



National Association of  
Conservation Districts

## **National Association of Conservation Districts Strategic Plan 2020-2022**

### **MISSION**

To promote responsible management and conservation of natural resources on all lands by representing locally-led conservation districts and their associations through grassroots advocacy, education and partnerships.

### **VISION**

To be THE Recognized National Voice and Advocate for locally led natural resources conservation.

### **GOALS & OBJECTIVES**

#### **Goal A. Strengthen membership and participation through engagement and education**

##### *1. Improve the value of NACD membership*

- 1.1 Review quality and enhance content of members only section of website
- 1.2 Create updated marketing pieces that articulate value of NACD and conservation districts
- 1.3 Identify possible incentives to encourage paid membership

##### *2. Increase membership engagement*

- 2.1 Seek more ways to get feedback from members and take action about their new and emerging needs.
- 2.2 Collect and share district operations and fundraising best practices and success stories with members

##### *3. Support participation by intergenerational, underserved and emerging membership populations*

- 3.1 Identify underserved and emerging populations not currently served
- 3.2 Grow and sustain program opportunities

## **Goal B. Maintain and strengthen financial stability**

- 1. Create Development Plan*
  - 1.1 Identify traditional and nontraditional sources of revenue and strategies to access them
  - 1.2 Review and update prospectus for funding requests
  - 1.3 Identify potential external nonfinancial or in-kind supporters
- 2. Create a sustainable, multiyear reserve fund initiative*
  - 2.1 Identify options
  - 2.2 Establish operating reserve
- 3. Further diversify revenue streams*
  - 3.1 Coordinate with National Conservation Foundation (NCF) to match potential sponsors to specific funding needs

## **Goal C. Develop, advocate, and implement effective grassroots policies**

- 1. Expand and strengthen locally-led grassroots advocacy*
  - 1.1 Utilize training curriculum on understanding grassroots policy formulation and implementation
  - 1.2 Promote leadership and professional training for district officials and staff
  - 1.3 Increase participation by districts in grass roots advocacy campaign
  - 1.4 Track and report on grassroots advocacy outcomes.
- 2. Translate grassroots policies into effective federal policies*
  - 2.1 Poll committees for ideas and suggested actions
  - 2.2 Identify and cultivate “champions” to promote issues on behalf of NACD members
- 3. Advocate for increased funding for conservation*
  - 3.1 Explore innovative approaches to generating revenue for conservation
  - 3.2 Launch a national campaign to raise funds for conservation activities

## **Goal D. Enhance organization’s recognition**

- 1. Champion message of locally-led conservation*
  - 1.1. Tailor NACD identity to address local conservation concerns
  - 1.2. Create and implement topical forums
- 2. Develop strategies to connect with emerging, underrepresented and/or underserved audiences (such as minorities, tribes, veterans, new/beginning farmers)*
  - 2.1. Identify outreach opportunities/events and audiences
  - 2.2. Explore alternate and emerging communications strategies

## **Goal E. Strengthen organization's governance and capacity**

- 1. Develop NACD leadership training and development curriculum*
  - 1.1 Conduct leadership development at each board meeting
  - 1.2 Create annual training program for NACD emerging and current executive and regional board leadership
  - 1.3 Develop and conduct ongoing training, improved board and leadership orientation process
- 2. Update NACD bylaws*
  - 2.1 Conduct comprehensive review of NACD bylaws.
  - 2.2 Implement changes to bylaws based on review
- 3. Define and Focus Roles of NACD Affiliate Organizations*
  - 3.1 Identify mutual goals and new opportunities
  - 3.2 Establish MOU/formal agreement outlining relationship including roles and responsibilities

## **Goal F. Expand our influence through past, present, and future partnerships**

- 1. Nurture existing and renew past partnerships*
  - 1.1 Conduct Annual Review of NACD MOUs/MOAs
  - 1.2 Encourage creation and expansion of coalitions on policies of mutual interest
  - 1.3 Renew effort to leverage past leaders to expand influence
  - 1.4 Expand and strengthen partnerships with state/territory associations.
- 2. Forge new partnerships*
  - 2.1 Explore ways to better connect with urban areas to build partnerships
  - 2.2 Develop strategies to influence decision-makers
  - 2.3 Seek opportunities to conduct combined conservation conferences