

2018 – 2019 STRATEGIC PLAN

During tremendous, unprecedented growth, ACRES' board of directors presents our strategic plan for the next two calendar years:

ACRES has remained relevant and strong for the past 57 years, but our leadership does not take it for granted that doing what we did in the past will necessarily be the best approach for success in the future. This strategic plan challenges the organization to ensure its continued success through internal and external evaluation, refining the organization based on these evaluations, and attracting more people to the organization.

ACRES will conduct a thorough evaluation of the organization and how we operate.

We undertake this evaluation from a position of strength. Our organization is well respected, has diverse funding sources, is growing, and has great board and staff members. Now is the time to perform an evaluation—to maintain the health of the organization with a focus on our mission of ensuring existing and future acquired land will be preserved forever.

ACRES is experiencing momentum and building capital (human, financial, reputation) like never before. The period of evaluation this plan prescribes will help us invest this momentum in a targeted and successful way.

In summary, for 2018 – 2019 ACRES will:

ATTRACT new investors, members, donors and volunteers while maintaining the accelerated rate of land acquisition we achieved during the past five years.

EVALUATE our mission statement, values and vision, perform community needs assessments, assess office space and function, and assess staff utilization.

REFINE OUR WORK BY IDENTIFYING AND CREATING acquisition plans for large conservation areas, reducing impact to nature preserves by shifting some agricultural and recreational activities to protected lands, expanding members' connection to the ACRES story through a Preserve Portfolio book, and growing our commitment to land management of our growing number of preserve acres and protected lands

These goals will take your land trust into our next period of operations, during which ACRES will complete the evaluation as planned, while achieving the goals. New goals in a new strategic plan will be created after the evaluation is complete.

To view the complete 2018-2019 Strategic Plan, visit acreslandtrust.org/stratplan

