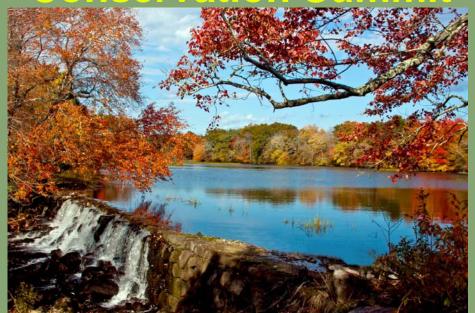
RI Land & Water Conservation Summit









Phot



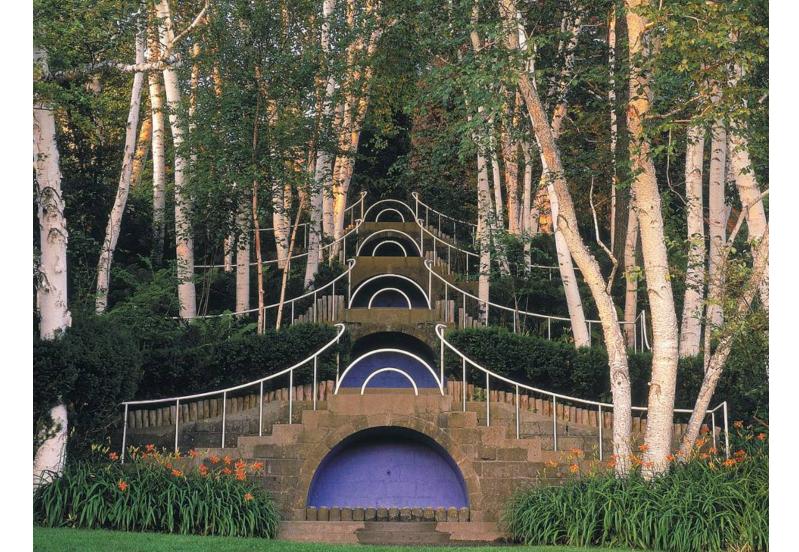
Connecting People to Place and Your Conservation Mission

2011 Land and Water Conservation Summit March 26, 2011, URI Memorial Union





















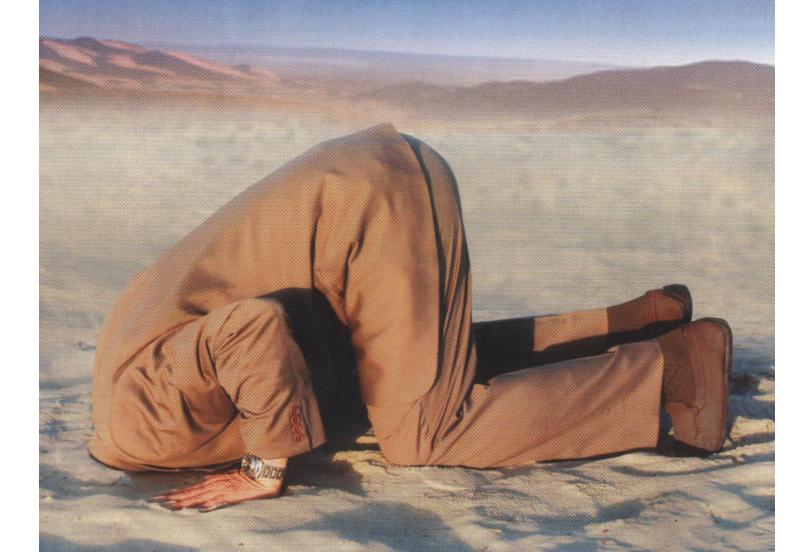












2004 Check-Up

How we were viewed

exclusive

self focused in our communications and actions

elitist and blue blood

a conservation group preserving land for preservation's sake

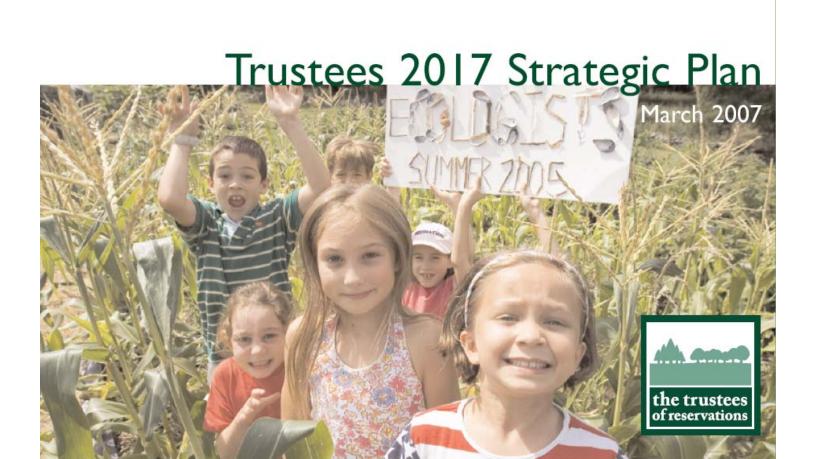
How we wanted to be viewed

inclusive and welcoming

relevant to our audiences' lives and reflective of their needs and wants

approachable, warm, personable

the organization that enhances the quality of life through the preservation of the distinct character of communities



