



NORTHERN
VIRGINIA
CONSERVATION
TRUST

STRATEGIC PLAN

2025-2030

OUR MISSION

The Northern Virginia Conservation Trust preserves urban, suburban, and rural lands and waters for habitat, recreation, and healthy communities.

OUR VISION

The Northern Virginia Conservation Trust envisions communities where everyone can access, connect with, and enjoy the benefits of protected lands and waters. We are committed to fortifying our natural resources against the impact of changing land use and the climate crisis by guaranteeing that the lands and waters that make Northern Virginia exceptional are preserved for all time.





OUR GUIDING PRINCIPLES

Urgency of Protecting Nature

We believe that nature has unique intrinsic value, and we urgently need to protect it, understanding that if lost, it can never be replaced

Future Generations

We are dedicated to conserving land and waters for the benefit of future generations, inspiring a diverse cohort of conservationists, and ensuring a healthier, sustainable future for all.

Health and Wellbeing

We recognize the healing power of natural and open spaces and their crucial role in advancing public health and wellbeing.

Addressing Climate Change

We understand the vital role of nature in mitigating the effects of climate change and strive to protect important lands and waters for the resilience and health of our communities.

Personal Commitment

We are driven by a personal passion for nature and a deeply held responsibility to improve the world

Community Service

We are committed to serving the people within our boundaries and preserving our environment in recognition of the many benefits it brings.

Education and Awareness

We are committed to educating the public about the benefits of land conservation and empowering people from all walks of life to become stewards of the environment.

Collaboration and Partnership

We believe in the power of collaboration and the impact of committed groups working towards a common goal.

Inclusivity and Equity

We honor and conserve land and waters cared for by diverse communities and ensure equitable access to green spaces for people of all backgrounds, recognizing their history and culture.

FROM OUR EXECUTIVE DIRECTOR

Currently being written

CONSERVATION





1

Conservation work is prioritized through NVCT's Strategic Conservation Plan to achieve the greatest regional impact while remaining flexible in pursuing opportunities

Strategies

- [Build landowner outreach campaigns](#) around three key focal areas identified in the Strategic Conservation Plan.
- [Utilize all available tools](#) to protect the highest priority lands.
- [Improve the efficiency of project screening](#) to keep emphasis on focal areas while retaining flexibility.
- [Research and understand](#) the historical perspective of land we are acquiring.

STEWARDSHIP





2

Monitoring and management of protected lands and waters under NVCT's care ensure high standards for their maintenance and restoration, including strengthening relationships with conservation easement landowners, increasing public access, and adapting for a changing climate.

Strategies

- **Update and prioritize NVCT property management plans** to include background context, maintenance needs, restoration to build environmental integrity and climate resiliency, and infrastructure to enable public access and engagement.
- **Develop and implement a program** to further engage all easement landowners in the work of NVCT.
- **Prioritize NVCT fee and easement properties** that could be used to advance public access.

INCLUSION & EQUITY





3

NVCT fosters an inclusive, connected, and engaged organizational culture that integrates Inclusion, Diversity, Equity, and Accessibility (IDEA) principles into the core of its conservation approach, policies, and programs.

Strategies

- **Champion inclusion and cultural competence within NVCT's Staff, Board, committees, and volunteers** through recruiting and leveraging diverse perspectives, developing the knowledge and skills to inform our policies, land management practices, communications, and programming, ensuring impactful outcomes for all and organizational endurance.
- **Understand, respect, and promote the diversity of peoples' experiences** with and attachment to the natural world.

COMMUNITY





4

NVCT strategically engages in mutually beneficial partnerships with communities, organizations, and individuals for conservation actions that directly enhance human health and wellbeing.

Strategies

- Annually evaluate efficiency and value of existing partnerships
- Strengthen partnerships with State, Federal, county, and local agencies, as well as private stakeholders, to protect high priority properties and provide impact as identified.
- Evaluate and renegotiate current jurisdictional agreements to realign with current realities of time, effort, and conservation outcomes.
- Explore and strategically expand collaborative and inclusive partnerships with diverse community-based organizations
- Expand existing and pursue new agreements with community partners to utilize NVCT properties for public access.

ADVOCACY





5

NVCT influences land use and environmental protection decisions and is sought out by governments and community organizations as a strategic partner to further its goals and achieve its mission.

Strategies

- **Contact newly elected officials to orient them to land conservation issues in their districts.**
- **Build a public policy infrastructure and attract other partners interested in urban land conservation.**
- **Explore and pursue green urban policies and infrastructure which supports and expands smart development as well as access to and experiences in nature.**

LEGACY





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NVCT is broadly recognized and appreciated for its conservation programs, and the communities it serves are actively engaged in conservation work.

Strategies

- **Create and implement a comprehensive Communications and Marketing Plan** which effectively brands and positions NVCT by showing its value to targeted audiences throughout Northern Virginia, utilizing an array of media.
- **Broadly share NVCT land conservation priorities** to advance public understanding of the opportunities and threats to local natural resources and NVCT's commitment to addressing them.

A photograph of a forest scene. In the foreground, a large, thick tree trunk with a light gray, textured bark stands prominently. Its roots are exposed and spread out across the forest floor, which is covered with dry, brown leaves and patches of green moss. The background is filled with many other trees, their trunks appearing as a dense, vertical pattern of light gray. The foliage is a vibrant green, suggesting a healthy, growing forest. The word "GROWTH" is written in white, bold, uppercase letters across the upper part of the image, underlined.

GROWTH

7

NVCT has the human and financial resources necessary to grow its organization and can access capital needed for strategic land projects and opportunities.

Strategies

- **Develop and implement an action plan to build the capacity of the Board and diversify its membership.**
- **Provide regularly scheduled opportunities for social interaction, education, and organizational development for the Board and staff to foster their development as a team.**
- **Effectively integrate NVCT's Advisory Council into efforts and operations.**
- **Enhance, increase, and diversify the volunteer program to expand the capacity of and engagement with NVCT.**
- **Create and implement a long range strategic fundraising plan; include securing the human and financial resources needed to launch land acquisition campaigns.**
- **Invest in marketing to build NVCT donor and supporter pipeline.**



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