

Northcentral Pennsylvania Conservancy

2005 Work Plan

The most important lands are conserved in perpetuity.

Identify and prioritize critical lands for protection by NPC.

2006	Leads (S) & Board (B)	When
Develop a conservation plan for the region NPC works in <ul style="list-style-type: none"> Finalize document Review with Technical Committee 	S – Charlie B -	
Identify up to 4 focus areas to concentrate outreach, education, and relationship building <ul style="list-style-type: none"> Review those outlined in draft land protection plan Discuss with Technical Committee Develop contact list for each focus area Develop timeline for each focus area 	S- Charlie B -	
Participate in developing and implementing broader conservation plans that achieve NPC's conservation goals <ul style="list-style-type: none"> Continue work with the Susquehanna Greenway Continue work with the Pine Creek Watershed River Conservation Plan Begin meeting at least twice a year with other conservation groups in Bradford County per their Rec. Plan 	S – Charlie and Reneé B -	

Encourage landowners in priority areas to consider conservation agreements and other conservation options.

2006	Leads (S) & Board (B)	When
Complete the land protection options brochure <ul style="list-style-type: none"> Locate a volunteer editor to review the document Locate a volunteer to research other organizations information and provide a report with suggested changes <ul style="list-style-type: none"> what are we missing are the things that we can restate so they are more effective Re-write the existing brochure Information to Janice for layout so it can be copied and updated in NPC's office Sent to MAS for printing 	S - Reneé	2/20 2/20 4/17 4/17 4/17
Identify outlets for the information <ul style="list-style-type: none"> Find a volunteer to compile a list of woodland owner's association contacts, ag. preservation boards, and other groups that may have interested members Contact those groups to determine if they will or can distribute brochures 	S – Renee'	5/15 6/19

Identify and prioritize properties with conservation value in the focus areas		
Develop a contact list for landowners within each focus area and conduct an introductory mailing to them		

Respond to opportunities presented by landowners and conservation partners that may lead to protection of high value conservation properties.

2006	Leads (S) & Board (B)	When
Develop evaluation criteria to rank potential projects that fall outside focus areas		
Initiate negotiations on conservation opportunities that meet responsive criteria		

Steward the conservation values of lands protected by NPC.

2006	Leads (S) & Board (B)	When
Develop and implement a yearly monitoring plan to ensure all conservation easements are monitored		
Contact the owners of all eased lands at least once yearly in addition to the yearly monitoring		

The community understands how conservation and NPC can help achieve landowner and community goals.

Contact landowner advisors and other partners to promote the use of private conservation options.

2006	Leads (S) & Board (B)	When
Identify those advisors in NPC's database and ensure they receive communication from NPC		
Determine advisors that are missing from NPC's database and add them		
Identify groups that can assist in communicating and educating advisors		

Keep our members and supporters informed of our activities

2006	Leads (S) & Board (B)	When
Create, publish and distribute a quarterly newsletter that is also posted to the website		
Winter		
▫ Contact SBR to determine date for articles to be due	S- Renee	12/15/05
▫ Contact MAS to discuss timeline	S – Renee	12/15/05

