

Greene Land Trust

POLICY 1: Mission, Planning & Outreach

The Greene Land Trust (GLT) has a responsibility to act in ways that benefits public rather than private interests. The Board of Directors, staff and other persons connected with the GLT's governance must have a similar understanding of the Trust's mission. The GLT's mission must be short and long term plans which identify specific goals and the tasks necessary to achieve them. The development of a mission statement is an effective tool to help the GLT measure potential programs, projects or initiatives against its desired purpose.

Policy 1.a Mission Statement

- The GLT will adopt a written mission statement which specifies the public interests served by the organization.
- The GLT Board of Directors may consult with staff and other interested parties in the development of the Trust's mission statement. The Board may use any reasonable method to solicit input into the development of the Trust's Mission Statement, or in its annual review.
- The GLT shall make certain its mission statement is well publicized by using it on the Trust's letterhead, newsletters, web pages and any other publications.
- The GLT shall insure that its mission statement is consistent with the requirements of maintaining its tax exempt status as well as any applicable local, state or federal regulations which may apply to the Trust's existence.
- The GLT Board of Directors shall annually review the Trust's mission statement. The GLT Mission Statement shall be reviewed and approved or validated at the Trust's annual reorganization meeting.

Policy 1.b Strategic Planning

As an organization, it is important for the GLT to develop both short-term (annual) as well as long-term plans which will guide the Trust's activities. Planning is critical to insure the GLT takes advantage of the opportunities it is presented, as well as to maximize the efficiency of its resources.

I. Annual Work Plan: Annually, the GLT shall develop a detailed work plan to guide the Trust's activities over the coming year.

- The Annual Work Plan shall be used to develop the Trust's budget.
- The Annual Work Plan shall be adopted at the Trust's annual meeting

- The Annual Work Plan shall be disseminated to the general public, partners and other interested parties via press releases and newsletter articles, as well as posted on the GLT web page.

II. Long Range Strategy: The GLT shall periodically develop a long range strategy which guides the Trust’s activities over an extended period.

- The Long Range Strategy shall be developed to cover a period of no less than three (3) years and for no more than five (5) years.
- The GLT Board of Directors will develop the Long Range Strategy by seeking the input of the general public as well as partnering agencies and organizations.
- The GLT Long Range Strategy will be disseminated by direct mailing to all local municipalities, partnering agencies and other audiences as may be identified by the GLT. The Long Term Strategy will also be announced to the public via press release and the GLT web page

III. Strategic Plan Review: Periodically, the GLT will undertake a review of its strategic planning documents to insure they are consistent with the Trust’s mission, goals and changing circumstances.

- The GLT will review its Annual Work Plan on a quarterly basis at a regular meeting of the Board of Directors. As appropriate, the GLT will amend the Annual Work Plan by a simple motion of the Board.
- The GLT will review its Long Range Strategy on an annual basis.
- As appropriate, the GLT will convene an advisory committee comprised of Board of Directors, staff and other interested stakeholders to review the status of the Trust’s Long Term Strategy. The GLT advisory committee will be established so as to provide a broad representation of issues that are included to the Trust’s long Range Strategy.
- The GLT shall adjust the term of its Long Range Strategy as necessary to address the Trust’s growth, level of activities, new opportunities or other factors that may require urgent attention.
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Policy 1c Public Outreach

The GLT will communicate its mission, goals and/or programs objectives to members, donors, landowners, the general public, community leaders, conservation organizations and others in its service area as appropriate to carry out its mission. The GLT will periodically evaluate its public outreach methods and will include a detailed outreach plan in the GLT’s annual and long range strategies. The GLT may use the following or other methods to meet this policy.

- Outreach Materials (i.e. brochures)

- Newsletters
- Annual reports
- Educational events
- Field trips and outings
- Public presentations
- Press releases
- Website
- Meeting with Community Leaders
- Communications with Other Conservation Organizations

Adopted: