



TENNGREEN

LAND CONSERVANCY

STRATEGIC
PLAN 2024-2029

OUR MISSION is to conserve land where people and nature can thrive. Join us as we continue to protect the brilliance of Tennessee in perpetuity.

Hi! I'M DOLLY!
I'LL BE YOUR GUIDE
THROUGH OUR STRATEGIC
PLAN. HERE'S WHAT'S
TO COME:



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Reach out to our expert team with anything, we'd be delighted to help

WHO WE ARE

Founded in 1998, 501(c)(3) nonprofit
TennGreen Land Conservancy
is the oldest accredited statewide land
conservancy in Tennessee.

We love what we do, and want you to love it, too.

FIRST, IT'S
IMPORTANT TO KNOW
WHO WE ARE, WHAT WE DO,
AND WHY WE DO IT!



WHAT WE DO

TennGreen **protects land across Tennessee** through three methods (*right*), all with trusted partners, members, and friends. We couldn't do any of this without you!

Through our vital work together, we:

- Create and expand parks
- Protect priceless landmarks
- Ensure pristine nature remains in our state in perpetuity

Conservation easements are voluntary legal agreements designed to *forever* protect your vision for your land and its important natural resources.

Acquisitions target important properties and connected spaces for wildlife habitat, our health, our communities, and our enjoyment.

Restoration Projects assist landowners with special restoration projects on their properties: managing grasslands, planting native trees, removing invasive species, and more.

WHY WE DO IT

Tennessee is developing at a rapid pace, and **every missed opportunity to protect our cherished lands is an irreversible loss.**

We must work together to conserve the water we drink, the air we breathe, and the open land that is vital to our wellbeing.

We do this not just for ourselves, but for the wildlife we share our planet with, the plants that sustain us all, and our future generations.

OUR VISION

NEXT UP IS
OUR VISION FOR THE
NEAR FUTURE, AND HOW
OUR STRATEGIC PLAN
WILL SUPPORT IT.

a Tennessee where land, animals, and
natural habitats are protected forever;
a place where people appreciate nature
and engage with us to conserve it.

STRATEGIC PLAN VISION

to align strategies that
ensure TennGreen
has the **resources**
needed to complete
all worthwhile
projects.

GOAL 1

TennGreen scales its work in a sustainable way to better serve the whole state.

WE'LL DO THIS BY:

- Opening satellite offices
- Expanding the Land Dept.
- Funding purchased easements
- Expanding conservation tools
- World-class, meaningful fundraising
- Ensuring we're a sought-after employer

TO ACCOMPLISH
THIS VISION, WE MUST
DELIVER ON EACH STRATEGY
THAT SUPPORTS OUR 3
BIG GOALS.

AS WE DO,
WE'LL SEE THESE DESIRED
OUTCOMES - BUT WE CAN ONLY
DO SO WITH YOUR CONTINUED
SUPPORT!



DESIRED OUTCOMES:

- **Constituent diversity** (board, staff, members, and partners) that reflects the statewide demographics of Tennessee
- **30 new planned giving commitments** have been documented
- TennGreen has grown its **professional development budget** to support the necessary additional funding required to support ongoing staff and board education
- Funding is secured to **make conservation options more accessible** to more people
- The **Revolving Land Fund** has grown to \$4.5M in designated funds for land acquisitions
- **More land is conserved** and more land projects are in progress than ever before

GOAL 2

TennGreen is known as a trusted & effective partner, utilizing its Strategic Land Conservation Plan (SLCP) to prioritize conservation.

WE'LL DO THIS BY:

- Exceeding expert-level staff training
- Being present in statewide communities
- Creating compelling landowner outreach
- Placing public emphasis on the **SLCP**, communicating that we are science & data driven



DESIRED OUTCOMES:

- **SLCP is a living map** that updates as the latest data becomes available, including cultural and community resources
- Our number of **regional partnerships** & coalitions increases
- TennGreen holds an external reputation of being a **knowledgeable, trustworthy source of conservation** information & expertise
- **Staff development** occurs through all staff annually attending workshops, seminars, and other learning opportunities within their respective areas of expertise

GOAL 3

TennGreen, its work, and the *value* conservation provides is recognized and supported by a broader number of Tennesseans.



AND BY DELIVERING
ON GOALS 1 & 2, WE WILL
EMPOWER GOAL 3!
SO SPREAD THE
WORD!

