



STRATEGIC PLAN

2019 - 2021

PLA Convention attendees visit Sand to Snow National Monument, CA.





PLA convention attendees visit Arabia Mountain National Heritage Area, GA.

WHO WE ARE

The Public Lands Alliance (PLA) is a vibrant network of more than 160 nonprofit organizations that partner with public lands in every U.S. state and territory.

PLA has strengthened the public lands community for more than 40 years through our national programs and advocacy. Through the adoption of this strategic plan, PLA again affirms a commitment to elevate public-private partnerships, build the capacity of our members and galvanize our stakeholders for the benefit of public lands and their owners, the American people.

OUR PRINCIPLES

PLA embraces these principles to guide its work:

- America's natural, cultural and historical public lands and sites are essential to our health and soul as a nation.
- Public-nonprofit partnerships are indispensable to the stewardship of our nation's public lands.
- Member organizations and constituents provide value and impact to public lands that need to be recognized, celebrated, and shared.

OUR MISSION

The mission of PLA is to build and elevate effective nonprofit organizations and exceptional public-nonprofit partnerships for the benefit of public lands and their users.

OUR VISION

PLA works for the day when America's public lands are understood and appreciated, preserved and conserved, and enjoyed by all. The most direct way to realize this vision is to ensure that public lands have strong nonprofit partners with the capacity to galvanize private support, catalyze change, and take strategic risks.

OUR VALUES

PLA models these values and encourages them within all public lands partnerships:

- *Trust* among partners
- *Leadership* that is open and inclusive
- *Diversity* that reflects the face of America
- *Integrity and transparency* in all actions
- *Creativity and fun* in approaching this important work.

CORE STRATEGIES

CONNECT - STRENGTHEN - REPRESENT ORGANIZATIONAL GROWTH AND SUSTAINABILITY

CONNECT

PLA is a network open to all of America's nonprofit public lands partners and public land management agencies. Membership has increased dramatically in recent years, expanding the scale and influence of the PLA community.

Building on the success of its annual Convention and Trade Show and its online Connected Communities, PLA will catalyze and sustain new in-person and virtual avenues for peer-to-peer engagement, information sharing, and learning. Recognizing the valuable role of corporate and foundation partners to the success of nonprofit-agency partnerships, PLA will expand its outreach to businesses and organizations that share a passion for public lands.

PLA will continue to proactively monitor and respond to the issues and needs that arise from the interactions of its stakeholders, and thereby energize and strengthen the network.

OUTCOMES

- PLA will regularly convene national and regional in-person meetings of public lands nonprofit partners, agency leaders, and corporate / foundation supporters to deepen and expand its network.
- PLA will establish stronger, more formal ties with agency partners to enhance member services, encourage knowledge sharing, and spur collaboration between agency leaders and the nonprofit community.
- PLA will identify and nurture niche communities of practice within its larger network, deepening peer-to-peer relationships and connectivity.



North Kaibab Ranger District, AZ.
Photo Credit: Kaibab National Forest

STRENGTHEN

PLA is a leader in growing successful and effective partnerships between and among nonprofit organizations and public lands agencies. Having provided education and training to public lands stewards for more than 40 years, PLA will continue to nurture its position as a trusted source of best practices.

Building on its Effective Partnerships report, PLA will offer a suite of services to build the capacity of public-nonprofit partnerships. These services will emphasize training nonprofit and agency leaders in tandem on issues of critical importance to their partnerships, often collaboratively with land management agency training professionals and subject matter experts.

OUTCOMES

- PLA will grow its curriculum, resource library, and templates to provide comprehensive and readily accessible tools to its membership and agency partners.
- PLA will expand its planning and assessment capacity to provide nonprofit organizations and agency partners with in-depth, targeted coaching and expertise.
- PLA will secure funding that nonprofit public lands partners may use to increase their capacity and achieve their missions.



PLA Members meet with Congressman McClintock on Capitol Hill Day, Washington D.C.

REPRESENT

PLA is a unique national voice and representative of the nonprofit partners of public lands. Recognizing the political and cultural challenges that face our public lands today, PLA monitors and responds to acute issues, crises and emerging trends that impact the health and wellbeing of the public lands community.

PLA will empower member organizations and stakeholders to advocate for and advance policy and funding initiatives that strengthen the protection and enjoyment of public lands and the partnerships their future depends upon.

PLA will develop a process for the ongoing accumulation of data regarding the scale and impact of the public lands partner community. Analysis and distribution of this data will be used to assist and educate nonprofit partners, as well as influence policy makers and elected officials.

OUTCOMES

- PLA will work with land management agencies, and on behalf of its membership, to develop official policy, practices, and guidance on issues critical to nonprofit partners.
- PLA will encourage nonprofit partners to understand their potential as advocates for public lands and partnerships, as well as provide tools and facilitate opportunities for them to educate elected officials and policy makers.
- PLA will deepen its strategic relationships with national organizations that influence public lands policy and legislation to gain greater visibility and consideration for the valuable contributions of nonprofit partners.



ORGANIZATIONAL GROWTH AND SUSTAINABILITY

PLA will only be successful in its “Connect. Strengthen. Represent.” program if the organization grows its human capital and financial resources. Increasing staff skill sets and capacities, nurturing volunteer leadership and support, and marketing a unique value proposition to funders are essential to grow in a sustainable manner.

CONTACT US

Join us and learn more about the work we do to connect, strengthen and represent the public lands community.

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OUTCOMES

- PLA will continue to grow its membership with a goal of 250 members in 2021, attracting nonprofit partners with diverse federal, state, and local land management agencies.
- PLA will actively market its brand, network, and programs to potential corporate and foundation partners to methodically expand member services and bolster unrestricted resources.
- PLA will attract and retain high-performance staff and volunteer leadership who value a culture of collaboration and teamwork.