Our Vision: 2004

To save land. To save natural and cultural treasures in order to preserve quality of life in Massachusetts, for everyone, forever.

Our Vision: Today

Engage an extensive network of people to carry out land conservation and stewardship at the local, regional, and statewide level.

Trustees 2017

Multiply Ourselves

• Be Bold

Lead by Example



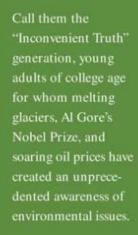








Environmental Justice Area



Generation Green

Putting Youth to Work for the Environment by Michele Own

COVER STORY



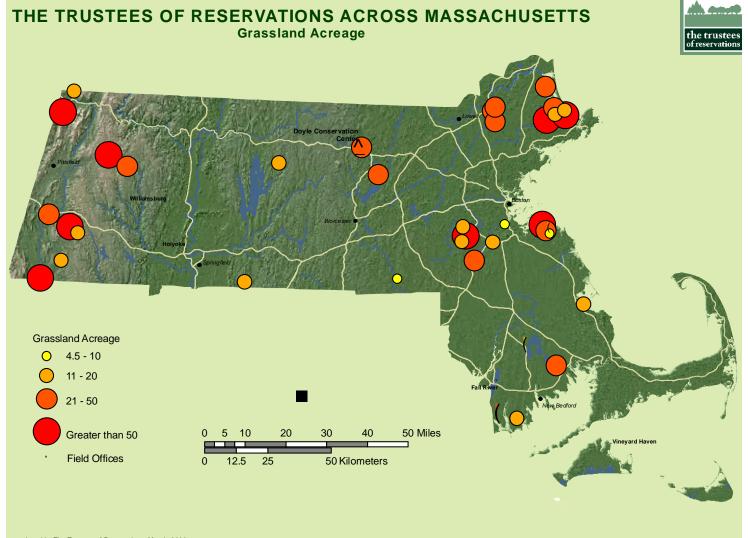






























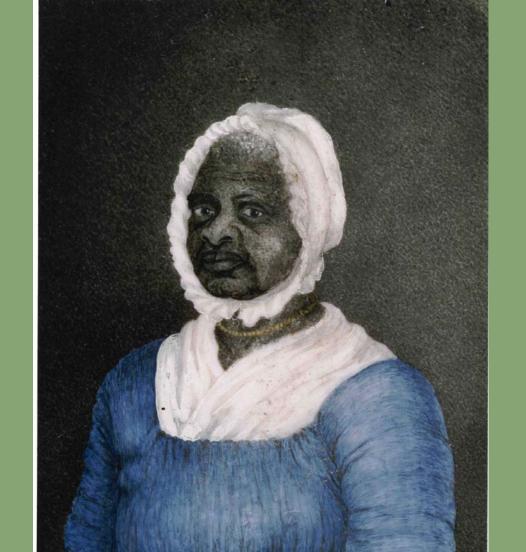


Conserving the Massachusetts Landscape Since 1891

FIND YOUR PLACE











Our Carbon Footprint











1890 Metric Tons of CO_{2e}

TRUSTEES ENERGY AUDIT AUGUST 2008

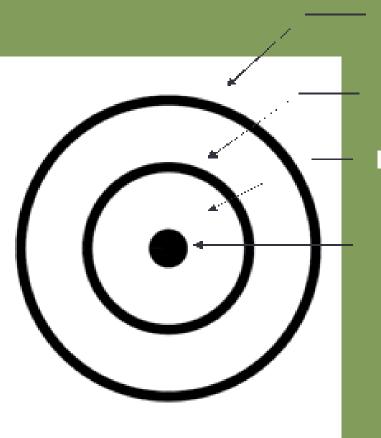








Circles of Impact and Influence



6+ Million MA Residents

1.25 Million Annual Visitors

I,000 Volunteers, I 00,000 Members

Organizational CO2 Core – I,890 MT

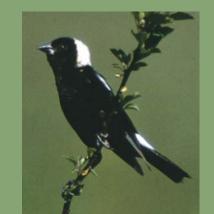














0 37.5 75 150 225 300 Meters





