



Appreciating Members:

Membership Programs for Land Trusts of All Sizes



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Development & Communications Coordinator

Westport Land Conservation Trust



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Director of Development & Community Engagement

Greenbelt | Essex County's Land Trust





Agenda

11:40 Brief description of ECGA and WLCT

11:45 Our membership definitions and programs

12:00 What is a Member Appreciation Program?

12:20 MAP outcomes

12:35 Open discussion



Audience participation encouraged!

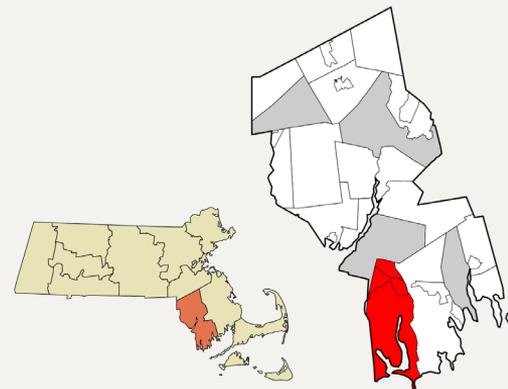


Westport Land Conservation Trust



Town-based Land Trust

- Supported the preservation of 5,600+ acres since 1972
- Including 2,000 acres of agricultural land
- 10 buy-preserve-sell farms in 10 years
- ~~11~~ 12 public access properties
- 1800 acres in-fee; 1600 acres of CRs



Mission

To preserve and protect Westport's natural resources for people and nature, and to educate the public about the wise use of natural resources.



Celebrating the past, preserving the future

The Westport Land Conservation Trust is dedicated to preserving, stewarding, and connecting the community to open space, working farmland and natural resources.



Westport Land Conservation Trust



- 4 FTE Staff
 - Executive Director
 - Land Steward
 - Community Connections Coordinator
 - Development & Communications Coordinator

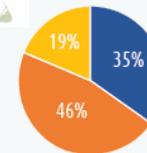
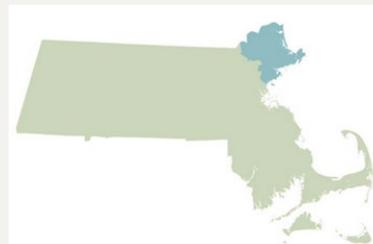
- Approximately 580 donors annually



Essex County Greenbelt Association

Regional Land Trust, serving Essex County

- 34 Cities and Towns
- 22,500 acres protected since 1961
- 60+ public properties



Protection Type	Acres
Greenbelt-owned	7,500
CRs/APRs	10,000
Assists	4,000
Total	21,500

Mission

Greenbelt protects natural land and working farms across Essex County forever, helping to conserve healthy ecosystems, clean water, local food supplies, scenic landscapes and free, accessible places for all to benefit from nature.



1961



1984



1989



Greenbelt
Essex County's Land Trust



Essex County Greenbelt Association



- 23 FTE staff
- Development & Community Engagement: 7 staff
 - 3 FT Development Staff
 - 2 FT Events/Outreach
 - 1 FT Communications
 - 1 FT Design
- Approximately 5,000 donors annually



Westport Membership



MEMBERSHIP & ANNUAL GIVING

Any philanthropic gift of \$25 or more makes you an annual member of the Westport Land Conservation Trust. As a member, you are a part of a community committed to preserving and caring for Westport's beautiful and vulnerable open spaces for today and future generations.

Members receive invitations to special Member Appreciation Programs and are invited to vote at our Annual Meeting each May. Donors of \$500 or more are invited to our annual Celebration of Conservation in August.

Our 2025 membership appeal



A reminder: A philanthropic gift of any amount makes you a member of WLCT! This year we are offering special Member Appreciation Programs throughout the year—look for an email at the start of each month.

Your financial support makes our work possible.

donate today

Members Make This Happen!

donate today



Westport Membership



What do we mean when we say “membership”?

