



Background

The mission of the Land Trust Alliance is to save the places people love by strengthening land conservation across America. We focus our work on three strategic goals: accelerating the pace, improving the quality, and ensuring the permanence of conservation. By building highly effective and well-governed land trusts that protect lands with the highest conservation values and ensure their protection in perpetuity, we can preserve healthy human and natural communities, clean air and water, beautiful vistas, recreation areas, and working farm and ranch lands before they are lost forever.

Goals and Strategies

The Land Trust Alliance believes that through the growing land trust movement, we can turn the tide on the loss of land in America and ensure that future generations will be able to enjoy the benefits of undeveloped land. Our long-term goals towards this vision are as follows:

- Land trusts are recognized as strong community institutions and are saving and stewarding the most significant land resources for their communities.
- Laws and public policies are enacted that benefit land conservation and its defense; and land trusts implement those laws, funding mechanisms and tax incentives.
- Public awareness and support for land trusts is increased among the general public, landowners, and their professional advisors.
- Conservation lands and easements held by land trusts are managed exceptionally well and defended for the long-term.

Over 2011-2012, our top strategies to meet these long-term goals will be to:

Accelerating the Pace

- Secure the enhanced tax incentive for conservation easement donations and win long-term federal funding commitments for land conservation in the 2012 Farm Bill, Land and Water Conservation Fund, and other sources, with the help of the America's Great Outdoors initiative.
- Influence IRS policy to maximize conservation potential and defuse the threat to good conservation posed by indiscriminate audits of easement donations.

Improving the Quality

- Help 100 land trusts across the country enter accreditation review by assisting with 100 organizational assessments and providing a minimum of 50 assistance grants and 12-16 preparation workshops.
- Develop leadership skills through our new two-year training program for executive directors.

- Each year provide 300 workshops through our national conference, in-person training events, webinars, and regional conferences.
- Advance the state associations/networks of land trusts nationwide and partnerships between land trusts and river and watershed protection organizations.

Ensuring the Permanence

- Further develop an innovative conservation defense insurance program for land trusts, including raising \$4 million to capitalize the program.
- Strengthen the Conservation Defense Center; use the conservation defense attorneys network; and provide legal and conservation education for attorneys and land trusts.
- Conduct the 2010 National Land Trust Census.

Evaluation

The Alliance will measure its success to increase the pace, quality, and permanence of land conservation through the National Land Trust Census, which records increases in land protection and organizational strength. Census data, collected from land trusts every five years, reveals changes and increases in land trusts' staff and volunteer resources, financial resources and supporters, and acres protected. We will conduct the next Census in 2011, covering year-end 2010 data, which will provide a baseline for future measurement.