

SUTTER BUTTES REGIONAL LAND TRUST

2021-2023 Strategic Plan

GOAL 1: Maintain financial stability and build sustainable funding sources	
Strategies	Actions
<p>1.1. Partners in Conservation</p> <p>Continue to cultivate relationships with local landowners and other entities, with a focus on land protection opportunities in conservation focus areas.</p>	<p>1.1.1: Build partnership with local, state and federal agencies and businesses that have a connection to land conservation, through the easement transaction process and the annual Swan Festival event.</p> <p>1.1.2: Strengthen messaging to landowners about benefits of donated conservation easements by developing a Landowner Brochure to be used in outreach efforts</p> <p>1.1.3: Continue to partner with Sierra Cascade Land Trust Council on regional land conservation efforts and our broader connection to the landscape beyond our tri-county region.</p>
<p>1.2. Donors & Membership</p> <p>Increase support from individuals and businesses.</p>	<p>1.2.1: Retain and build members by holding an annual membership drive and integrating membership ask into all events, outreach, speaking engagements, and newsletters.</p> <p>1.2.2: Grow and diversify SBRLT's sponsors and donors through the Sponsorship Plan</p> <p>1.2.3: Utilize the Board and contracted Sponsorship Director to build relationships with major donors.</p> <p>1.2.4: Develop Marketing & Outreach Plan to promote SBRLT work in newsletter, radio, social media, and local newspaper so communities understand and value our work.</p>
<p>1.3. Grow Financial Resources</p> <p>Manage SBRLT's financial resources responsibly and continue to grow additional financial support systems.</p>	<p>1.3.1: Develop and implement a board approved Fund Development Plan that assesses revenue and identifies funding sources and strategies to build revenue streams</p> <p>1.3.2: Continue to diversify funding sources by building on existing programs/events, as well as developing additional community-based programs/events.</p> <p>1.3.3: Seek out grant opportunities for programs or operations.</p> <p>1.3.4: Utilize existing programs and contracted Sponsorship Director to grow support from individuals and local businesses.</p>
<p>1.4. Maintain Systems</p> <p>Maintain and strengthen SBRLT's program and financial management systems and infrastructure.</p>	<p>1.4.1: Allocate adequate resources for systems and infrastructure.</p> <p>1.4.2: Fulfill expectations, recommendations, and timeline for application submission to ensure continued accreditation with the Land Trust Accreditation Commission.</p>

GOAL 2: Strengthen board and staff capacity, development, and training

Strategies	Actions
<p data-bbox="50 260 342 294">2.1. Board Development</p> <p data-bbox="50 294 509 449">Continue to build board capacity and knowledge to expand SBRLTs local and regional connections and effectiveness.</p>	<p data-bbox="509 260 1570 331">2.1.1: Build a strong, passionately engaged board through quarterly board training sessions.</p> <p data-bbox="509 331 1570 403">2.1.2: Strengthen board recruitment and development efforts by developing a Board Recruitment Plan, building relationships, and board appetizer events.</p> <p data-bbox="509 403 1570 474">2.1.3: Diversify board demographics, talents, and connections to the community, referring to matrix and targeting missing skills and demographics.</p> <p data-bbox="509 474 1570 546">2.1.4: Increase engagement and support of the Executive Committee through monthly Executive Committee meetings with Executive Director</p> <p data-bbox="509 546 1570 634">2.1.5: Increase networking opportunities for board via our appetizer events, partner hikes, outreach booth operations, and SBRLT events.</p>
<p data-bbox="50 800 342 833">2.2. Staff Development</p> <p data-bbox="50 833 509 947">Continue to build staff capacity while supporting current staff needs, growth, and personal well-being.</p>	<p data-bbox="509 800 1570 833">2.2.1: Increase staff capacity in key SBRLT programs by engaging board and volunteers.</p> <p data-bbox="509 833 1570 947">2.2.2: Support staff development, training, and personal well-being through staff attendance at local conferences, participation in online training opportunities. Board President to check-in with staff monthly.</p> <p data-bbox="509 947 1570 1018">2.2.3: Be attentive to staff needs and matching staff to tasks by developing annual staff needs assessment</p>
<p data-bbox="50 1140 472 1173">2.3 Collaboration & Communication</p> <p data-bbox="50 1215 509 1329">Strengthen board interactions to more effectively address the needs of the organization.</p>	<p data-bbox="509 1140 1570 1211">2.3.1: Create an effective organizational structure with active committees. Committees shall meet once a month.</p> <p data-bbox="509 1211 1570 1283">2.3.2: Regular monthly communication between the Executive Director and Board President.</p> <p data-bbox="509 1283 1570 1396">2.3.3: Build and maintain a strong partnership between board, staff and committees through board participation in property visits, monitoring, and SBRLT events Coordinate annual team building activity or board retreat every other year.</p> <p data-bbox="509 1396 1570 1509">2.3.4: Provide appropriate forums for issues the board may identify for research and discussion. Board members shall bring issues to Executive Director for inclusion in Executive Committee discussion.</p>

