



# Strategic Plan Overview

**2024-2026**

## Mission

ACRES Land Trust owns and protects natural and working lands, inspiring people to value, appreciate and support these places for the benefit of all — today and forever.

## Values

ACRES Land Trust vows to be prudent stewards of land, relationships and resources. Our commitment to accountability, diversity and humility makes this possible.

## Goals

ACRES Land Trust is committed to maintaining its current success and growth rate and will explore additional growth options and opportunities.

### Land Acquisition

- Acquire and permanently protect an additional 750 acres

### Land Stewardship

- Restore (install new habitat) 250 acres
- Enhance (treat non-native, invasive plants; forest-stand improvement) 1,800 acres

### Membership

- Maintain the current 4% growth rate

### Endowment

- Maintain a baseline that meets the minimum financial requirements to retain ownership of ACRES current land holdings.

### Explore Offering Additional Land Trust Services

### Explore Opportunities for Additional Office Space

## **STRATEGIC INITIATIVES**

ACRES Land Trust understands that more financial support and diversified revenue streams result in more land being protected and cared for.

### **Launch An Entrepreneurial Venture**

ACRES receives weekly requests from private landowners and organizational partners for stewardship services like land management plans, invasive species removal and habitat restoration. The organization will leverage its expertise, assets, and reputation to generate consulting revenue, first testing this program with partners already asking for our help before offering services to individual, private landowners.

### **Implement A Major Gifts Program**

Large donations can significantly impact ACRES ability to complete large-scale projects and increase capacity for land acquisition, land stewardship and outreach & events. Major gifts require time and dedication to cultivate and acquire. ACRES will build awareness about major gifts, identify donor prospects and connect donor passions with aspects of its mission in a way that results in transformational support.

### **Implement A Corporate Partnership Program**

Corporate partnerships can significantly impact ACRES ability to complete large-scale projects and increase capacity for land acquisition, land stewardship and outreach & events. These mutually beneficial relationships leverage shared goals and values, providing opportunities for both parties to grow their business and expand their reach. ACRES will develop a program that secures corporate support while delivering benefits to its partners.

### **Acquire Statewide Collaborative Grants**

Funders seeking large-scale, high-profile projects often overlook individual land trusts. By partnering with other conservation organizations, ACRES and the collective group can present projects that can change the landscape of land protection. ACRES will investigate opportunities for collaborative grants and work to create momentum through lawmakers, concerned citizens and key stakeholders to secure these grants.