

Shirley Heinze Land Trust

Prairie State Conservation Coalition
March 03, 2017



Mission

To protect habitats and ecosystems of Northwest Indiana through acquiring, restoring, and protecting environmentally significant landscapes for present and future generations.

To inspire and educate people of all ages about the value of land conservation to protect our natural world and enrich our lives.



Land Program

Shirley Heinze Land Trust

LAKE MICHIGAN

LAKE COUNTY

PORTER COUNTY

LAPORTE COUNTY

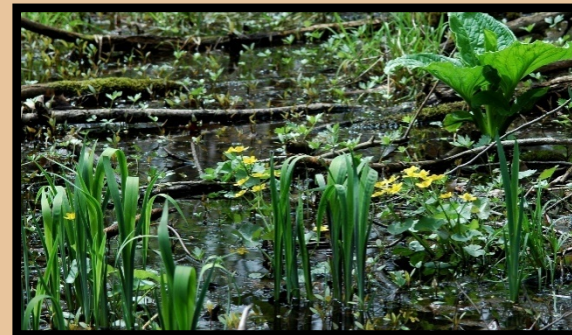
ST. JOSEPH COUNTY

Land parcels shown on the map include: Seidner Dune & Swale, Ivanhoe South, Miller Dunes, Gordon & Faith Greiner, Hidden Prairie & Ivory Wetlands, Bur Oak Woods, Green Heron Pond, John Merle Coulter, Cressmoor Prairie, Walnut Woods, Keith Richard Walner, Meadowbrook, Great Marsh, Wykes Plampin, Father Basil Moreau, Barker Woods, Ambler Flatwoods, Hildebrand Lake, and Lydick Bog.

Shirley Heinze LAND TRUST

www.heinzetrust.org

Preserving Natural Places & Inspiring People to Appreciate and Enjoy Nature



Stewardship Program



Environmental Education, Outreach & Volunteer Programs



Laying the Groundwork for a Campaign (2006-2011)

- Board Development
 - Term limits
 - Skill sets
- Fundraising Development
 - Donor base software
 - Cultivation
 - Events
- Capacity Building
 - Staff
 - Organizational Assessment, policies, and practices
 - Strategic planning



Feasibility Study (2011-2012)

- Draft Request for Proposal
- Select a consultant
- Internal Readiness
 - Board engagement, support, and leadership
 - Existing donor capacity
 - Meetings with key board and staff
 - Assess organizational skillsets
- Draft Case for Support
 - Identify funding needs and establishing ambitious yet obtainable goals
 - Compelling
 - Differentiate

Feasibility Study – Interviews (2012)

- Mail Case for Support to donors and partners
- Schedule interviews
 - Individuals (42)
 - Foundations (5)
 - Corporations (5)
- Interviews
 - One week
 - No complaints
 - Positive feedback
- Findings
 - Trust, strong relationships and image, understanding of mission, well positioned



Campaign Planning and Launch (2013)

- Perfect and approve Case (**\$3.5 Million**, 5-years)
- Recruit Campaign Cabinet
 - Chairs
 - Committees – Prospect Review, Major Gifts, Cultivation, & Communications
- Establish budget and timeline
- Strengthen cultivation process
- Create campaign material
- Identify and approve naming opportunities

To permanently protect an additional 500 acres of environmentally significant land.

To provide enhanced restoration, maintenance and management of new and existing nature preserves.

To educate and promote conservation awareness by providing increased access to natural areas.

Campaign Implementation (2013-2014)

