

FIVE-YEAR STRATEGIC PLAN

adopted June 2022



Our Vision and Mission

The Massachusetts Land Trust Coalition envisions a robust and resilient mosaic of conserved open spaces that serves the diverse needs of people and wildlife across Massachusetts and is sustained by an effective and united land conservation community.

Our mission is to advance land conservation across Massachusetts by providing education, tools, networking, and advocacy for land trusts and their partners.

We're determined to build a stronger land conservation community in Massachusetts over the next five years. This plan summarizes how.



**MASSACHUSETTS
LAND TRUST
COALITION**

18 Wolbach Rd, Sudbury, MA 01776
info@massland.org | www.massland.org

The importance of permanently conserved and accessible open space has never been more apparent, yet the challenges of protecting and managing it in perpetuity are often underestimated.

The Massachusetts Land Trust Coalition (MLTC) builds the capacity of over 130 non-profit land conservation organizations working across the state, contributing to the conservation of hundreds of thousands of acres.

We support land trusts by providing state of the art resources addressing the challenges they face, such as:

- Increasingly complex projects that require advanced skills and partnerships
- Funding limitations that slow the pace of conservation
- Land stewardship demands that require significant scientific and legal expertise
- A constant need for capable and well-trained staff and volunteer leadership
- The imperative to optimize conservation strategies to respond to climate change
- The responsibility to engage and respond to needs of diverse constituencies
- The need for effective non-profit management skills, including finance, communications and fundraising strategies.

GOALS AND OBJECTIVES

July 2022 to June 2027

Goal 1

Provide tools and resources to improve the effectiveness of the Massachusetts land conservation community.

- Ensure that land trusts have access to the training they need to be effective.
- Increase the quality and quantity of participation in peer learning and resource-sharing forums.
- Motivate and support land trust leaders to align their efforts with climate change mitigation and adaptation priorities.
- Motivate and support land trust leaders to align their efforts to maximize environmental justice goals.

Goal 3

Promote the long-term integrity of conserved lands.

- Ensure the integrity of the land trust movement by making sure that there are no “orphan” land holdings.
- Reduce the conversion of conserved lands to non-conservation uses.
- Ensure that land trusts have the skills and resources necessary to properly steward their conserved lands.



**MASSACHUSETTS
LAND TRUST
COALITION**

Goal 2

Increase the capacity of Massachusetts land trusts.

- Improve the workforce pipeline by expanding training opportunities for future land trust professionals.
- Increase the number of vendors qualified to support land trust transactions (appraisers, attorneys, surveyors, etc.).
- Increase access to financial resources land trusts need to achieve their conservation goals.
- Develop/disseminate tools to improve the ability of land trusts to productively partner with cities and towns.
- Maintain and strengthen relationships between land trusts and state agency partners.
- Increase the volume and effectiveness of lobbying undertaken by land trust leaders.

Goal 4

Strengthen MLTC's operational capacity and performance.

- Increase staffing level (from 1.36 in FY22) by adding 0.5 – 1.0 additional FTE.
- Increase revenue budget to \$340,000 by FY25 (i.e., 66% higher than FY22 revenue) and to \$400,000 by FY27.
- Increase member engagement and investment in MLTC's work.
- Explore and pursue options for public funding for MLTC programs as occurs in other states.