WE'LL DO THIS BY:

- Creating a statewide volunteer program
- Expanding outreach to underserved areas
- Hosting events for landowners & partners
- Growing the **Hike-a-Thon!**
- Communicating authentically about our work
- Utilizing corporate outreach when goals align

DESIRED OUTCOMES:

- **Increased number of donors** (at all levels of giving)
- TennGreen is a **sought-after partner** that protects and conserves lands all across the state
- TennGreen is **engaging** with more people
- **High-value conservation projects** are coming to TennGreen
- TennGreen continues to grow as a **respected leader of Tennessee conservation** not just in our state, but nationally
- TennGreen's Board and Committee members are **active ambassadors for land conservation** and up to date on current conservation issues

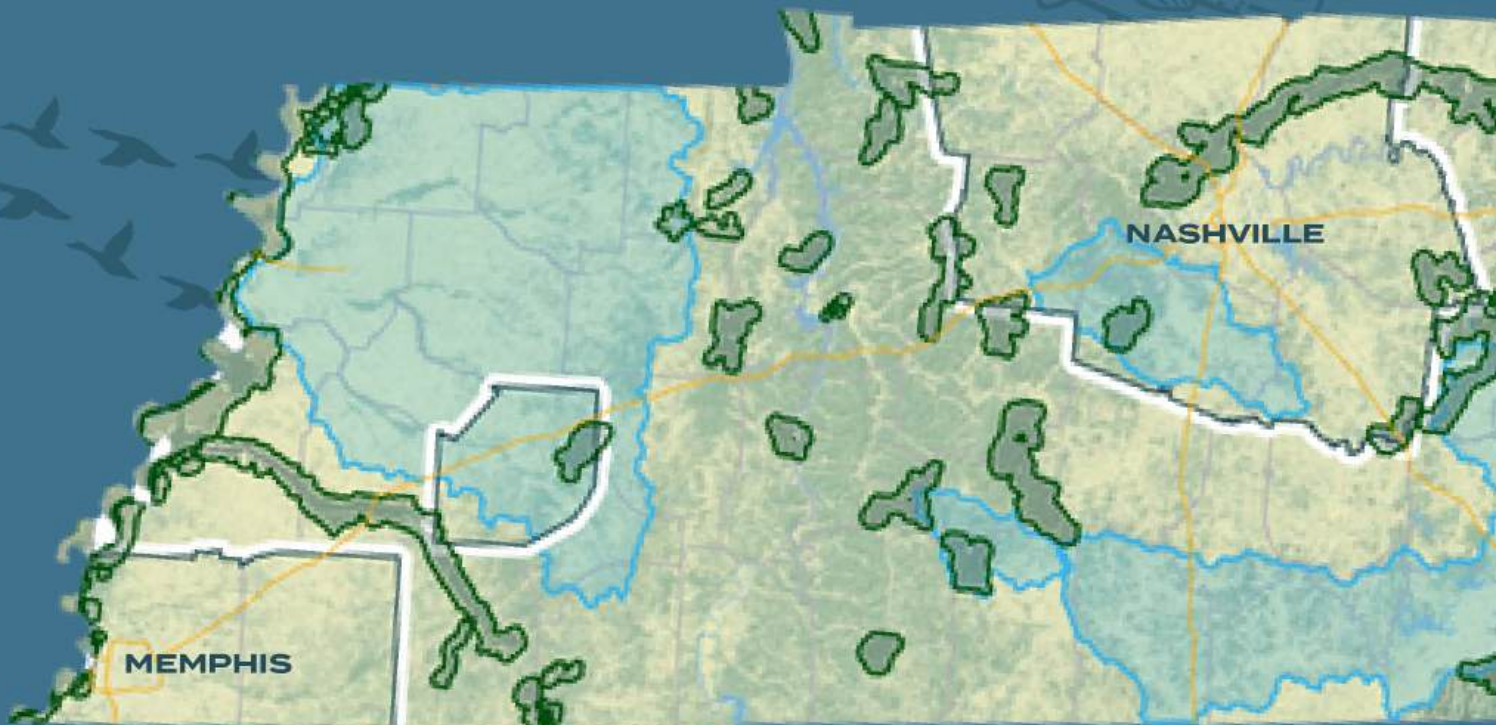
SLCP MAP

LEGEND

- Interstate Roads
- Critical Aquatic Habitat
- Critical Climate Corridors
- Critical Urban Areas

Our **Strategic Land Conservation Plan (SLCP)** guides us in prioritizing vulnerable landscapes that have the most urgent need for protection and proactively engaging with landowners in those areas—while also retaining our ability to be reactive—across all 42,146 square miles of Tennessee.

- Protecting **critical aquatic habitat** ensures clean water for the entire state
- Protecting **critical climate corridors** ensures flora and fauna can thrive
- Protecting **critical urban areas** reduces the impact of development



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Our SLCP focuses on **four primary types of critical habitat** to pursue and conserve, which are reflected in our map above. These types are:

- A** Land along key rivers and streams
- C** Biodiverse habitat in the footprint of development

