

Prairie State Conservation Coalition

March 5, 2021

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Land Trust Alliance Updates

Virtual Rally October 5-7, 2021

Areas of Focus:

Inclusion

Climate Change

Water

LAND TRUST ALLIANCE

RALLY 2021



National Land Conservation Conference

Celebrating Cleveland

Advocacy Days

Land Trust Alliance Advocacy
Days – Virtual

April 19-21, 2021

Register: www.landtrustalliance.org

Think about joining the Advocacy
Ambassadors – 15 of your Illinois
colleagues have taken the pledge!



DJ Glisson II / Firefly Imageworks

2021 Policy Agenda

UPDATES ON OUR WEB SITE

We celebrate the passage of the **Great Americans Outdoors Act** in 2020 which permanently reauthorized and provided full and secure funding for **the Land and Water Conservation Fund**.

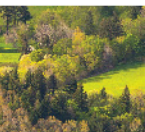
2021 priorities:

CONSERVATION FUNDING:

Farm bill –Rulemaking/Implementation of 2018 bill and Reauthorization (2023)

Federal Conservation Funding programs – Including NAWCA

Expanding federal programs to allow third-party holders



2021 Policy Agenda

UPDATES ON OUR WEBSITE.

2021 priorities:

TAX ISSUES:

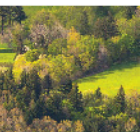
Put an end to abusive conservation easement tax shelters

- **Legislation and administrative actions to halt the abuse**

IRS Reform:

Protect innocent donors by reorienting the IRS away from focusing on minor mistakes that result in disqualification.

We are working to exempt conservation donations from State And Local Tax limitation



2021 Policy Agenda

UPDATES ON OUR WEBSITE

2021 priorities:

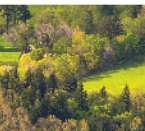
ENERGY AND CLIMATE SOLUTIONS:

Natural climate solutions

Drive funding to land trusts to protect resilient lands

Energy Siting Solutions

Advance conservation-compatible energy infrastructure



30x30 Initiative

Click for [Information on our commitment](#)

PRESIDENT BIDEN'S [EXECUTIVE ORDER](#)

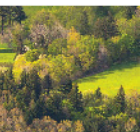
ANDREW BOWMAN'S [BLOG](#)

Protect 30% of Earth's land and waters by 2030

United States:

- Estimate 12% is protected (293 million acres)
- 60% of land is in mostly natural condition, or could be restored

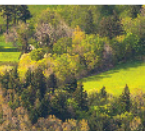
This audacious goal will require a variety of conservation methods and the [land trust community has an important role to play.](#)



21st Century Civilian Climate Corps

SUN TIMES ARTICLE

- Build Back Better - Creating jobs with a reimagined Civilian Conservation Corps
- In January, President Biden signed an executive order calling for the creation of a Civilian Climate Corps
- Mirrors “RENEW Conservation Corps Act,” a plan developed by Sen. Dick Durbin, in the last Congress, and U.S. Rep. Bobby Rush, D-Ill., followed with a companion bill in the House. Championed by Gerry Adelman and other Illinois conservation leaders.



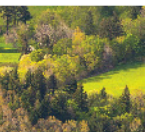
A photograph of two women in a greenhouse. One woman, with dark hair and wearing a yellow jacket, is seen from the side, looking towards the other woman. The second woman, who is Black and wearing a mustard-colored sweater, is smiling and holding a small green plant. They are standing in front of rows of plants in the greenhouse. The background shows the curved structure of the greenhouse and more plants.

Washington Association of Land Trusts

GAINING GROUND CAMPAIGN UPDATE

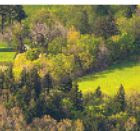
Gaining Ground Campaign

The Land Trust Alliance is committed to leveraging our robust network of 1,000 member land trusts, partners and supporters to launch a bold, impactful **public engagement campaign** to connect more Americans to the land.



