



D.J. GLISSON, II/FIREFLY IMAGEWORKS

↑ The Piedmont Environmental Council and U.S. Fish and Wildlife Service partnered to restore 2 miles of stream at Sprucepine Branch in Virginia.

“The accreditation seal represents our organization’s commitment to the highest ethical and procedural standards to ensure land in our portfolio is protected forever. Having the seal builds trust with our members of the board, donors and landowners, providing another layer of credibility and accountability. The seal provides the added confidence to donors and supporters that we are adhering to the highest national standards for sound finances, ethical conduct, responsible governance and lasting stewardship.”

—CHRISTOPHER G. MILLER, president,
The Piedmont Environmental Council (VA)

LEVERAGING YOUR ACCREDITATION SEAL

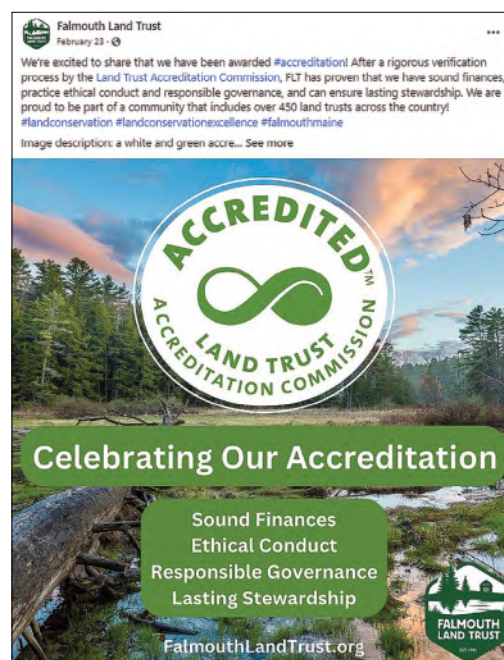
By LISA MCCARTHY

Your land trust has successfully navigated the rigorous application process for accreditation—congratulations! Did you know that the accreditation seal is now one of your most valuable assets?

The value of the accreditation seal only grows as community members come to appreciate what it means for a land trust to be accredited. However, communicating its value sometimes ends up at the bottom of a long to-do list—with so many other priorities it can seem like there is never enough time in the day! The Land Trust Accreditation Commission has been putting together guidance and tools to help land trusts leverage the accreditation seal and to communicate effectively with their communities.

WHAT YOUR ACCREDITATION SEAL SIGNIFIES

Accredited land trusts have met the highest national quality standards for protecting important natural places and working lands forever. They have completed a rigorous review process; exhibited strong ethical practices; and demonstrated fiscal accountability, responsible governance and lasting stewardship of the lands they conserve. Put simply: The accreditation seal tells everyone that your land trust is secure, stable, well-led and ready to stand the test of time.



↑ Example of a social media post with the accreditation seal.

KEY MESSAGES

Your land trust worked long and hard to achieve accreditation. Keep the payoff coming by repeatedly featuring the value of accreditation in outreach and communications. Here are three central messages to consider:

1. Accreditation is how we make good on the promise of perpetuity. Protecting land forever is essential to our communities.
2. Accreditation doesn't just prove our organizational excellence; it makes us better. It keeps us planning and growing to meet evolving community and landowner needs.
3. Accreditation is why we are a trusted long-term investment. In a comprehensive and rigorous evaluation by our peers, we demonstrated that we operate at the highest level in the land trust field.

REIGNITING COMMUNICATIONS

A few years after accreditation, it can be easy to take your achievement for granted. Promoting more recent accomplishments can take on greater urgency. Here are some ideas to reignite communications related to your accreditation:

- Ask owners of new lands you've conserved to speak to the importance of protecting their land in perpetuity and how accreditation played a role in their decision to work with your land trust.
- Share examples on a regular basis about how your land trust has added or changed policies or plans in response to evolving standards in the field.
- Keep asking donors how being accredited factors into their trust in your organization and share their stories.

COMMUNICATIONS CONSISTENCY

Keeping accreditation at the forefront of your promotions doesn't have to be difficult. You can continue to leverage the methods or channels of communications you use today:

- For example, use the seal in social media, your website, digital or print newsletters, donor mailings, events and blog posts.
- You'll want to stay on the lookout for landowner, donor, operations and other examples that illustrate the ongoing positive impact of accreditation. Package and incorporate these examples across your various channels.
- The key is consistency of communications. Accreditation is one of your land trust's most valuable assets—you'll maximize that value by regularly drawing attention to your status as an accredited land trust and the difference it makes.

YOU'VE GOT THIS!

Remember, your base of landowners, donors and friends is constantly growing and changing. The same is true of your board and staff. There will always be new people who will appreciate knowing the significance of the Land Trust Accreditation Commission seal. Your land trust earned the right to display the seal. We encourage you to keep spreading the word about this mark of excellence.

Find more tools and resources at landtrustaccreditation.org/promoting-your-accreditation/promotional-ideas. ☺

LISA MCCARTHY is the communications liaison at the Land Trust Accreditation Commission.

LAND TRUST ACCREDITATION COMMISSION

An independent program of the Land Trust Alliance

landtrustaccreditation.org

ACCREDITATION RENEWALS

Congratulations to the 31 land trusts that achieved renewal this August. Each of these land trusts has made a commitment to having sound finances, ethical conduct, responsible governance and lasting stewardship. The accreditation process engages board and staff, ensures land trusts stay current with best practices and better positions land trusts to defend and steward their lands. The promise of perpetuity is a serious responsibility. These 31 land trusts have told their communities that they intend to keep that promise through their investment in accreditation.

- Ammonoosuc Conservation Trust (NH) ♦
- Cayucos Land Conservancy (CA)
- Chebeague & Cumberland Land Trust (ME) ♦
- ClearWater Conservancy (PA) ♦
- Columbia Land Trust (WA) ♦
- Congaree Land Trust (SC) ♦
- Connecticut Farmland Trust (CT) ♦
- Conservation Florida (FL) ♦
- D&R Greenway Land Trust (NJ) ♦
- Downeast Coastal Conservancy (ME)
- Edmund Niles Huyck Preserve (NY)
- Interior Alaska Land Trust (AK)
- Jo Daviess Conservation Foundation (IL) ♦
- Landmark Conservancy (WI) ♦
- Methow Conservancy (WA) ♦
- Midcoast Conservancy (ME) ♦
- Mississippi Valley Conservancy (WI) ♦
- Mountain Area Land Trust (CO) ♦
- Native Prairies Association of Texas (TX)
- Natural Land Institute (IL)
- North Carolina Coastal Land Trust (NC) ♦
- Rensselaer Plateau Alliance (NY)
- San Juan Preservation Trust (WA) ♦
- Southern Plains Land Trust (CO)
- The Wetlands Conservancy (OR) ♦
- Upper Savannah Land Trust (SC)
- Upper Valley Land Trust (NH) ♦
- Western Pennsylvania Conservancy (PA) ♦
- Whatcom Land Trust (WA) ♦
- Whidbey Camano Land Trust (WA) ♦
- Wyoming Stock Growers Land Trust (WY) ♦

List as of August 2023 ♦ Denotes second renewal