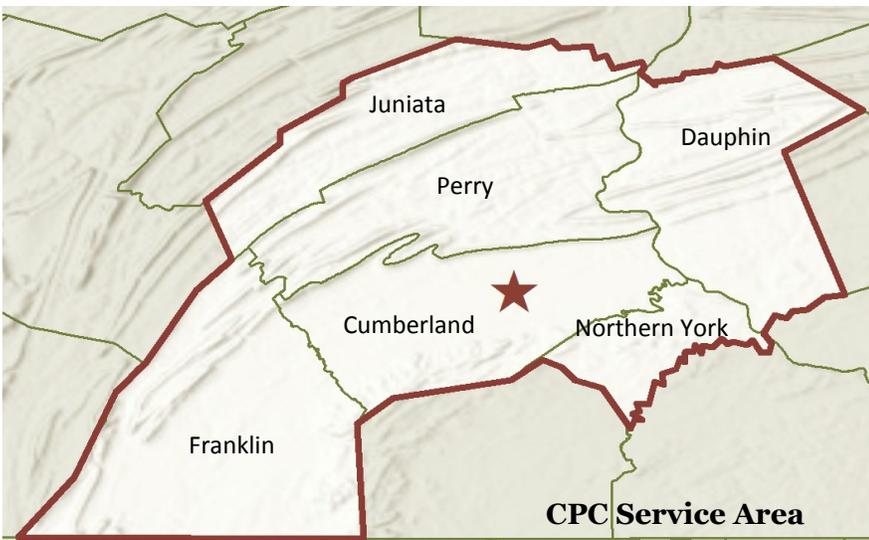


STRATEGIC PLAN 2020-2022



Our Mission: to acquire, preserve and protect local land and natural resources in South-Central Pennsylvania.

Our Vision: to create a local network of permanently protected and preserved lands by fostering a community committed to conservation and acquiring key lands and easements.



3-Year Strategic Vision

- ◇ CPC is recognized and respected as the preeminent land trust organization among communities in Cumberland, Franklin, Perry, Juniata, Dauphin Counties, and Northern York County.
- ◇ Letort Spring Garden Preserve is restored, preserved, and managed for sustainable public use.
- ◇ Through adequate staffing, CPC has developed long-term fundraising and outreach strategies to remain effective and relevant.
- ◇ CPC has developed and refined a variety of successful models to facilitate land conservation in our service area.



STRATEGIC PLAN 2020-2022



Organizational Capacity & Governance

- ⇒ Compensate existing staff adequately for their time, effort, and experience.
- ⇒ Create and hire a Stewardship & Outreach Coordinator.
- ⇒ Strengthen and diversify board membership with multisector expertise to further the organizational goals.
- ⇒ Evaluate and improve board committee structure to increase engagement and follow governance best practices.

Scope, Relevancy, Communications

- ⇒ Identify CPC's user communities and geographic reach through proactive planning.
- ⇒ In key landscapes and watersheds, create strategies to protect high priority parcels.
- ⇒ Consistently communicate the importance of protecting our priority landscapes-the Kittatinny and South Mountain.
- ⇒ Communicate the link between protecting local water resources and the overall health of the Chesapeake Bay watershed.
- ⇒ Upgrade CPC website, social media presence, and signage at protected properties.
- ⇒ Conduct targeted outreach to user groups.

Financial Sustainability

- ⇒ Conduct long-term financial planning to increase annual revenue 25% by 2023.
- ⇒ Update CPC's Financial Policy.
- ⇒ Create a Fundraising Committee of the Board. Hire a fundraising consultant to create an overall fundraising strategy and assess feasibility of a capital campaign.
- ⇒ Establish specific goals for major donor support, grants, and membership.
- ⇒ Evaluate and improve CPC's membership program for better outreach and retention.

Land Protection & Stewardship

- ⇒ Articulate CPC's long-term restoration and management goals for the Letort Spring Garden Preserve.
- ⇒ Create a new Land Stewardship Committee to effectively steward protected land and develop a strategy for stewarding CPC's fee preserves in Juniata County.
- ⇒ Secure new members for CPC's Land Protection Committee, especially from Perry and Franklin Counties.
- ⇒ Address actions necessary to renew CPC's national land trust accreditation status.