

Wisconsin Land Trust Retreat



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Rick & Susie Beverstein
Shirley Griffin
Christopher Hughes
Steve Lambert
Ronald Miller
Sally Overholt
Michael & Molly Strigel

Land Trust Council

Thank You!

Eric Schumann, Caledonia Conservancy

Tim Jacobson, Mississippi Valley Conservancy

Dan Burke, Door County Land Trust

Kimberly Gleffe, River Revitalization Foundation

Jo Seiser, North Central Conservancy Trust

Bryan Pierce, Northwoods Land Trust

Ellen Kwiatkowski, Bayfield Regional Conservancy

Jim Welsh, Natural Heritage Land Trust

Agenda at a Glance

Friday, February 25

- **8:30 a.m.** **Welcome & Gathering Waters' Strategic Plan Updates**
- **9:45 a.m.** **Break**
- **10 a.m.** **Gathering Waters' Strategic Plan, continued**
- **11 a.m.** **Panel: Land Management Best Practices & New Resources**
- **Noon** **Lunch & Optional Roundtables**
- **1:00 p.m.** **Conservation Easement Stewardship with Anne Murphy**
- **2:45 p.m.** **Wisconsin Conservation Endowment & Perpetual Investments**
- **3:15 p.m.** **Break**
- **3:30 p.m.** **Breakout Board/Staff Tune-Up Sessions**
 - Database best practices
 - Easements
- **6:00 p.m.** **Meet at Hinterland Brewery for Dinner**
- **7:45 & 8:00** **Meet at Lambeau for Tour**



Agenda at a Glance

Saturday, February 26

- 8:30 a.m.** Land Transaction Records, MaryKay O'Donnell & Anne Murphy
- 10:15 a.m.** Geographic Information Systems with Doug Miskowiak
- Noon** Lunch & Hike with the Baird Creek Preservation Foundation



Mission: We help land trusts, landowners and communities protect the places that make Wisconsin special.

Program Goals 2008-2011

Land Trust Direct Services

Training and resources for land trusts to achieve excellence (LEAP)

Partnerships...landscape-level protection of regionally important conservation lands

Land Trust Council

High standards for land trust membership

Support and intervention for at-risk land trusts.

Public Policy Advocacy

State and local policies will provide expanded opportunities for land trust participation in public conservation programs, increased funding for conservation projects and other financial incentives for private land conservation.

Federal, state, and local agencies will implement public policies to allow for participation and accessibility by land trusts in conservation funding programs.

Evaluate the opportunities and risks related to emerging legislative and administrative public policy issues.

Develop and maintain broad partnerships with organizations and cultivate strong relationships between land trusts and key legislators, the Governor, and agency officials. [cross-referenced with outreach]

Outreach

Utilize a diverse outreach tool box to develop timely and compelling educational messages to varied, target audiences (media, funders, policy makers, land trust professionals and volunteers, strategic alliances, and citizens)

Land trusts and GWC supporters will know and value GWC's efforts and accomplishment and will reach out to us for needed services.

Plan approved by GWC board 1-21-2011

Land Trust Direct Services

Training and resources for land trusts to achieve excellence (LEAP)

Partnerships... landscape-level protection of regionally important conservation lands

Land Trust Council

High standards for land trust membership

Support and intervention for at-risk land trusts.

Land Trust Excellence & Advancement Program (LEAP)



Land Trust Membership

For more information

contact Kate Zurlo-Cuva kate@gatheringwaters.org or 608.251.9131 x 12

LEAP: Land Trust Excellence and Advancement Program



A man in a light green t-shirt and grey shorts carries a young girl in a red shirt on his shoulders. They are standing on a grassy bank overlooking a winding river valley. The scene is bathed in the warm, golden light of a sunset, with trees and foliage showing autumnal colors. The text is overlaid on the right side of the image.

We help people
protect the
places that make
Wisconsin
special.



Our mission is to save the places people love by strengthening land conservation across America.

Look Before You LEAP



Courtesy of Jennifer Hassrick Photography

What is LEAP and what does it mean for land trusts?

