demonstration projects that help nonprofits, funders, networks and communities achieve greater impact. The website includes articles such as "20 Emergency Funding Sources" and "Are You a Good Candidate for a Merger?"

### <http://meldi.snre.umich.edu>

The Multicultural Environmental Leadership Development Initiative (MELDI) website offers a new, user-friendly format as well as an expanded list of resources ranging from green jobs, internships, funding opportunities and training programs to lists of upcoming environmental conference events. Program Coordinator Latonia Phillips says, "Although the site is live, it remains a work in progress. Your feedback will help us tailor the site to meet your needs." MELDI is part of the School of Natural Resources and Environment at the University of Michigan – Ann Arbor.

### [www.epa.gov/watershedcentral](http://www.epa.gov/watershedcentral)

The Environmental Protection Agency designed Watershed Central to provide state, local and voluntary watershed management entities with a variety of tools and information that will aid in successful watershed management.



### [www.transitionguides.com/resources/monographs.htm](http://www.transitionguides.com/resources/monographs.htm)

Transition Guides, a website that offers tools, ideas and services to strengthen organizations during leadership change, has developed a series of monographs on executive transitions management, including:

- Ready to Lead? Next Generation Leaders Speak Out
- Building Leaderful Organizations: Succession Planning for Nonprofits
- Stepping Up, Staying Engaged
- Capturing the Power of Leadership Change
- Founder Transitions: Creating Good Endings and New Beginnings
- Interim Executives: The Power in the Middle
- Up Next: Generation Change and Leadership of Nonprofit Organizations 