Gaining Ground

- Pilot land trust engagement
- Marketing plan
- Topline research results
- Next steps

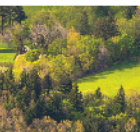




Land Trust Pilot

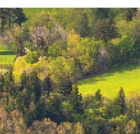
Pilot Land Trusts

- **Bitter Root Land Trust**, Hamilton, MT
- **Columbia Land Conservancy**, Chatham, NY
- **Headwaters to Baywaters Initiative**, a coalition made up of the Bayou Land Conservancy, Buffalo Bayou Partnership, Houston Audubon, Galveston Bay Foundation and Katy Prairie Conservancy, Houston, TX
- **Iowa Natural Heritage Foundation**, Des Moines, IA
- **Openlands**, Chicago, IL
- **Piedmont Environmental Council**, Warrenton, VA
- **Shirley Heinze Land Trust**, Valparaiso, IN
- **Solano Land Trust**, Suisun City, CA
- **San Juan Preservation Trust**, Friday Harbor, WA
- **Western Reserve Land Conservancy**, Moreland Hills, OH



Pilot Land Trust Advisory Council

- Stories and content assets
- Marketing channels and assets
- Metrics for success
- Messaging and creative concept refinement
- Toolkit components
- Market research design
- Marketing plan
- Local event planning
- Fundraising

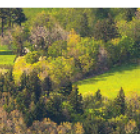


A full-page background image showing a man and a woman hiking on a rocky, dirt trail. The woman is wearing a blue jacket and the man is wearing a green jacket. They are surrounded by tall evergreen trees and lush green undergrowth. The scene is brightly lit, suggesting a sunny day.

Marketing Plan

Audience Considerations

- Focus on the new powerbase, but ensure the campaign is also palatable for existing audiences – both nationally and locally.
- Appeal to both rural and urban communities
- Conduct post-launch message testing
- Seek to increase awareness before asking for audiences to take action.
- Frequent outreach to move audiences from awareness to action.



Creative Theme: Gaining Ground



There's nothing better this land
could be than what it is right now.

Land Trust Alliance

Every day, the nation's private land trusts set aside nearly 8 square miles of land so that it can keep doing what it was meant to do: provide habitat for wildlife, produce food and clean water and combat the effects of climate change. Learn how community-based land conservation benefits us all at KeepGainingGround.org

**GAINING
GROUND**

Land Trust Engagement

DEMONSTRATE LAND TRUST REAL-WORLD BENEFITS

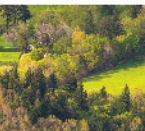
- Showcase the land we must conserve
- Tangible community impact stories
- Immersive video experiences that bring the land to users

LAND TRUST ON-THE-GROUND CAMPAIGN SUPPORT

- Local activities
- Leveraging advertising
- Social media amplification
- Co-branded materials
- Fundraising/networking
- Highlight campaign supporters

Campaign Tactics

- Paid media plan and creative assets for the media buy
- Campaign website with an integrated CRM
- Social and email marketing
- Pilot market toolkits and ongoing technical assistance support
- Corporate partner engagement

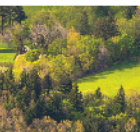


Market Research



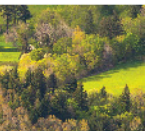
Research Goals

- Validate 2019 research results
- Identify regional variations—if any
- Identify Covid impacts—if any
- Test creative concepts and messages to inform creative development
- Understand potential—or historical—barriers to engagement



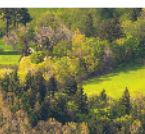
Research Methodology

- Online survey – some open-ended questions
- January 6 through February 8
- 30 minutes
- Pilot land trust regions
- 441 High Prospects



Executive Summary

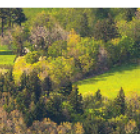
- There is exceptionally strong interest (majority “extremely” likely) in learning more about local land trusts and supporting them in ways that involve little time (petitions and ballot support).
- Additionally, large numbers of Pilot High Prospects are “very/extremely” likely to get engaged if invited to share stories/photos, donate and volunteer.



Executive Summary

There is exceptionally strong and intense support for the “Gaining Ground” land trust theme and its focus on **permanent protection for future generations**, reducing impacts of climate change, and **saving critical habitats for plants/animals** and **access to clean water, fresh air, natural areas**—all which are the top drivers of land trust support.