<ul style="list-style-type: none"> ▫ Notify Connie and Charlie of due date ▫ Information to SBR ▫ Draft reviewed and final version approved ▫ .pdf e-mailed to MAS ▫ Mailing list created ▫ Information to Pronto for mailing 	<ul style="list-style-type: none"> S – Renee S – Everyone V – Helen SBR S – Connie S – Connie 	<ul style="list-style-type: none"> 12/17/05 1/5/06 1/12/06 1/15/06 1/15/06 1/15/06
Spring		
<ul style="list-style-type: none"> ▫ Contact SBR to determine date for articles to be due ▫ Contact MAS to discuss timeline ▫ Notify Connie and Charlie of due date ▫ Information to SBR ▫ Draft reviewed and final version approved ▫ .pdf e-mailed to MAS ▫ Mailing list created ▫ Information to Pronto for mailing 	<ul style="list-style-type: none"> S- Renee S – Renee S – Renee S – Everyone V – Helen SBR S – Connie S – Connie 	<ul style="list-style-type: none"> 3/15 3/15 3/17 4/5 4/12 4/15 4/15 4/15
Summer		
<ul style="list-style-type: none"> ▫ Contact SBR to determine date for articles to be due ▫ Contact MAS to discuss timeline ▫ Notify Connie and Charlie of due date ▫ Information to SBR ▫ Draft reviewed and final version approved ▫ .pdf e-mailed to MAS ▫ Mailing list created ▫ Information to Pronto for mailing 	<ul style="list-style-type: none"> S- Renee S – Renee S – Renee S – Everyone V – Helen SBR S – Connie S – Connie 	<ul style="list-style-type: none"> 6/15 6/15 6/17 7/5 7/12 7/15 7/15 7/15
Fall		
<ul style="list-style-type: none"> ▫ Contact SBR to determine date for articles to be due ▫ Contact MAS to discuss timeline ▫ Notify Connie and Charlie of due date ▫ Information to SBR ▫ Draft reviewed and final version approved ▫ .pdf e-mailed to MAS ▫ Mailing list created ▫ Information to Pronto for mailing 	<ul style="list-style-type: none"> S- Renee S – Renee S – Renee S – Everyone V – Helen SBR S – Connie S - Connie 	<ul style="list-style-type: none"> 3/15 9/15 9/17 10/5 10/12 10/15 10/15 10/15
<p>Maintain and upgrade the website to inform new visitors, NPC supporters, and non-supporters</p> <ul style="list-style-type: none"> • Review website and ensure changes provided in September have been made • Review pages and ensure information is accurate and up to date • Using photos from NPC's computer files, verify the site has at least 1 photo per project, with a maximum of 5 per project 	<ul style="list-style-type: none"> S- Renee V - Helen 	<ul style="list-style-type: none"> 1/31 2/1, 4, 6, 8, 10, 12 4/1
<p>Utilize e-mail notices to keep supporters informed of upcoming events, project successes, and other critical matters.</p> <ul style="list-style-type: none"> • This is done on an on-going basis as needed. Check the various fundraisers and membership events for dates when notices will go out about those events 	<ul style="list-style-type: none"> S - Renee 	

Broadly educate the community about the importance of conservation.

2006	Leads (S) & Board (B)	When
Update outreach materials using the TNC/TPL poling language <ul style="list-style-type: none"> Review NPC brochures and website in relation to polling language Make changes to membership brochure Make changes to land protection options brochure Make changes to website 	S – Reneé V- Helen	1/16 1/31 4/17 6/30
Contact current and potential partners and offer to speak at a meeting <ul style="list-style-type: none"> Develop list of partners Draft letter Schedule as contacted Contact NPC volunteers who have given programs in the past Schedule a training session to provide them with updated information 	S- Reneé	6/16 8/31 6/16 8/31
Create a list of community events and work to attend 4 a year with the NPC display <ul style="list-style-type: none"> Try to find a volunteer to take on this project Contact Visitor's Bureaus and other entities for information on yearly community events Contact NPC members in those areas for input on events that are appropriate for NPC to attend Select events to attend Contact NPC members in that area and ask for assistance in manning the booth For 2006 <ul style="list-style-type: none"> Trout Kick-off in Williamsport <ul style="list-style-type: none"> Contact TU for the date Try to locate a volunteer to coordinate the volunteers needed for the event Contact past volunteers for their assistance Schedule a brief training for those interested A second Friday in Lock Haven with Lycoming Students work <ul style="list-style-type: none"> Contact Elizabeth Lynch for the contact Determine if Lycoming's students are interested Find a location for them to set-up Send notice to our members of our participation Send out press releases about our participation 	S - Reneé	5/30 7/30 7/30 9/30 9/30 2/3 2/17 2/24 3/7 11/11/05 11/30/05 12/31/05 2/3 1/27, 2/3

NPC has a diverse and committed group of people to lead its efforts.

Develop a diverse, involved, and strong Board to lead the organization.

