



# Kinnickinnic River Land Trust

## 2021-2026 Strategic Plan

### INTRODUCTION

The Kinnickinnic River Land Trust works with the community to conserve and protect the beauty and health of the Kinnickinnic River and its watershed. By protecting land, wetlands, prairie, and forest, we protect groundwater source areas, addressing thermal loading, mitigating for nutrient and sediment pollution, maintaining the Kinni’s baseline flow, and managing for invasive species. KRLT’s tagline “cold, clean, and free...forever” speaks boldly to this vision.

### CONSERVATION/LAND STEWARDSHIP

**Goal: KRLT protects the Kinnickinnic River and its watershed to conserve high quality ecological areas.**

**Goal: KRLT protects the Kinnickinnic River and its watershed to mitigate and adapt for climate change.**

- a) *Strategy: Maintain existing partnerships and form additional strategic collaborations in priority areas—with organizations, communities and landowners—to increase acreage of conserved lands by 7% over 2021 total acres.*
- b) *Strategy: Develop a science-based strategic conservation plan that identifies priority areas for conservation.*
- c) *Strategy: Facilitate and coordinate science-based watershed planning efforts with government, nonprofits, landowners, private citizens and key communities.*
- d) *Strategy: Continue to create contiguous ecological [habitat] corridors between conserved lands on the Kinnickinnic River and its tributaries.*
- e) *Strategy: Engage current and potential KRLT conservation easement holders about climate and protection strategies through educational communications.*

**Goal: KRLT fulfills Land Trust Alliance Standards and Practices in stewarding and managing its lands.**

- a) *Strategy: Annually complete 100% of monitoring and report conditions for all Conservation Easements.*
- b) *Strategy: Create management plans for each Preserve that reflects planning for climate change and a schedule of annual management activities by 2022.*
- c) *Strategy: KRLT effectively engages volunteers to achieve strategic goals in the areas of land stewardship.*
- d) *Strategy: KRLT does not have a deficit budget for the next 5 years.*

## DEVELOPMENT

**Goal: KRLT's 'Preserves' are endowed at the funding level required to support implementation of preserve management plans, routine maintenance and planned community use.**

- a) *Strategy: Board and staff develop and implement a plan to fully fund Stewardship and Legal Defense endowments.*
- b) *Strategy: Board, staff, and external develop and implement a multi- million dollar operational and new conservation endowment capital campaign.*
- c) *Strategy: Revise and enhance communication campaign around endowments to donors and members.*
- d) *Strategy: Grow and acquire development capacity to support a Major Gifts program.*
- e) *Strategy: Around increasing donors, donor retention, and or diversifying funding for operations?*

## CONNECTION / COMMUNITY ENGAGEMENT

**Goal: KRLT 'Preserves' provide a sense of place, nature education, connection, and health benefits to community members and regional visitors.**

- a) *Strategy: Work with other partner organization to identify programming desired by the community and prioritize implementation based on mission alignment, ecological impact on preserve and feasibility.*
- b) *Strategy: Steward 'Preserves' to serve as outdoor education classrooms and venues through KRLT and partner organization programming.*
- c) *Strategy: Develop "Stories of the River" program that fosters a sense of place, understanding and appreciation for the River watershed and all properties on which KRLT facilitated protection.*
- d) *Strategy: Promote the Community Forest Preserve as a "marque" (ambassador) property for the community to experience nature and KRLT to showcase its land stewardship commitment.*

**Goal: KRLT serves and engages a diverse audience by working with leadership in conservation, outdoor recreation, outdoor education, and healthy living.**

- a) *Strategy: Engage diverse communities, traditional, and non-traditional partners in program planning and delivery on KRLT 'Preserves'.*

## ORGANIZATION GOALS

**Goal: KRLT has staff capacity, systems and technology to achieve the strategic plan.**

- a) *Strategy: Evaluate current staff job responsibilities and compensation to identify gaps in staffing and compensation planning.*
- b) *Strategy: Develop a plan that recommends hiring priorities, timeline and a budget estimate for retaining and increasing staff to achieve strategic goals.*
- c) *Strategy: Identify gaps in systems and technology; develop time-based timeline to address gaps.*

**Goal: KRLT has the board capacity to advance the organization within the community and regionally to achieve the strategic plan.**

- a) *Strategy: Evaluate current board skills, talents and connections needed to achieve strategic goals.*
- b) *Strategy: Develop a time-based plan for identifying, recruiting and onboarding new board members and, retaining current members that will advance the organization.*

**Goal: KRLT board and staff reflects the diversity of its community.**

- a) *Strategy: Recruit individuals with diverse backgrounds, experience and perspectives for staff and board positions.*

Adopted September 2021