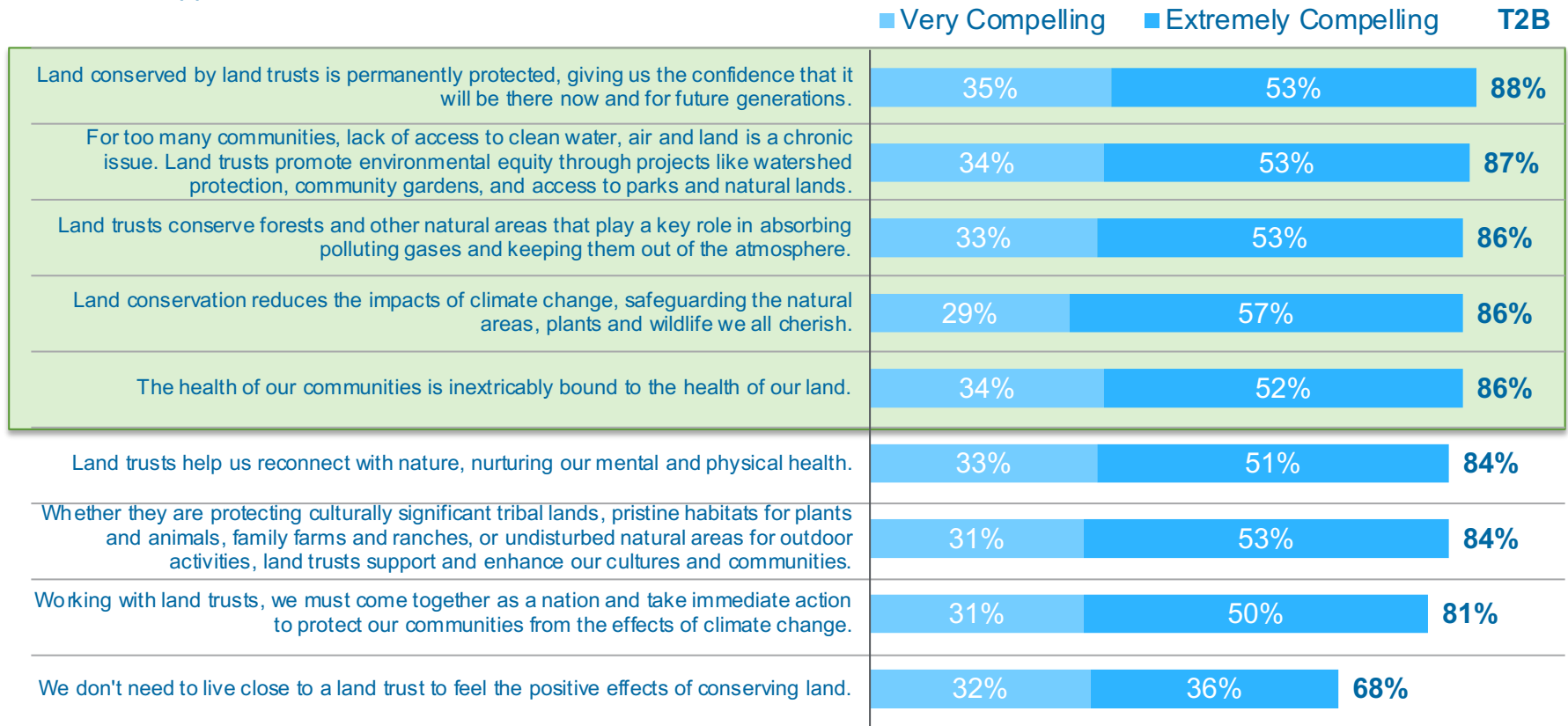
- Emphasizing that these impacts are “local” or “community” based could strengthen it a bit more.



Permanent protection for future generations, environmental equity and reducing impacts of climate change are top drivers of land trust support.

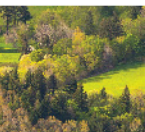
Promise of Land Trusts

Reasons to Support Conservation+Land Trusts



BASE: Base Sample High Prospects (n=441)

