



Colorado Coalition of Land Trusts

Three-Year Strategic Plan Goals and Objectives

Approved 11/20/2008

CCLT is committed to being the statewide membership organization that supports Colorado's land conservation community. Our community is comprised of land trusts and government open space programs and the organizations and individuals who work alongside them to conserve our natural resources, wildlife habitat, working farms and ranches, nature-based outdoor recreational opportunities and scenic landscapes for current and future generations.

- (1) Land conservation is stronger because of supportive public policies that maintain or improve conservation funding and ensure the permanence of conserved lands.
 - a. Support new sources and protect existing sources of conservation funding, such as GOCO and tax credits.
 - b. Put a plan in place to address orphan easements.
 - c. Discourage certification of unqualified conservation easement holders.
 - d. Address threats to the permanence of conserved lands including eminent domain, extinguishment, etc.
 - e. Provide accurate and useful information on funding, land conservation, and easement permanence to legislators and regulators.
- (2) CCLT will cause all land conservation organizations and professionals operating at high quality standards to be CCLT members.
 - a. Adopt and implement standards for membership.
 - b. Set up a system for identifying, recruiting, and retaining members.
- (3) CCLT will improve the quality of land conservation organizations and the permanence of their work.
 - a. Provide education on issues related to land conservation.
 - b. Identify and address issues that can challenge the permanence of easements and other protected land.
 - c. Provide training and technical assistance for members in certification and LTA accreditation.
 - d. In cooperation with COSA, develop and deliver training materials related to "Best Practices" for local governments.
- (4) CCLT will realign the board and staff, and increase the organizational capacity to better serve the land conservation community.
 - a. Evolve to a governance board that sets the overall direction of the organization, leaves day-to-day operations to staff, and relies on input from committees.
 - b. Evolve to a board with professional, geographic, political and ethnic diversity.

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- c. Clarify CCLT's relationship to and collaborate with other conservation allies.
 - d. Develop efficient organizational systems.
 - e. Create and implement a staffing plan to increase organizational capacity.
- (5) Define and develop an integrated communication strategy to support our goals and ensure that CCLT communicates with all pertinent audiences.
- a. Continue a public relations strategy to defend and promote land conservation.
 - b. Create interactive communication opportunities for members to communicate among themselves and with CCLT.
 - c. Get out of town and meet with constituents.
 - d. Market CCLT to support fundraising and membership growth.
- (6) Develop and implement a diversified fundraising strategy to make CCLT financially sustainable.
- a. Determine roles and responsibilities between board and staff for fundraising.
 - b. Develop the board to ensure successful fundraising.
 - c. Create and implement the fundraising plan.