How we raise revenue:

- Special Projects = land preservation projects
 - Targeted asks & fundraising social events
- Membership
 - May & August direct mail general appeal
- Annual Fund
 - October leadership donors, unrestricted
 - November general appeal
 - Direct mail & targeted asks

Unless otherwise noted, Membership & Annual appeal revenue goes to Operating



Greenbelt Membership

What We Say & How We Market Membership

Members are Donors who give to the Membership Fund

Your Membership

BUILDS COMMUNITY

Life-long learners, nature lovers and outdoor enthusiasts

PROTECTS LOCAL LAND

Wildlife habitat, clean water and air, trail farms and beautiful places for all to enjoy

CREATES A LASTING LEGACY

Climate resilience, committed land steward regional character and open space forever

Your Membership Matters. Thank you



MISSION

Greenbelt, Your Local Land Trust

Greenbelt protects natural landscapes and working conserving healthy ecosystems, clean water, local food and free spaces for all to enjoy nature — now and forever.

Your Membership Advances Land Conservation

Membership plays an essential role in supporting conservation. Your support drives meaningful action, and together we can:

- Protect Land That Matters
- Strengthen Our Communities
- Create Lasting Impact

DID YOU KNOW?

Membership also supports Greenbelt programs and initiatives

Science at Work

Leveraging the latest climate data and mapping technology, Greenbelt evaluates

Local Food Access

Conserving farmland and making it more affordable for local farmers, creating a vital

Trail

Cre...

Membership Protects What Matters — Now and Forever

GREENBELT MEMBERS HAVE SPOKEN!

They love that their membership...

Keeps trail access free and open for all

"Every bit of greenspace that is protected is a gift to everyone."

"We use your trails almost daily!"



JERRY MONKMAN/
ECOPHOTOGRAPHY



TODD PERSON

Protects essential habitat for wildlife

"It's wonderful to have a local land conservancy that shows scientific and thoughtful understanding of protecting ecosystems and the planet."



Makes a real difference close to home

"The most local and active organization — I see Greenbelt properties almost every day!"

"Greenbelt is local and very effective."

What our Bylaws Say

Members are Donors who give to ANY fund



Greenbelt Membership



Program Admin

Membership is valid for 12 months from the date of membership donation.

- Membership renewal appeals are sent on a rolling basis throughout the year
- Acquisition appeals to lapsed members, donors to other funds, event attendees or other prospective groups are sent 1-3x a year
- We average 200-600 appeal letters/emails monthly
- 2,500 annual membership donations, representing about 4,000 individuals

Member Benefits

- ~~Membership Card~~
- ~~Business Partner Discounts~~
- ~~Printed Guidebook~~
- ~~Reduced fee at some events~~
- ~~Guidebook updated maps~~

YOU GET NOTHING

You are a member because you support the organization!



Do you have a Membership program at your organization?

What does that program look like?





Westport Membership



What's our problem?

Year	Gifts to Membership
2025	271
2024	303
2023	327
2022	338
2021	332
2020	285
2019	325

Strategic Plan goal:
Grow Membership by 20%
before 2027



Leaning in to our donors and our brand



What the fundraising experts tell us about donors:

- Donors want to be recognized
- Donors want to know or do something special
 - Larger donors believe money = access
- Donors don't want tchotchkes

What this solo development person needs from a donor program:

- Fewer administrative tasks
 - Keeping track of who received what, when
 - Determining membership pricing
- Fewer accounting headaches
 - Determining actual cost of donation
- Less gatekeeping



Member Appreciation at Westport

1. Everyone is welcome!
2. An opportunity to tell our story more deeply
3. Access to our staff



Our program is very new!



Members

- Monthly
- Subject
- Details
- Staff
- Programs
- Follow

Dear Informal Name,

Thank you for your generous support of the Westport Land Conservation Trust! Your financial support makes the preservation and stewardship of Westport's vital ecological resources, working farmland, and public trails possible.

Member appreciation programs provide you with a behind the scenes look at how we do this work. Programs for January, February, and March are below:

[Understanding Richmond Pond](#)

Friday, January 23rd at 2 pm

Richmond Pond is a barrier salt pond tucked into the far West corner of Westport. Learn more about this important ecosystem—the birds and fish that call it home and how WLCT is stewarding the pond and its environs.

Executive Director Ross Moran will lead this approximately one-hour walk.

Parking and additional information will be sent a few days before the program.