2006	Leads (S) & Board (B)	When
Review and update the board member handbook		
Develop a board make-up grid and update it with the current board		
Recruit board members to maintain the board at 16		

members		
Develop annual training calendar for board training and development		

Grow the capacity of staff to support the mission.

2006	Leads (S) & Board (B)	When
Create a staff development plan to define training and development needs for staff		
Locate training programs to provide staff with necessary skills and training and send them to reasonable training. <ul style="list-style-type: none"> Discuss with staff what they feel their training needs are Research training options and costs Register staff for training 	S – Renee'	1/16 2/20 3/20
Determine the database needs of the organization, how the staff's skills relate, and decide what additional resources, if any are needed.		

Improve the effectiveness of the committee and advisory structures of NPC.

2006	Leads (S) & Board (B)	When
Develop committee descriptions for each committee		
Determine what advisory roles are available and should be filled		
Develop an on-going list of specific volunteer needs and advertise those to members		

NPC has stable, predictable, and growing resources to support its mission.

Strengthen annual giving as the foundation of financial support.

2006	Leads (S) & Board (B)	When
Create a fundraising structure within NPC		
Review and evaluate current fundraising projects for their effectiveness		
<i>Celebrity Waiter</i> <ul style="list-style-type: none"> Contact the Herdic House to determine their interest in continuing the event Remind them that the newspapers will often run a follow-up article, but it needs to be timely, so NPC will need a final figure the Monday after the event of the total raised Locate a volunteer to oversee the event Create a list of past year's waiters Contact those waiters to determine their interest 		

<ul style="list-style-type: none"> ▫ If new waiters are needed, develop a list of potential candidates ▫ Contact those individuals ▫ Develop a flyer and distribute to waiters ▫ Ask them to encourage friends, family, etc. to dine that evening for NPC • Send out a round of press releases • Board members receive • Contact Ken Sawyer and schedule a time for the volunteer and a guest waiter or Gloria or Marcia to appear on Ken's show • Send out a second round of press releases and follow-up with the Sun-Gazette • Contact Gloria and Marcia for a list of reservations • Distribute names to Board and waiters • Contact Gloria and Marcia for a list of reservations • Distribute names to Board and waiters • Locate a raffle item for the evening ▫ Contact Blair Brothers Goldsmiths to determine if they will be donating a piece of jewelry ▫ If not, try other jewelers • Create table tents for the evening • Draft a thank you letter to the volunteers (signed by volunteer hostess and ED) • Mail letters thanking waiters, jeweler and Herdic House • Send out a round of press releases with a photo of the event and the amount raised 		
<p><i>Earth Day at Franco's</i></p> <ul style="list-style-type: none"> ▫ 		
<p><i>Silent Auction</i></p> <ul style="list-style-type: none"> ▫ 		
<p><i>Cheesecake Sales</i></p> <ul style="list-style-type: none"> ▫ 		