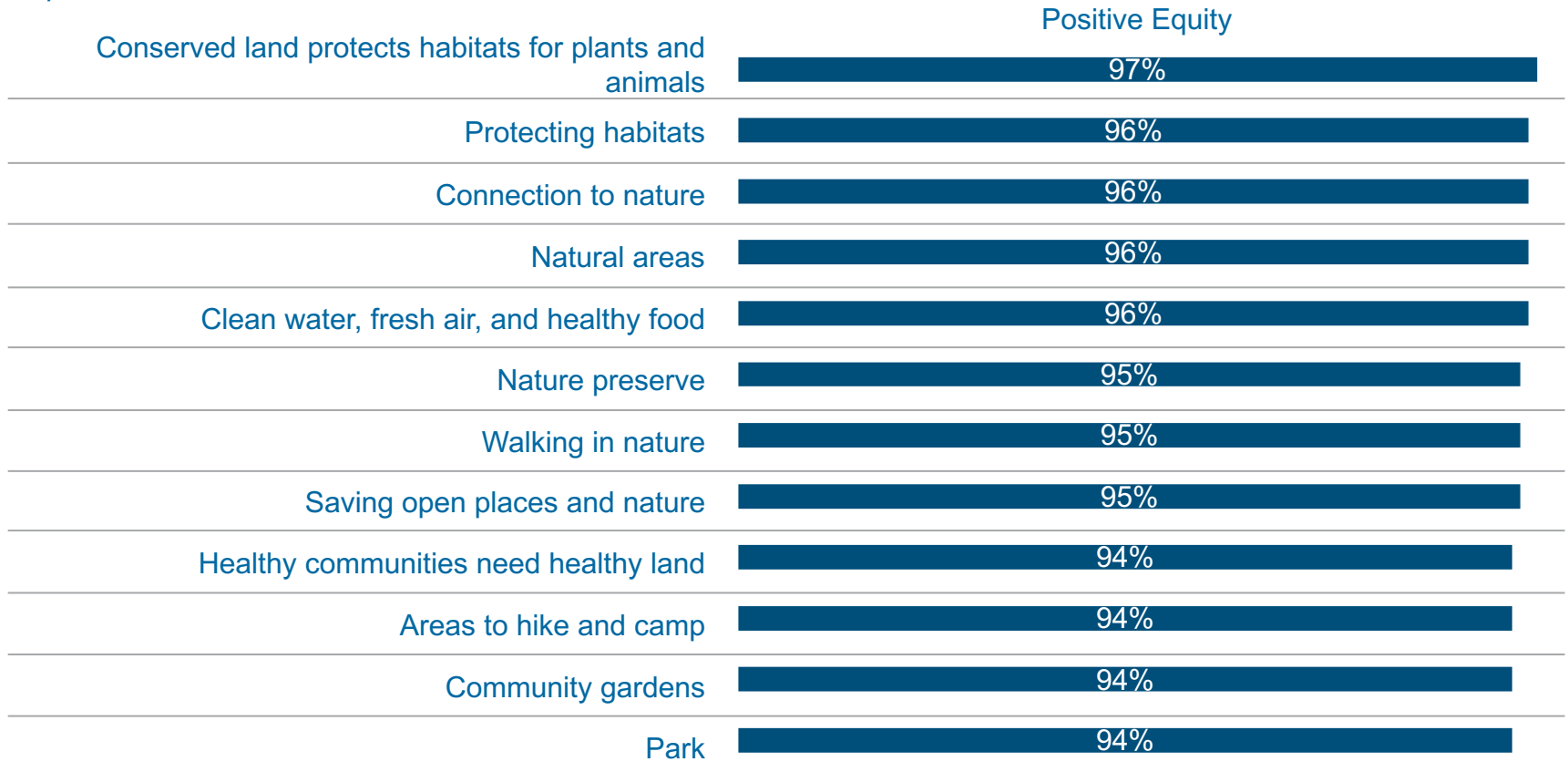
Q505. The following is a list of potential reasons to support land trusts. For each one, please indicate how compelling you find it as a reason to support land trusts.



Habitat preservation, 'nature', and connection to community are among most positive words/phrases.

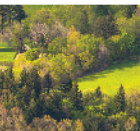
Reactions to Words+Phrases:

