

STRATEGIC PLAN 2018 - 2022



SUSTAIN

ENHANCE THE NATURE TRUST'S GOVERNANCE, ORGANIZATIONAL AND FINANCIAL STABILITY

- Develop and implement a fundraising strategy;
- Hire a **Major Gifts Officer** to raise funds and develop and implement a planned giving strategy;
- Continue to increase the size of the stewardship and endowment fund (**\$1,000,000** or **15%** of the book value of the land);
- Develop best practices and distribute fundraising responsibilities to stewardship groups;
- Increase revenue through events and social profit partnership program by **5%** annually;
- Develop and implement Human Resources policies and staff succession, compensation and retention plans;
- Ensure Governance, Finance, Acquisition and Stewardship policies are implemented;
- Develop and implement record keeping policy framework;
- Develop relationships and partnership opportunities with Indigenous groups;
- Develop and implement plan to move to a new office space;



CONSERVE

CONTRIBUTE TO LAND CONSERVATION AND CANADA'S BIODIVERSITY TARGET 1 OF 17% OF LAND PROTECTED

- Increase protected acreage to **10,000 acres**;
- Develop conservation plans for the Lower and Upper St. John River regions;
- Review and adopt NCC's Natural Area Conservation Plans and Habitat Conservation Strategies for priority regions (**Miramichi River, Northumberland Strait and the Outer and Inner Bay of Fundy**);
- Focus on landowner outreach and engagement via the Landowner Stewardship Program (**five** new voluntary agreements annually);
- Determine the reconstruction of the **conservation planning** and **land acquisition** departments. Establish a permanent Land Acquisition staff position;
- Develop **three** new conservation agreements and one partnership with forestry/agriculture industry partners;
- Integrate current climate change resilience information and spatial data (**Lidar**) into conservation planning;
- Engage the provincial government through advocacy initiatives to set conservation goals;
- Develop a large-scale conservation plan;
- Develop best practices for collaboration with Indigenous groups on future land acquisitions and conservation plans.



STEWARD

EFFECTIVELY STEWARD THE NATURE TRUST'S PROPERTIES AND ENGAGE WITH PEOPLE TO BUILD A NETWORK OF DEDICATED STEWARDS

- Strengthen volunteer stewardship capacity and develop **three** new regional volunteer leaders to act as contact support;
- Create 30 stewardship agreements on 40 nature preserves with stewardship groups. Establish **15** level three groups;
- Develop recognition program for stewardship groups;
- Create Salesforce Chatter groups for all stewardship groups and continue to build Salesforce volunteer use;
- Develop a needs plan and restoration strategy for existing preserves. Create and act on completion targets;
- Include invasive species stewardship in management plans and delegate the actions to the stewardship groups;
- Develop individualized monitoring procedures for each conservation easement and ecological gift;
- Complete a legal review of existing conservation easements;
- Explore co-stewardship options with Indigenous groups;
- Continue to cultivate good safety practices by improving general and interpretive signage and hazard identification on all preserves;
- Implement training for safety procedures and incident reporting during stewardship group training.



ENGAGE

USE RELATIONSHIP BUILDING AND TOOLS TO ENGAGE, EDUCATE AND EMPOWER PEOPLE TO ADVANCE ACTION ON LAND CONSERVATION

- Continue to transition the education pillar to a more comprehensive engagement focus;
- Define the roles, responsibilities and organization of the Communications and Engagement Organizing department;
- Create and formalize a combined Communications and Engagement strategy with Communications Manager;
- Continue to use events like Frog Walks and the Great Fundy Coastal Cleanup as an outreach tool;
- Develop additional programs that establish a connection between conservation and the arts community;
- Maintain the calibre of current events and ensure all engagement events are tied to a conservation or stewardship outcome;
- Evaluate and improve volunteer management, recruitment, coordination, and engagement;
- Work with departments to recognize volunteers through storytelling practices as a way to grow volunteer recruitment;
- Continue to increase the amount of volunteer run events;
- Maintain, improve and troubleshoot Salesforce to leverage its full potential, specifically within the areas of engagement, and grant, donor and landowner management
- Develop the advocacy committee and formalize advocacy standards and practices through an advocacy strategy;



COMMUNICATE

IMPROVE THE NATURE TRUST'S OUTREACH AND ENHANCE ITS PUBLIC IMAGE

- Create and formalize a new Communications and Engagement Strategy with the Engagement Organizer;
- Increase the Nature Trust's presence within new and traditional media;
- Continue to evolve the Nature Trust's communication tools;
- Integrate all Nature Trust social media accounts with Salesforce to enable better engagement tracking.
- Increase the focus on volunteer and donor stories in both member and public based communications;
- Evaluate and improve bilingual capabilities and needs (**website and blog**) as required by the work of the Nature Trust;
- Focus on strategic outreach to all stakeholders in the conservation of NB's natural habitat; the public, elected officials, Indigenous people;
- Create a volunteer portal on the new website for volunteer event registration and time tracking;
- Create a new social profit promotional package and improve fundraising promotional practices;
- Improve the ExploreEcoNB Application;
- Plan and execute the LG Award for Excellence in Land Conservation event as an outreach tool.