

STRATEGIC PLAN 2020–2024

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*.

EMPHASIS OF STRATEGIC PLAN: Increase overall capacity of the organization in order to increase the amount of land acquired each year and expand the care of existing land.

Strategies and Associated Goals Grow ACRES Capacity by:

- Increasing number of members from 1,700 to 2,400

Overall Income

- Expanding planned giving program, The Acorn Society, from 30 participants to 100 (*see more on page 14*)
- Acquiring more working lands as an additional source of income
- Reaching new corporate donors/sponsors
- Growing endowment from \$4.1 million to \$5 million

Relationships

- Strengthening and adding relationships with state and federally-elected officials
- Building new relationships with partner organizations

General Awareness

- Expanding awareness of our mission through 60th anniversary celebration
- Improving on-site communication
- Acquiring an additional 1,000 acres of land
- Controlling invasives on 1,000 acres
- Standardizing care of visitor amenities
- Restoring 250 acres
- Increasing volunteer engagement