Top 10 overall



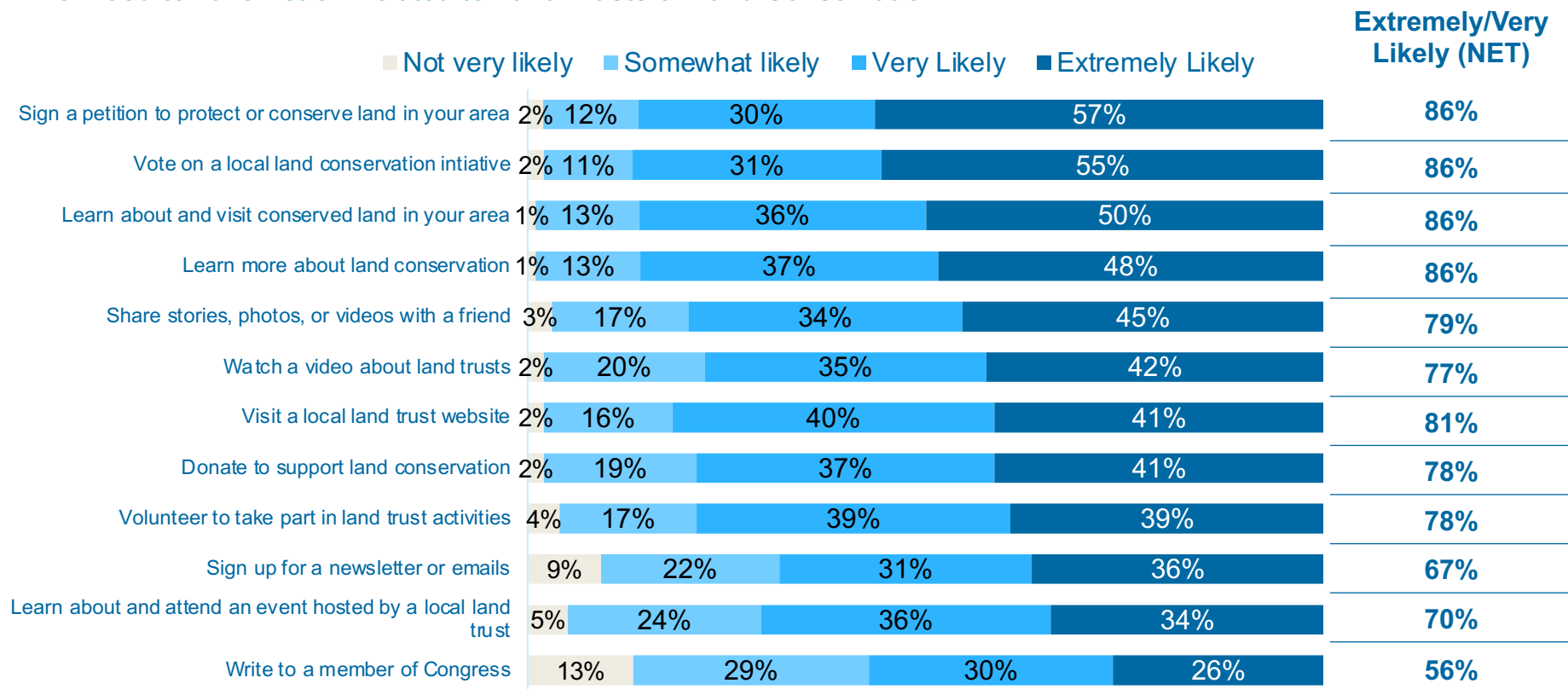
BASE: Base Sample High Prospects (n=441)

Q400. There are lots of different words and phrases that are used when talking about land conservation and protecting the special places we need and love (forests, farmlands, urban green spaces, rivers, mountains, etc.). For each of the following words, phrases, or groups, please indicate whether you have a positive, negative or neutral feeling.



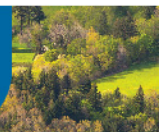
Most High Prospects are likely to want to learn more about conservation and take action in its favor.

Likelihood to Take Action Related to Land Trusts or Land Conservation



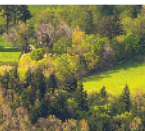
BASE: Base Sample High Prospects (n=441)

Q600. Below is a list of behaviors, actions, and activities that are related to land trusts and land conservation. For each one, please indicate how likely you are to actually take that action or take part in that activity.



Images

- Images of pristine nature with access for people (paths) generate strongest positive reaction.
- People working together to cultivate gardens also engenders support.
- Negative consequences of flooding (climate change) do not perform well.



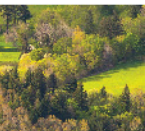
Next Steps

FUNDRAISING

- \$1.8 million to launch the pilot
- Regional fundraising with pilot land trusts
- Dedicated staff for corporate sponsorship
- Creative assets for pitches

CONTINUED PILOT ENGAGEMENT

- Finalize story selection and asset collection
- Toolkit refinement
- Local and regional fundraising support





Questions?

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