**Tailored training,
consultation, technical
assistance, and other
support**

**Facilitation of strategic
collaboration among land trusts**





Three-Year Program
Goals:

Strengthen individual land trusts

Strengthen the fabric of the land
trust community statewide

Advance strategic, collaborative
conservation

Prepare land trusts for Accreditation

09/17/2006

Services will be both universal and customized for individual land trusts. We will make the LEAP program services affordable for everyone.



Program Framework

- Alliance – GWC partnership
- 2011-2013
- Open to all Wisconsin land trusts
- Both universal and customized services
- Commitment to excellence and accreditation



We're building the program around you

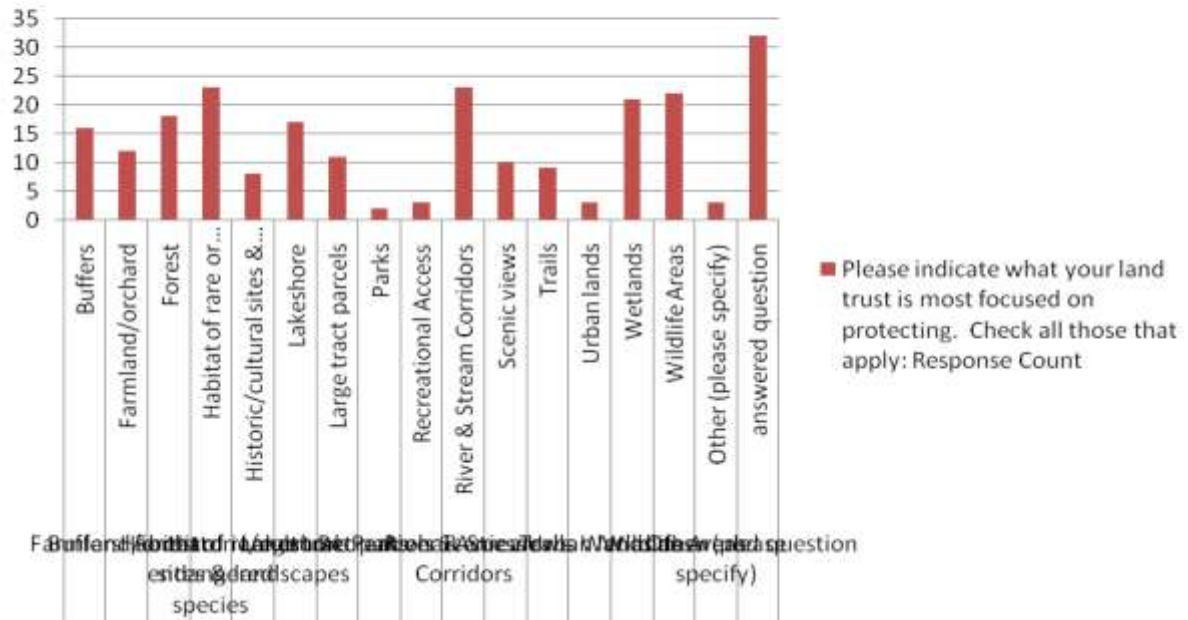
Land Trust Council

Needs Assessment Survey, Fall 2010

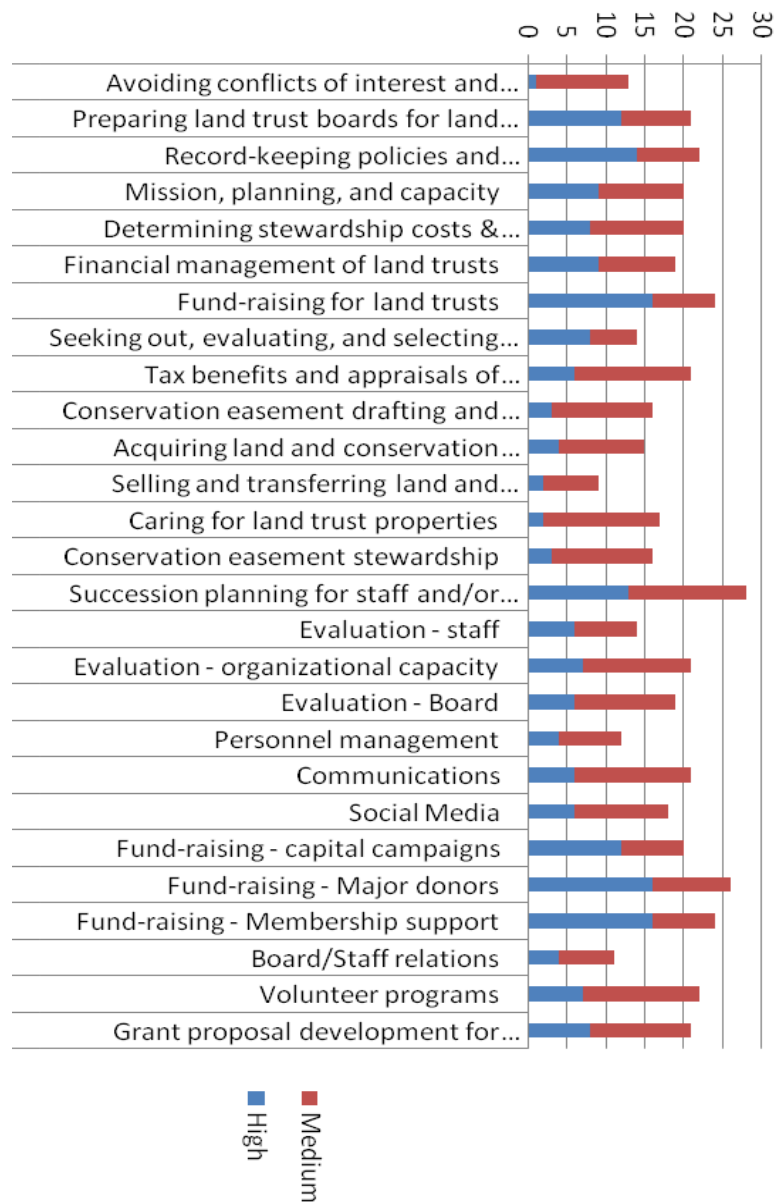
“The programs you have offered that I have attended have all been well worth the effort of going. Sometimes we just need reminders to use the information available.”

-Land Trust Respondent

Wisconsin land trusts are most focused on protecting:



Top Priorities for Trainings for Land Trust Staff and/or Board Members



LEAP Services

Universal services will include:

- Peer-to-peer mentoring
- Facilitated regional collaboration
- Local and statewide trainings and workshops
- Conference scholarships
- Ongoing one-on-one support from Gathering Waters and Alliance staff
- Capacity-building grants for land trusts
- Leadership Program

Customized Services will include:

- Organizational assessments and implementation plans
Focus on *Land Trust Standards & Practices*
- Advancement grants
- Individualized mentoring, technical assistance, and consultations



Universal Services

Available to all Wisconsin Land Trusts

Universal Services

Peer to Peer Mentoring Program

- Open to all board members and staff members to apply
- Appropriate for those with something to teach as well as something to learn
- Develop program in 2011 for implementation in 2012

Universal Services

Facilitated Regional Collaboration

- We will build on already strong collaborations and continue to grow and develop these efforts
- Develop new collaborations

Universal Services

Training Opportunities

- In-person, one-day trainings on a variety of topics (based on your input)
- Conferences (GWC annual land trust retreat, Alliance National Rally)
- Webinars
- Conference Calls
- Online resources
- Books

Universal Services

Increased Direct Support from LEAP Staff:

- Call, email, or visit Land Trust Alliance and Gathering Waters Conservancy staff members
 - Mentoring
 - Questions
 - Resources
 - Coaching

Universal Services

Competitive Grants

- There will be two rounds of a competitive small grant program.
- Funding levels depend on fundraising, but average grants will range from \$3,000-\$5,000.
- Grants can be for a variety of purposes to advance your organization toward excellence.