Goal 3: Build regional awareness and support for land conservation efforts while connecting communities to the land

Strategies	Actions
<p>3.1. Community Communication & Marketing</p> <p>Identify target audience and continue to build community support for the organization.</p>	<p>3.1.1: Develop community survey to identify target audience and donors with the intent of gaining a better understanding of our supporters and our impact on the community, while also gaining insight into community needs.</p> <p>3.1.2: Create communication plan and expand messaging through regular interaction with the local paper, Farm Bureau Crop Talk magazine, radio, website, social media, and email.</p> <p>3.1.3: Conduct and promote inclusive programs that engage the public, local leaders, agencies, partners, and businesses.</p>
<p>3.2 Community Connection to Nature & Agriculture</p> <p>Strengthen our culture of conservation by increasing opportunities for the community to get outside and connect with nature and agriculture.</p>	<p>3.2.1: Develop programs and activities that get people outside and learning about nature and agriculture in our region.</p> <p>3.2.2: Utilize SBRLT newsletters as an opportunity to promote personal connection to nature and agriculture.</p> <p>3.2.3: Strengthen partnerships by leveraging each partner’s strengths in order to develop events and programs that engage youth and adults in land appreciation.</p> <p>3.2.4: Expand our support and membership base by engaging with new audiences through our outreach events and promoting member and donor support during the event.</p>
<p>3.3 Strength in Diversity</p> <p>Engage and support diverse communities in conservation activities and opportunities.</p>	<p>3.3.1: Strengthen outreach and engagement program to other ethnic groups by including a diverse range of local clubs, organizations, and agencies in our outreach efforts. Provide outreach material, list of local events, conduct informational presentations, and attend local meetings.</p> <p>3.3.2: Identify and build partnerships and support with groups that have strong connections with diverse communities.</p>

Goal 4: Protect the rural character and economy of our region, safeguard our land and water systems, retain ecological functioning and build resilience in the face of climate change.

Strategies	Actions
<p>4.1. Growing a Deeper Connection to the Sutter Buttes</p> <p>Continue to build relationships with MMIH and Sutter Buttes landowners with a focus on land conservation education.</p>	<p>4.1.1 Using SBRLT Sponsorship Plan, partner with MMIH and Sutter Buttes landowners to create unique community events in the Sutter Buttes</p> <p>4.1.2 Create an annual educational/outreach appetizer event for Sutter Buttes landowners and MMIH staff/volunteers/guides.</p>
<p>4.2. Establish Mitigation Program</p> <p>Coordinate with local agencies to complete mitigation projects.</p>	<p>4.2.1 Attend local meetings to coordinate and build relationships with potential mitigation partners, Yuba Water Agency, Levee Districts, Sacramento Valley Conservancy, and California Department of Fish & Wildlife.</p> <p>4.2.2 Work with agencies and other land conservation partners to identify and pursue mitigation opportunities.</p>
<p>4.3. Protection of ag lands and habitat corridors under threat.</p> <p>Conserve and steward critical natural and socially-valued lands in accordance with regional and community-based conservation plans.</p>	<p>4.3.1: Collaborate with public and private landowners to secure opportunities to protect ag land and habitat that support increased capacity for community resilience and sustainability.</p> <p>4.3.2: Pursue land protection opportunities (through conservation easements or acquisition) that make logical connections to existing protected areas, where appropriate.</p> <p>4.3.3: Initiate land protection projects consistent with other community strategies as they are completed.</p> <p>4.3.4: Work with landowners for voluntary land conservation.</p> <p>4.3.5 Continue collaboration efforts with SCLTC to develop a comprehensive, regional land conservation mapping interface to further identify critical focus areas, like carbon sinks or important habitat connections.</p>