[Exploring New Trails: Westport Woods](#)

Friday, February 27th at 2 pm



IS

ite

our other programs



MAPs at Westport



Thank you for walking Richmond Pond with us! ➤



Charlotte Greeson <charlotte@westportlandtrust.org>

Fri, Jan 30, 5:21 PM



to Ross, bcc: jnkdc5, bcc: Richard, bcc: wmooney, bcc: Jill, bcc: Charles, bcc: James, bcc: Geoff, bcc: Daphne, bcc: Nick, bcc: David, bcc: Diane, bcc: Steve, t

Thank you for signing up to learn more about Richmond Pond!

Last Friday was brisk but beautiful. And I, for one, am grateful we didn't walk today. I hope you are keeping warm in this arctic chill.

I've attached several documents to this email. The first is a plant list that links to MassWildlife's informational pages. The list is the same as the one we used for our November Bog Walk!

Also attached is a word document with 4 satellite images of the breach.

Finally, there are 2 pdfs. The map labeled "context" shows Richmond Pond, the Wildlife Refuge outlined in red, the watershed of Simon Brook and the larger watershed of the West Branch of the Westport River. The map labeled "phrag" describes the types of habitat and shows the extent of phragmites.

As always, let us know if you have more questions. And please plan on joining us for another Member Appreciation Program soon!

Enjoy the weekend,

Charlotte



Problem(s) Solved??





Membership Appreciation at Greenbelt

Transitioning from Member Benefits to Membership Connection

Problems??

- What if we have taken away their reason to be a member?
- What if "membership" and "Greenbelt" don't really go together?
- Do we do away with the program altogether?
- Why do we even have this program?
Is it helpful to our mission?

Member Appreciation Events to keep members connected, engaged, and feeling 'special,' while continuing to emphasize Greenbelt Membership as broad, community-centric support for Greenbelt's work.



Membership Appreciation at Greenbelt



Launched in 2019, as "Special Excursions for Greenbelt Members"

Special Excursions

Exclusively for our Greenbelt members!

Invasive Plant Walk	April 12, Friday 10:30am-noon Cox Reservation Essex Learn about invasive plants from Greenbelt's Dave McKinnon, Land Stewardship Assistant.
Great Marsh Natural History Cruise	June 26, Wednesday 6:30-8:30pm arrive by 6:15pm Essex River Cruises The Great Marsh, Essex Observe nesting Osprey and other wildlife with Greenbelt's Dave Rimmer, Land Stewardship Director.
Farm Walk + Family Fun	August 10, Saturday 10:00am-noon Alprilla Farm Essex Explore a working Farm followed by a kid-friendly, hands-on activity.
Full Moon Hike	October 12, Saturday 6:30-7:30pm Whittier Hill Amesbury Venture onto the trails for a peaceful moonlit hike with friends, then meet up at Brewery Silvaticus.

REGISTER *Reserve early, events fill up quickly!*
ecga.org/events *Enter code: **GreenbeltMember***



Greenbelt
Essex County's Land Trust

82 Eastern Avenue
Essex, MA 01929

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Essex, MA

Thanks for your membership

TIME TO RENEW?
ecga.org/membership

RSVP **RESERVE YOUR SPOT SOON** *Space is limited*
ecga@ecga.org, 978 768 7241 x10



YOUR EXCLUSIVE INVITATION
Special Excursions
FOR GREENBELT MEMBERS

NEW THIS YEAR!

Our way of saying thanks for your membership.





Membership Appreciation at Greenbelt

FREE!

Special Events

Exclusively for our Greenbelt Members!

Woods Walk & Brewery Meet-up

April 9, Saturday 1:00 - 3:00pm

Lynn Woods Reservation | Lynn

Enjoy a guided hike by Dan Small, Lynn Woods Ranger, then raise a pint on us at Bent Water Brewing Company: *180 Commercial Street, Lynn*

Watercolor & Wine

August 6, Saturday 6:00 - 8:00pm *All materials provided*

Cox Reservation Studio Barn | Essex

A fun, no-pressure watercolor class for beginners with Jess Yurwitz from Slow River Studio: slowriverstudio.com

Film Screening Director Q&A

October 6, Thursday 6:00 - 8:00pm

HC Media Center, Studio 101 | Haverhill *2 Merrimack Street*

"The Merrimack: River at Risk" Film

History of the River and current/future threats explored. Screening followed by Q&A with Director Jerry Monkman.



GreenbeltGo You'll LOVE our New Trails App!