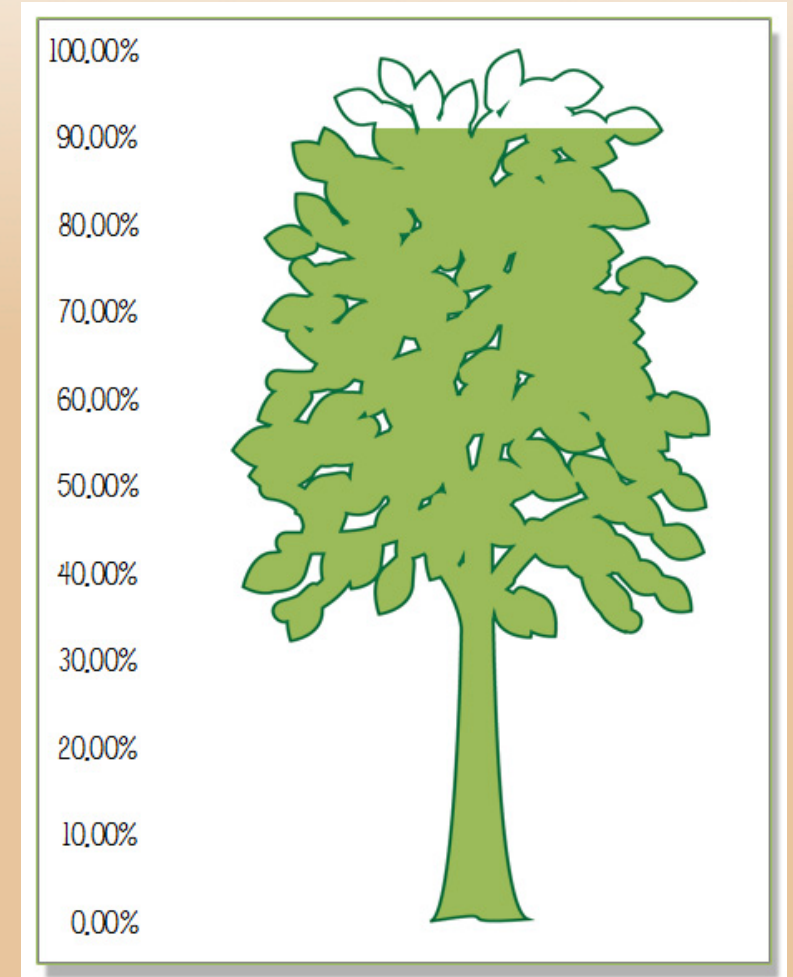
- Seek new names and input (prospect review)
- Make family asks
- Establish budget and timeline
- Strengthen cultivation process
- Create campaign material (brochure, packet, video)
- Identify and approve naming opportunities
- Cultivation events
- Major Gift Make individual, foundation, and corporate asks



Public Phase (2015)

- County subcommittees
- PR campaign (in-kind publicity)
- Guided hikes

Capital Campaign Progress



Campaign Goals Achieved (January 2016)

- Raised **\$4.6 Million**
- Permanently protected a total of 615 acres
- Doubled on-the-ground stewardship activities
- Increased education activities (NWI Mighty Acorns Partnership)
- Trail improvements and greater public access
- Grew programs, operating budget, and staff along the way



Things To Keep In Mind

- Find the right campaign consultant for your organization
- It may take longer than anticipated to reach certain benchmarks
- Stay positive and be flexible throughout process
- Say thank you!
- Be prepared for the unimaginable



