

Virginia's United Land Trusts (VaULT)

Strategic Plan

This document is intended to create a shared vision that moves VaULT from focusing on the things we do, and do well, to the outcomes we want and need to achieve in the future.

VaULT's **mission** identifies our main stakeholders, why we exist as an organization, and our desired outcome as a result of our efforts. Our **values** articulate those principles under which we believe in and function as an organization. They are the things that give meaning and purpose to what we do, and will guide us through good times and get us through difficult times. Our **vision** is intended to succinctly define what we as an organization aspire and want to become.

The strategic objectives provide a framework for fulfilling our mission and driving positive changes toward the achievement of our vision. The objectives and strategies that support them serve to guide the everyday decisions and actions of our organization.

MISSION

We support Virginia's diverse conservation community to magnify and amplify land conservation efforts and achieve widespread protection of the Commonwealth's natural, cultural, and scenic resources, ensuring their long term benefits for all Virginians.

VALUES

- Conservation of natural, cultural, and scenic resources support ecological, economic, and social prosperity in Virginia. All communities in Virginia are deserving of nearby conserved land to provide recreation, a stable food supply, clean water, and a connection to the land.
- All voices within VaULT are important. Diversity ensures the conservation community will thrive. We are an organization that is inclusive of participation from those of different viewpoints, missions and backgrounds to help us protect Virginia's important lands. We value each other as equal partners and celebrate successes as a community.
- Members of VaULT have a responsibility to collaborate for the good of conservation in the Commonwealth. We are helpful and supportive of one another, demonstrating mutual trust and respect for each other.
- We collectively benefit and are made stronger, by the free exchange of ideas and sharing of information between members. Success can only be achieved through open and honest communication and transparency between and among members.

VISION

VaULT strives to be a unifying and effective voice for Virginia's conservation community and advocate for conservation throughout the Commonwealth.

OBJECTIVE 1: Support a strong and effective conservation community to achieve widespread protection of important lands throughout the Commonwealth.

VaULT will establish its role as the primary coordinator and convener of the land conservation community and will provide a unified voice to meet the challenges of sustaining conservation across the state.

Strategies

- Empower local land trusts with the tools and skills necessary, and promote best practices, to carry out conservation excellence.
- Support increased capacity of the conservation community, and particularly member organizations, to effect and sustain meaningful, lasting conservation throughout the Commonwealth, especially in historically disadvantaged or underserved communities.
- Provide an inclusive environment that allows for open dialogue. Ensure communication effectively provides for input, feedback, and progress reporting.
- Cultivate external partnerships to promote conservation messaging and extend our influence, with a focus on engaging new partners from diverse and underserved communities.

OBJECTIVE 2: Influence State Conservation Policy

VaULT will be a coordinator and convener of those involved in the practice of land conservation across Virginia, to create and maintain strong state policy supporting the protection of the Commonwealth's important lands.

Strategies

- Provide leadership, consistent representation, and maintain a “seat at the table” on relevant state policy, legislative, and funding issues that advance conservation in the Commonwealth.
- Increase the conservation community’s readiness to act on relevant state policy and legislative issues.
- Assist the land conservation community in articulating cohesive, proactive messaging to increase the pace and improve the quality and reach of land conservation in Virginia.
- Work with the conservation community to build broad public support, particularly among key partners, allied interest groups, and new constituencies in minority and underserved communities, and develop improved methods and tools for messaging the importance of land conservation.
- Establish relationships with and educate policy and decision makers at all levels of government, about the importance of land conservation to the health and prosperity of Virginia and its residents.

OBJECTIVE #3: Ensure Sustainability and Solvency of VaULT

The strength of VaULT lies in our ability to be relevant to and serve our members. This is accomplished by maintaining a strong and viable organization that is valued by our members and the greater conservation community.

Strategies

- Develop a shared sense of purpose among member organizations by hosting diverse, effective, and engaging opportunities that meet the current or anticipated needs of member organizations and partners.
- Create and execute a financial plan with a diversity of revenue sources to ensure a steady flow of funds that support the VaULT mission, and are sufficient to maintain our staff and sustain program activities.

- Maintain a strong and engaged working Board of Directors through succession planning, energetic board development, and training for future leaders.
- Actively seek ways to continuously improve organizational efficiencies and effectiveness and ensure that we have the necessary resources, leadership, and training to carry out the mission.
- Broaden outreach and collaboration to increase VaULT's influence, generate support for the organization and its mission, and diversify participation by those in the broader conservation community.
- Provide continuing education and training opportunities for members to ensure we collectively have the knowledge and skills to achieve conservation excellence.