Enhance your trail experience. It's FREE, simple to use and available at your regular app store.

Tutorial: ecga.org/greenbeltgo

Download Now!



82 Eastern Avenue
PO Box 1026
Essex, MA 01929

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REGISTRATION

VIA EMAIL ONLY

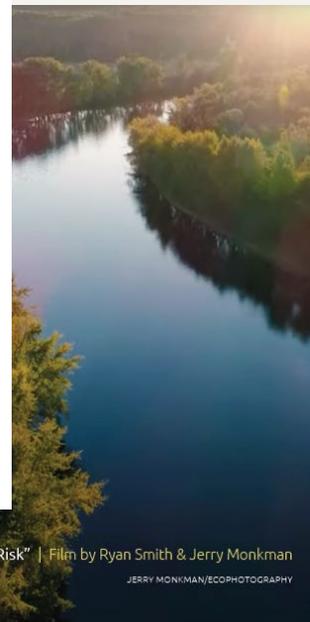
Event registration opens one month prior to each event date.

Be sure we have your email!



ecga.org/membership

Is it time to renew? Consider becoming a monthly Greenbelt Guardian donor.



YOU'RE INVITED!



Special Events

2022 Exclusive Member Events

Our way of saying thanks for your membership



"The Merrimack: River at Risk" | Film by Ryan Smith & Jerry Monkman

JERRY MONKMAN/ECOPHOTOGRAPHY



Membership Appreciation at Greenbelt



FREE! 2025 Appreciation Events
Exclusively for our Greenbelt Members!

May 9
9:00 - 10:30am
Friday
Landscape History Guided Walk
Woodland Acres | Rockport
A guided walk through a distinctive coastal landscape featuring stone walls, vernal pools, pitch pine regeneration, and geological formations.
Led by Greenbelt's Land & Trails Manager, Dave McKinnon

July 10
9:00 - 10:30am
Thursday
Behind-the-Scenes Tour
Iron Ox Farm | Hamilton
A farm tour showcasing the unique collaboration between farmers Stacey and Alex and Greenbelt, centered on sustainable agriculture.
Led by Greenbelt's Stewardship Director, Dave Rimmer

August 13
6:30 - 8:00pm
Wednesday
Merrimack River Sunset Cruise
Yankee Clipper Cruise | Newburyport
Relax on a peaceful sunset cruise along the Merrimack River, while connecting with fellow Greenbelt members.
Led by Greenbelt's Donor & Community Engagement Specialist, Anna Fletcher

October 18
9:00 - 11:00am
Saturday
Drone Presentation & Walk
Cox Reservation | Essex
Discover the technology behind Greenbelt's drone, Queen Bee, and explore how it's used to support conservation efforts.
Led by Greenbelt's GIS Specialist, Becca Smalley



PO Box 1026
Essex, MA 01929

DETAILS
ecga.org/mbevents



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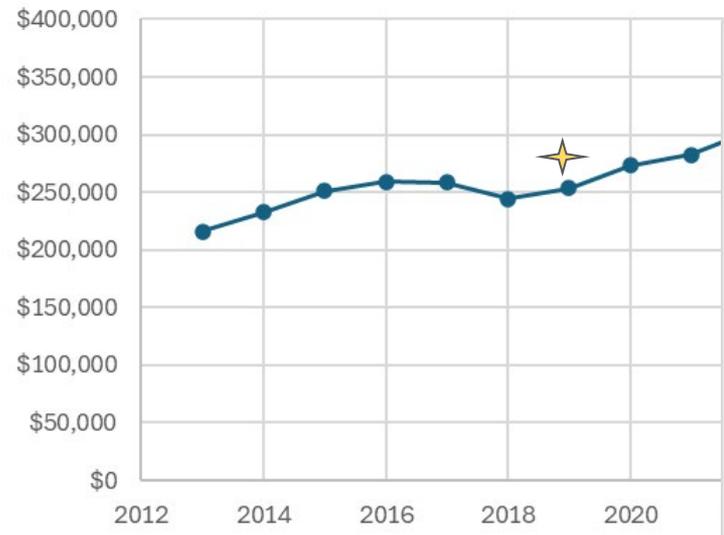
Woods Walk & Brewery Meet-up
Lynn Woods | Lynn