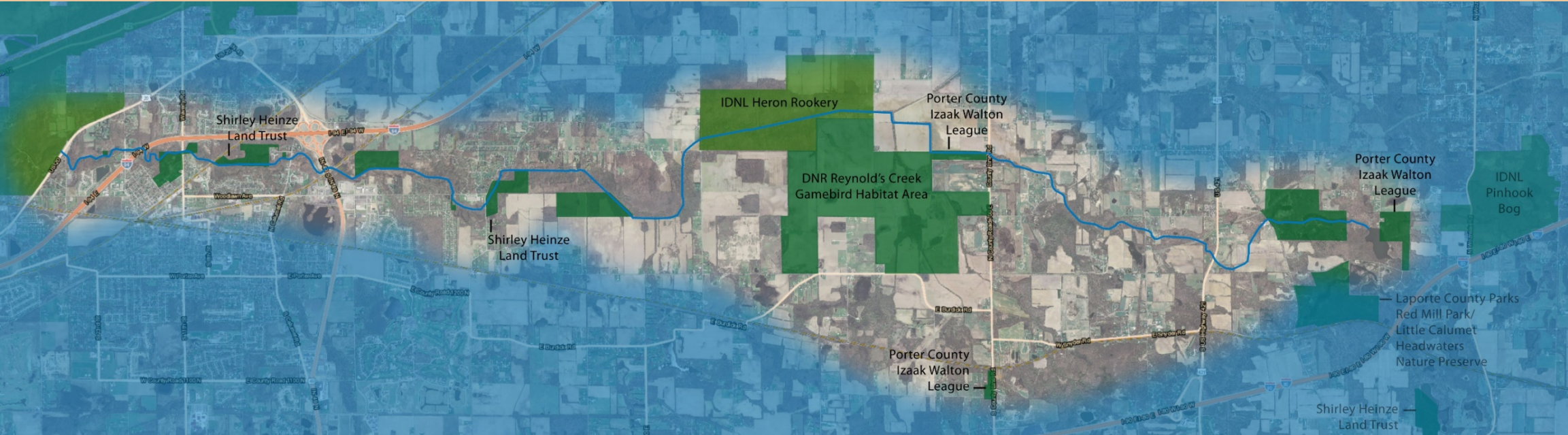
Meadowbrook

Valparaiso, IN



Little Calumet River Corridor

Porter & LaPorte Counties



Thank You!

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and follow us on
Twitter
and **Instagram!**

www.heinzetrust.org



Shirley
Heinze
**LAND
TRUST**



Conservation
Excellence

Strategic Plan: 2016-2020

Growth Areas

- Develop long term financial strength
- Launch geographic expansion
- Establish Volunteer Leader Program
- Protect a total of 3,000 acres
- Expand public access and education hours delivered
- Attain Land Trust Alliance Accreditation

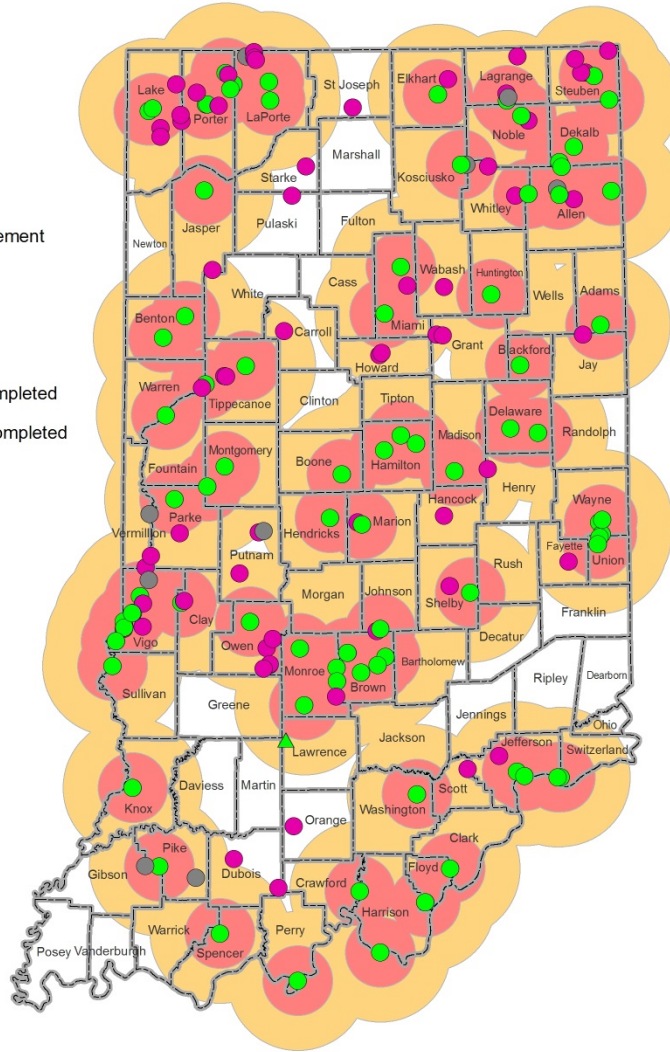


2012 -
2016

Bicentennial Nature Trust: Project Locations

BNT Projects STATUS

-  Conservation Easement
-  Complete
-  In process
-  Withdrawn
-  0 - 10 Miles of Completed
-  10 - 20 Miles of Completed



Date: 10/7/2015

Lydick Bog

South Bend, IN

