



Land Trust Alliance - Updates

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New England Program Manager

Land Trust Alliance

LAND TRUST ALLIANCE

RALLY 2023



National Land Conservation Conference

September 6-9 | Portland, OR · Oregon Convention Center



- **Largest Rally ever – with over 2,220 attendees!**
- Over 60 attendees from Massachusetts
- Mark your calendars for Rally 2024 in Providence, RI – September 25-28

GAINING GROUND

Together, saving land for us all

- 13% of the American adult population (33 million people) are motivated to engage with land conservation and excited to make a difference.
- Many want to take action, but need more information about how land trusts can positively impact the climate and environmental issues they care about.
- The campaign was designed to reach these 33 million people through social media, programmatic advertising, streaming radio spots and comprehensive search campaigns.
- Kick off in October with an intensive six-week national advertising campaign.



Gaining Ground Toolkit

- This [digital toolkit](#) includes sample social media, email and website materials you can use to amplify the messages of the Gaining Ground campaign.
- Webinar was held on Sept 14 to share how your land trust can participate. Click [here](#) to view the recording.



Submit your land trust's stories

- **Help us share the good news of land trusts with our new audiences by providing stories about the great work your land trust is doing.**
- We will feature these stories on our various communications channels, including [The Dirt](#), [Saving Land](#), social media, earned media and in emails for the ongoing [Gaining Ground campaign](#).
- Click [here](#) to share your stories.

Appraisers

We're working to increase the pool of qualified appraisers!

- *Uniform Appraisal Standards for Federal Land Acquisitions* “Yellow Book” course Woburn, November 8 – 9. More info [here](#).
- \$300 stipends available for appraisers who are interested in conducting appraisals for land conservation projects.
- How can you help?
 - (1) Please help promote to appraisers in your community.
 - (2) Join for a networking lunch (email jplowden@lta.org for more details)
- Next steps: factsheet of best practices, webinar, networking, mentoring

Climate Adaptation Short Course

The Land Trust Alliance is excited to partner with the Northern Institute of Applied Climate Science

- An online course designed for land trusts actively working on stewardship projects in forests, suburban and urban forests, forested watersheds and wetland systems.
- This course runs October 25- November 15 and includes three 90-minute virtual live classes, a self-guided field session and assignments.
- Instructors will provide guidance, periodic check-ins and coaching.
- [Registration](#) is only \$30 for Alliance Member land trusts/\$40 for nonmember land trusts, thanks to support from the USDA Climate Hubs.

Upcoming webinars - October

- [Engaging Your Board in Fundraising](#) – October 3
- [Developing Equity Informed HR Practices for Your Land Trust](#) – October 17
- [Succession Planning](#) – October 19
- [Preparing for Natural Disasters Part 1: Fire and Smoke](#) – October 26

Upcoming webinars - November

- [Digital Recordkeeping: What Land Trusts Need to Know](#) – November 2
- [IRS Form 8283: What Landowners and Advisors Need to Know](#) – November 7
- [Picking the Right Tool for Acquisition](#) – November 15

Thank you!

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