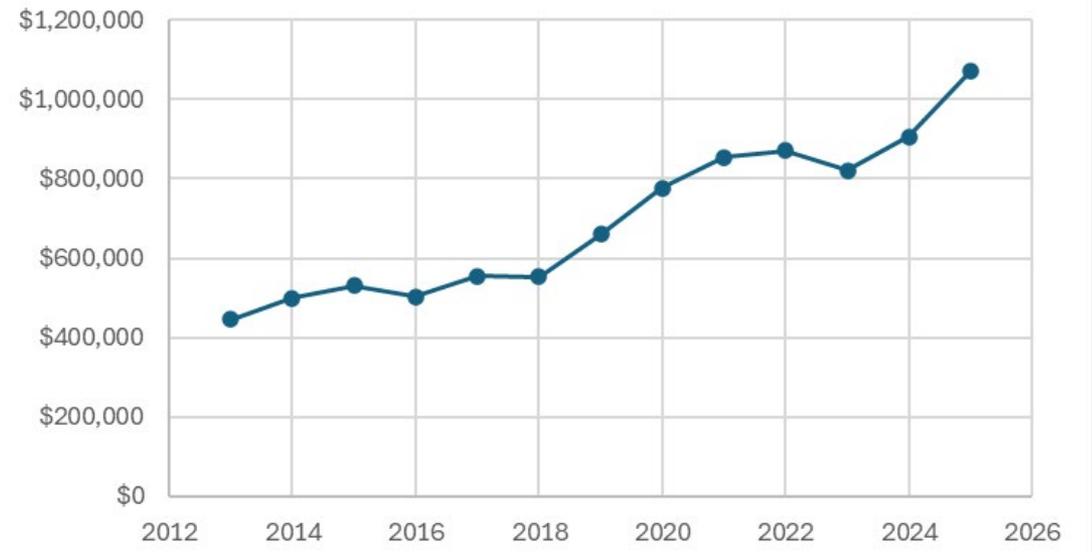
Membership Appreciation at Greenbelt



Membership



Annual Fund





Membership Appreciation at Greenbelt



	2022	2023	2024	2025
Unique attendees	82	198	184	283
Active Today?	82.93%	81.31%	92.93%	
Lapsed Today?	13.41%	13.64%	5.98%	



MAP Challenges



Finding the right type of events: DON'T DO A BOAT CRUISE





MAP Challenges



Finding the right type of events





MAP Challenges

Finding the right type of events



MAP Challenges

Capacity and Registration



Photo: Great Blue Heron

Member Appreciation Event

Rarified Air – One Passionate Birder's Big Year Quest

Boxford Community Center
with expert birder, Gino Ellison

Join us for an engaging presentation with **Gino Ellison**, who in 2023 documented an incredible 802 bird species in a single year across the American Birding Association (ABA) area. In this dynamic talk, he will share the stories behind his "Big Year," from cross-country travel logistics and memorable mishaps to the friendships formed and lessons learned along the way—accompanied by stunning photography. A lifelong Massachusetts resident, conservationist, and Greenbelt member, Gino also leads bird walks for organizations such as Mass Audubon and the Nuttall Ornithological Club.

Saturday, March 28

10:00 - 11:30am

**Boxford Community Center
Boxford, MA**

I'm INTERESTED!

PLEASE READ: Lottery Pick Rules

Members may click the "[I'm Interested!](#)" button above to express interest through Sunday, March 8. If interest exceeds capacity, attendees will be selected by lottery. Selected guests will be notified by March 10 to confirm their registration. Thank you!

Thank you for being a member! This limited events series is our way of showing our appreciation for your membership. If you cannot attend this event, see our [full list of events here](#) — there's always something interesting happening at Greenbelt!



MAP Challenges

Connecting Members





What I Love About Greenbelt's MAP



Greenbelt
Essex County's Land Trust

YOU'RE INVITED!

FREE!

**Greenbelt Member
Appreciation Events**

We had a hardy member turnout
at our 2025 Farm Tour in July
Iron Ox Farm | Hamilton
Join us for our 2026 line up...



Member Appreciation Programs





Charlotte Hand Greeson

Development & Communications Coordinator

Westport Land Conservation Trust

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Rachel Horgan

Director of Development & Community Engagement

Greenbelt | Essex County's Land Trust

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