

# LAND TRUST ACCREDITATION COMMISSION



An independent program of the Land Trust Alliance

## Promoting Your Accreditation Media Packet Extended Term Edition

**Congratulations on renewing your accreditation and on your extended, seven-year term!**

Your organization put in the hard work and now it's time to celebrate the good news! Sharing your achievement with your donors, supporters, volunteers, partners, local politicians, and funders is a great way to let your community know that your land trust has been verified to meet the highest national standards in land conservation practices. **You also have a special message to share; your organization has been accredited for 15 years!**

Here are **four steps** your organization can take to announce your renewal (**make sure to check your embargo date before releasing any announcement**):

1. Make sure the seal is on your website and linked to [www.landtrustaccreditation.org](http://www.landtrustaccreditation.org). Please use our [Seal Style Guide](#), which shows you how to use our seal on your website. You can find many different file formats of the [accreditation seal on our website](#). If you need assistance or are unsure which file format to use, please reach out to the communications liaison at the Land Trust Accreditation Commission, [Lisa McCarthy](#). Your organization may want to consider adding a section or page to your website explaining what it means to be accredited (see [Finger Lakes Land Trust's website](#) for a great example of what this could look like).
2. Post an announcement on your social media channels ([see sample social media posts below](#)).
3. Put together a press release ([see sample press release below](#)).
4. Write a story about your renewal experience and share it in your digital or print newsletter.

**Questions about promoting your accreditation?**

Contact Lisa McCarthy | [lmccarthy@landtrustaccreditation.org](mailto:lmccarthy@landtrustaccreditation.org)

## Sample Social Media Posts

Social media is a great way to get the word out to your supporters. It's easy, fast and free! Remember to use hashtags to leverage more visibility and to connect with other organizations. Feel free to use the examples below verbatim (making sure to fill in your information) or create your own posts.

### Facebook/LinkedIn Post Photos

To use the pictures below, right click on the picture and click 'save as picture'.

Scroll down ([or click here](#)) for sample post language.



**CELEBRATE THE  
GOOD NEWS  
WITH US!**



**WE DID IT**





# Celebrating our Accreditation

sound finances | ethical conduct | responsible governance | lasting stewardship



We've got good news!

We did it!



**Instagram Post Photos** To use the pictures below, right click on the picture and click 'save as picture'.  
Scroll down ([or click here](#)) for sample post language.



# OUR LAND TRUST HAS



- ◆ SOUND FINANCES
- ◆ ETHICAL CONDUCT
- ◆ RESPONSIBLE GOVERNANCE
- ◆ LASTING STEWARDSHIP

## TRUST US!

**CELEBRATE THE  
GOOD NEWS  
WITH US!**



**WE DID IT**







**We've got  
good news!**





**Sample post language:** use the language below in your post or feel free to craft your own.

1. We're celebrating 15 years of being an accredited land trust! After a rigorous verification process by the @landtrustaccreditation, [name of land trust] has proven that we have sound finances, practice ethical conduct and responsible governance and can ensure lasting stewardship. A win for conservation and our community!  
#landconservation #landconservationexcellence

2. Did you know [name of land trust] goes through a rigorous process to ensure we are operating at the highest possible conservation standards? The @landtrustaccreditation, the national accrediting body for land trusts, has renewed our accredited status for the 3<sup>rd</sup> time – 15 years! We are proud to work with [name of community] to protect the places we love. #accreditation #landconservation #landconservationexcellence
3. Celebrate with us, our #accredited status has been renewed! [name of land trust] has been verified to be practicing at the highest possible conservation standards for the past 15 years by the @landtrustaccreditation, the national accrediting body for land trusts. There are over 470 accredited land trusts across the country, and we are proud to be part of this community. #landconservation #landconservationexcellence

## Sample Press Release

Below is a sample press release your land trust may use to help publicize its accredited status beginning the morning of [check your embargo date]. Use of this sample is optional; you can use your standard press release to promote your achievement or create something entirely new. Some outlets and stakeholders you may consider sending it to include:

- Local, regional and statewide newspapers
- Land trust members and donors
- Landowners and neighboring landowners
- Partner organizations
- Local, state and national representatives and other public officials

*The Alliance may be able to help you identify media contacts and outlets to whom you can send your press release. For help, contact Corey Himrod, Media Relations Manager ([chimrod@lta.org](mailto:chimrod@lta.org)) at least several days in advance of your desired announcement date for additional information about this complimentary service.*

[YOUR LOGO]

FOR IMMEDIATE RELEASE

Contact: [NAME]

[TITLE]

Phone 000-000-0000 | username@domain.org

## **[LAND TRUST] has achieved fifteen years of national recognition**

*Accreditation denotes a strong commitment to public trust and conservation excellence*

[CITY], [STATE] [MONTH DAY, YEAR] – [LAND TRUST] has been awarded one of the highest distinctions in private land conservation, accreditation by the Land Trust Accreditation Commission, for the fourth time. Since [YEAR FOUNDED], [LAND TRUST] has been protecting natural spaces for the people of [PLACE] and for the past 15 years, [LAND TRUST] has been proving that, as part of a network of more than 470 accredited land trusts across the nation, it is committed to meeting the highest national standards of conservation and protecting land, forever.

“[LAND TRUST] is proud to be part of the [COMMUNITY] and takes our promise of protecting our lands seriously,” said [NAME, TITLE]. The accreditation process verifies that we have demonstrated fiscal accountability, strong organizational leadership, sound transactions and lasting stewardship. Our ongoing commitment to renewing our accreditation means we continually strengthen our organization and are ready to meet challenges so that special places – such as [SPECIAL PLACE] – will be protected now and for future generations.”

[LAND TRUST] provided extensive documentation and was subject to a comprehensive third-party evaluation prior to achieving this distinction. The Land Trust Accreditation Commission awarded renewed accreditation, signifying its confidence that [LAND TRUST]'s lands will be protected forever. Accredited land trusts now steward more than 50 million acres – that’s approximately 23 times the size of Yellowstone National Park.

[IF NOT COVERED ABOVE, INSERT A PARAGRAPH TO SUMMARIZE YOUR LAND TRUST AND RECENT OR HISTORICAL ACCOMPLISHMENTS THAT GENERAL AUDIENCES MAY RECOGNIZE OR APPRECIATE. YOU MAY WANT TO EMPHASIZE NOTABLE PROPERTIES CONSERVED OR OTHER WAYS THE LAND TRUST IS KNOWN WITHIN THE COMMUNITY. YOU WILL WANT THREE TO FIVE LINES OF TEXT INSERTED HERE.]

“The role of renewing accreditation has always been to maintain public trust in the accreditation seal by ensuring accredited land trusts continue to meet national standards,” said Melissa Kalvestrand, executive director of the Commission. “[LAND TRUST] has been part of this program for more than 15 years and we are proud to recognize its commitment to conservation excellence,”

A complete list of accredited land trusts and more information about the process and benefits can be found at [www.landtrustaccreditation.org](http://www.landtrustaccreditation.org).

About the [LAND TRUST]

[LAND TRUST LONG DESCRIPTOR]

### **About Land Trust Accreditation Commission**

The Land Trust Accreditation Commission inspires excellence, promotes public trust and ensures permanence in the conservation of open lands by recognizing organizations that meet rigorous quality standards and strive for continuous improvement. The Commission, established in 2006 as an independent program of the Land Trust Alliance, is governed by a volunteer board of diverse land conservation and nonprofit management experts. For more, visit [www.landtrustaccreditation.org](http://www.landtrustaccreditation.org).

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