<p><i>Golf Tournament</i></p> <ul style="list-style-type: none"> •Set date for 2006 tournament •Save the date postcard <ul style="list-style-type: none"> ▫ Get information to Janice ▫ Postcard to MAS ▫ Create mailing list ▫ Mailing list to Pronto (postcard delivered by MAS to Pronto) •Mailing list exchange <ul style="list-style-type: none"> ▫ Locate a tournament that is close enough people would drive to NPC's tournament, but not too close that NPC's tournament "competes" with the other tournament ▫ Contact an organizer and ask to swap lists for a one-time mailing to their list ▫ Receive the information, preferably as an Excel Spreadsheet ▫ Review the mailing information and make any adjustments needed to use with NPC's information •Set the Pricing <ul style="list-style-type: none"> ▫ Gather together information on other tournaments in the area ▫ Evaluate where NPC's prices are in comparison to other tournaments ▫ Using that information set the pricing •Full brochure <ul style="list-style-type: none"> ▫ Get information to Janice ▫ Review draft and approve final ▫ MAS prints ▫ Mailing list of NPC players and from exchanged list created ▫ Mailing list taken to Pronto ▫ Extra brochures distributed to committee members •Contests <ul style="list-style-type: none"> ▫ Determine what contests will be offered ▫ Determine the types of prizes needed for the tournament (i.e. 50:50 pot vs. prize item) ▫ Pull list of previous prize donors ▫ Assign contacts to previous prize donors ▫ Contact ▫ Follow-up ▫ Follow-up #2 if needed ▫ Final prize list compiled ▫ Table tents created to be placed with prize items at tournament If doing a Par 3 Raffle <ul style="list-style-type: none"> ▫ Volunteers collate "raffle tickets" and clip together ▫ The ticket buckets are checked and any "repairs" made ▫ A volunteer is secured to sell the tickets at the tournament and set-up the prize display •Food and golf course logistics <ul style="list-style-type: none"> ▫ Meet with golf pro to discuss the format ▫ Obtain any rules or dress code the players need to be aware of ▫ Determine the number of players allowed, and at what number additional permission is needed ▫ Discuss contests and what NPC needs to provide and what the pro already had 	<p>S – Connie</p> <p>S – Connie</p> <p>S- Connie</p> <p>S – Connie</p> <p>S – Connie</p> <p>S – Connie</p> <p>S- Connie</p> <p>S- Connie</p> <p>S- Reneé</p>	
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Begin using direct mail as a way to reach out to new members		
Develop a donor recognition program	S- Reneé	
• Establish a committee to assist with this project	B - ?	2/28
• Make final assignments for tasks outlined below and verify all tasks needed are outlined.		3/30
• Determine a recommended level for the recognition		3/30
• Obtain board approval of the level for recognition		4/17
• Research how other land trusts recognize their donors		8/31
• Research how other local groups recognize their donors		8/31
• Draft a donor recognition program		9/30
• Discuss and review program		10/31
• Finalize donor recognition program		11/30
• Prepare a letter to all donors at the approved level		12/15
• Mail letter along with an invitation to a donor recognition event?		12/15
• Evaluate event		
• Prepare 2007 workplan for donor recognition program		11/30
• Establish committee for 2007		11/30

Write grants to support special projects and capacity building efforts.

2006	Leads (S) & Board (B)	When
Research local foundations	S- Reneé	
• Create a list of foundations NPC has submitted proposals to in the past		1/31
• Review that list and set a committee to assist the ED in meeting with them		2/20
• Hold visits and obtain \$26,000 in funding to help build capacity in NPC for fundraising and outreach		6/30
• Attend a training session at the James V. Brown Library non-profit center		3/31
• Utilizing those tools create a list of local foundations		5/31
• Create a list of non-local foundations that may also support programs		5/31
• Contact NPC members who may have contacts at those foundations		8/31
• Set a schedule for visits/personal contacts		10/31
Update the case for support	S - Reneé	
• Location a volunteer to proof read		2/28
• Review TNC/TPL polling language		3/31
• Edit current case for support		5/31
• Ensure document is set-up for easy editing and easy reading		7/31

Develop planned giving programs to grow the endowment and reserves.

2006	Leads (S) & Board (B)	When
Develop planned giving language and materials and distribute widely		
Develop policies and procedures needed for a planned giving program		

NPC has the organizational structure necessary to effectively fulfill its mission.

Maintain strong systems to manage information and decisions.

2006	Leads (S) & Board (B)	When
Update the current computer system		
Network the computer system		

Ensure NPC has the facilities and equipment to work effectively.

2006	Leads (S) & Board (B)	When
Evaluate the cost effectiveness for NPC paying mileage	B - Finance Committee	
<ul style="list-style-type: none"> Provide information to committee on 2005 expenses Review information Report findings to Board 	S - Connie	2/20 3/20
Ensure all NPC office equipment is catalogued	S - Reneé	6/19 10/16
<ul style="list-style-type: none"> Locate a volunteer to develop an inventory of NPC's office furniture and equipment File the inventory and set in place a process for updating the list 		

Develop plans and structures to respond to the changing needs of the organization.

2006	Leads (S) & Board (B)	When
Create a 3 year staff development plan		
Create a 2007 budget and		

workplan		
Hold a board retreat to evaluate the strategic plan		