



OAK HERITAGE

CONSERVANCY

2021-2024 Strategic Goals

1. Oak Heritage increases the pace and quality of conservation in southeast Indiana.

- Pursue “Big Win”: Protect Crooked Creek Waterfall in partnership with the City of Madison.
- Launch the Land Protection and Stewardship Committee. Committee sets timeline and metrics for the following goals:
 - Update and adopt a land protection scoring system for assessing potential land protection projects. Ensure scoring considers:
 - Our explicitly separate goals of preserving land as habitat, and as a place for people to fall in love with nature.
 - Overlapping priority areas including INSWMP, TNC, and DNR Division of Nature Preserves and review shared goals with each partner.
 - Potential corridors or clusters of conservation projects to increase ecological impact.
 - Update all 2018-2021 Stewardship plans, prioritize potential projects, and seek grants to carry out highest priority needs.
 - Rank each preserve by invasive species load. Invasives work will be based on our philosophy (focusing our energy on protecting high quality habitat) and whether invasives present at a given preserve can be effectively managed by volunteers. Use this classification to inform monthly stewardship volunteer days.
- Develop a robust land protection pipeline, with at least three projects under consideration at all times.
- Expand our volunteer efforts:
 - Create a monthly volunteer stewardship work day on our preserves. Engage at least 10 volunteers per month.
 - Host at least two standalone volunteer work days on our preserves. Engage at least 50 volunteers per year.
 - Expand our Preserve Steward program so that we have a steward for each property, monitoring all Oak Heritage properties quarterly.

2. Many and diverse people spend time in nature, and are engaged in conservation.

- Pursue “Big Win”: Hire an Education and Outreach Coordinator to organize, promote, and host a robust schedule of hands-on nature programs, including Reverse Field Trips, events on our preserves, and volunteer opportunities.

- *Pursue “Big Win”*: Our three-year trail building initiative will transform seven of our preserves into community assets, complete with safe parking, trails, and interpretive signage.
- Launch our Education and Outreach Committee. Committee sets timeline and metrics for the following goals:
 - Offer a suite of hands-on programs allowing Oak Heritage to engage with the community weekly
 - Create at least five programs per year designed to serve visitors we are not reaching, especially students, BIPOC visitors, and older participants.
 - Develop at least two programs per year that think of Oak Heritage as more than our protected land: help people across our 11 counties plant more trees, understand the importance of native species and biodiversity, and do more at their homes and in their lives.
 - Develop and pursue at least two major programs per year that are a community-wide collaborative (like the Park Hop), and reach far beyond our base.
 - Create a biodiversity list for one of our preserves via bioblitz or other volunteer efforts.
 - Set a publicity plan to be used for all events, including press releases, radio interviews, social, etc.
- Update web presence for preserves so that the community can easily find preserve guides, trail details, parking, etc.
- Make our programs more welcoming to BIPOC community members. Potential actions including identifying implicit bias in our events and outreach materials, and translating outreach and education materials into Spanish.

3. Oak Heritage has a robust financial foundation.

- Launch our Fundraising and Membership Committee. Committee sets timeline and metrics for the following goals:
 - Reach out to former members via letter and listening session.
 - Continue launch of Planned Giving program:
 - Host workshop for estate planning lawyers
 - Expand where our brochures are positioned, including in legal and conservation offices throughout southeast Indiana.
 - Host at least six membership recruitment events per year, including tabling at farmers markets, brewery nights, etc.
 - Host a matching opportunity via our annual appeals in 2021-2022 that raises \$15,000 to support our education programming.
 - Develop ten key donors via this matching initiative.
 - Build our base of supporters to 250 members, including 50 monthly members.
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