Universal Services

Leadership Training

- 2 to 3 Executive Directors from Wisconsin will have the opportunity to attend an intensive leadership training
- Two year program
- If interested, let LEAP program staff know

Universal Services

Scholarships

- Scholarships will be offered to Wisconsin land trust staff members and board members to attend workshops, conferences, trainings

Time for a Poll



Customized Services

Available to a limited number of Wisconsin
Land Trusts

Application and acceptance required

Cash match required for some services

Customized Services

Guided Organizational Assessment

- A required first step
- Measures a land trust's implementation of Standards and Practices
- Will be waived for land trusts that have had a recent assessment

Customized Services

Implementation Plan

- Customized, detailed work plan will be developed by the land trust with assistance from LEAP staff
- Plan addresses how to accomplish priority items identified in the Guided Organizational Assessment

Customized Services

Individualized Mentoring, Coaching, Technical Assistance

- In depth assistance from LEAP staff and/or consultants
- Concentrate on one or more areas of improvement

Customized Services

Grants

- Small Grant program (average grant expected to be \$5,000)
- Work on a specific item identified as a high priority or preparation for accreditation

Customized Services: What's a good fit?

- Does your land trust have the capacity to take on this advancement program?
- Will LEAP have a positive impact on your organization's conservation efforts?
- Does the board understand and are they committed to participating in the program?

Customized Services: What's a good fit?

- Does your board have a demonstrated commitment to organizational improvement in the long term?
- Are you familiar with Land Trust Standards and Practices?
- Does your organization have the ability and willingness to embrace change?

Customized Services: What's a good fit?

- What is your capacity to match and/or leverage funding from LEAP?
- What is your land trust's potential to make a significant conservation impact in your region?
- Is your land trust a member, or willing to become a member, of both Gathering Waters Conservancy and the Land Trust Alliance?

Customized Services: STEPS

- Apply to program
- Conversation with board leadership
- LEAP program decision about acceptance in April
- If accepted: Assessment ➡ Implementation Plan
➡ Mentoring from staff and consultants ➡
Grant to address highest priority need





First Year Rollout: What to Expect

Increased Trainings / Webinars / Conference
Better Website Information / Resources
Mentoring from Staff
Coordination of Regional Collaborations
Scholarships
Competitive Grant Program
Announcement of Peer to Peer Applications

Applications for customized services are due by the close of business on
Friday, March 11, 2011.

Questions?



<http://gatheringwaters.org/land-trust-services/leap>

<http://www.lta.org/leap/>



MaryKay O'Donnell

Midwest Conservation Manager
Land Trust Alliance

133 E. Summit Street
Harbor Springs, MI 49740
269/352-7032
mkodonnell@lta.org

Kate Zurlo-Cuva

Land Trust Program Director
Gathering Waters Conservancy
211 S. Paterson St. Suite 270
Madison, WI 53703
(608) 251-9131x12
kate@gatheringwaters.org

Outreach

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Develop and maintain broad partnerships with organizations and cultivate strong relationships between land trusts and key legislators, the Governor, and agency officials. [cross-referenced with policy]

Land Trust Stories for the GWC Web site

Listserv or other venue

How Best to Communicate with Each Other

GWC E-Communication

- **E-News**
- **Land Trust Leader Updates**
“Land Trust Leader Update: Subject (Policy Alert, LEAP, Services)”
- **Currents:** Technical bulletin to Land Trusts
- **Wisconsinlandtrusts.org (Blog):** a resource for Land Trusts and tool for reaching out to conservation community
- **Facebook:** updates for anyone
- **Listserv:** for use by members of Land Trust community
- **Gatheringwaters.org:** our public web presence
 - *What’s New:* programs/projects/stories
 - *Conservation News*
 - *Land Trust Events:* feeds into the Parade of Preserves then links to event posting
 - *Gathering Waters Events:* creates a separate page for our large Events

Public Policy

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Knowles-Nelson Stewardship Fund



Purchase of Agricultural Conservation Easement Program

For more information

www.wisconsinfarmland.org

Or contact Mike Carlson