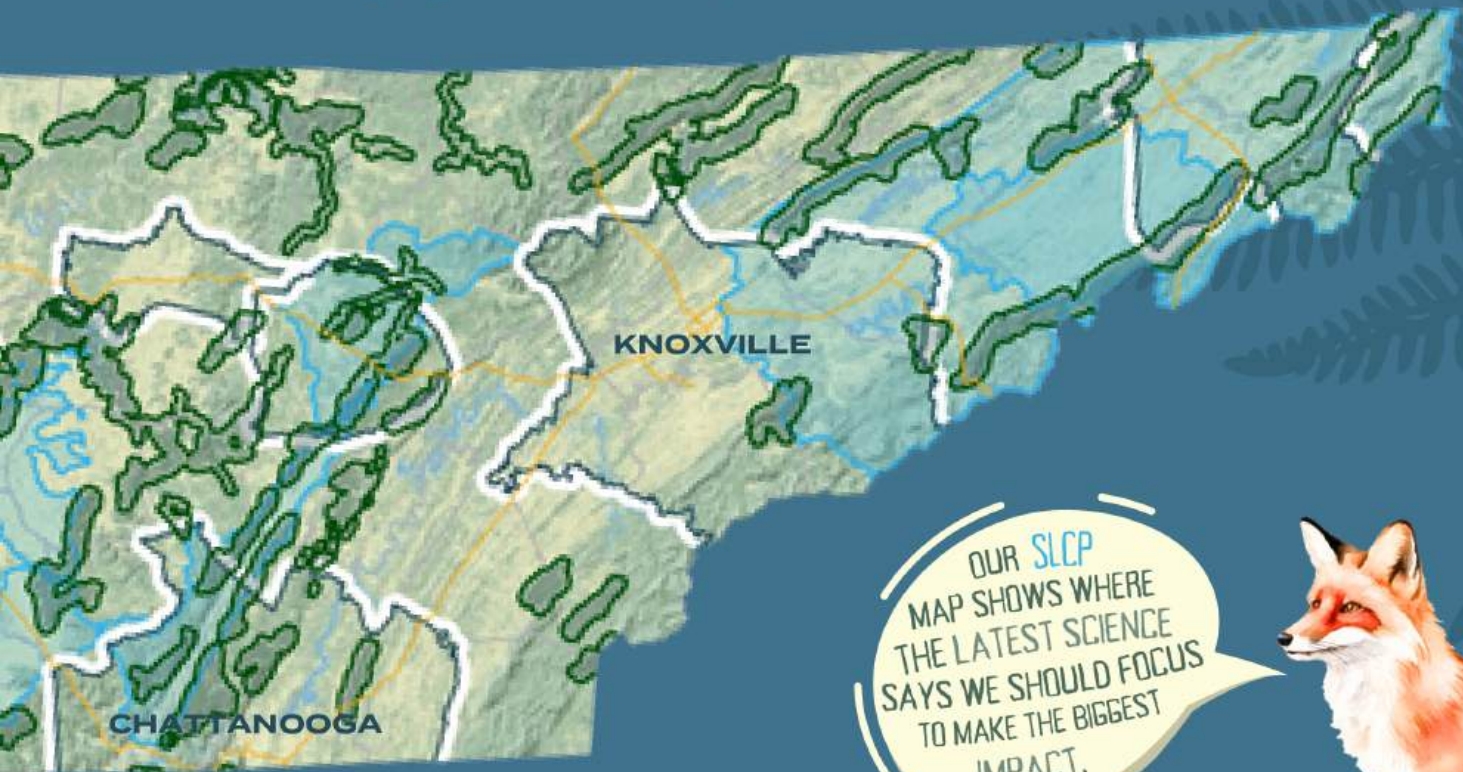
- B** Large, connected natural areas
- D** Areas in need of public recreation

2024-2029

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Our SLCP was created in coordination with The Nature Conservancy and utilizes data from the State Wildlife Action Plan (SWAP) and Tennessee Wildlife Legacy Plan.

Analysis was completed to **prioritize critical habitat** for conservation, which is highlighted in the map below.



OUR SLCP
MAP SHOWS WHERE
THE LATEST SCIENCE
SAYS WE SHOULD FOCUS
TO MAKE THE BIGGEST
IMPACT.



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TennGreen will also utilize the SLCP data to determine strategic landowner outreach locations to **increase proactive conservation**.

Tennessee continues to grow rapidly. We must ensure we **grow sustainably** so that our natural and built environments can support our ways of life. The more landowners we can work with, the cleaner our water, air, nature, and *lives* will be.

THANK YOU

to our world-class board, staff, facilitators, steering committee, and above all: **our supporters** ➔

NOW COMES THE
CRUCIAL TASK OF PUTTING
THIS STRATEGIC PLAN
TO WORK! BUT WE CAN'T
DO IT WITHOUT **YOU!**

FROM THE BOTTOM
OF OUR HEARTS, WE ALL
THANK YOU FOR
TAKING THIS JOURNEY
WITH US 🌲



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DONATING
ON OUR WEBSITE IS
SECURE AND EASY!



"I support TennGreen Land Conservancy because no other organization in Tennessee is doing as much to continually protect, conserve, and expand access to the natural treasures this state has to offer. The important work they do benefits all Tennesseans, whether they realize it or not, and their endowments will continue to be a gift for future generations."

—CHRIS MORRISON

TennGreen Member

If you're interested in conserving your land for future generations, trust **TennGreen Land Conservancy's** proven environmental stewards to guide you through your options.



TENNGREEN
LAND CONSERVANCY