

LAND TRUST ACCREDITATION COMMISSION



An independent program of the Land Trust Alliance

Promoting Your Accreditation Media Packet

Congratulations on your accreditation!

Your organization put in the hard work and now it's time to celebrate the good news! Sharing your achievement with your donors, supporters, volunteers, partners, local politicians, and funders is a great way to let your community know that your land trust has been verified to meet the highest national standards in land conservation practices.

Here are **four steps** your organization can take to announce your first-time accreditation (**make sure to check your embargo date before releasing any announcement**):

1. Make sure the seal is on your website and linked to www.landtrustaccreditation.org. Please use our [Seal Style Guide](#), which shows you how to use our seal on your website. You can find many different file formats of the [accreditation seal on our website](#). If you need assistance or are unsure which file format to use, please reach out to the communications liaison at the Land Trust Accreditation Commission, [Lisa McCarthy](#). Your organization may want to consider adding a section or page to your website explaining what it means to be accredited (see [Finger Lakes Land Trust website](#) for a great example of what this could look like).
2. Post an announcement on your social media channels ([see sample social media posts below](#)).
3. Put together a press release ([see sample press release below](#)).
4. Write a story about your first-time experience and share it in your digital or print newsletter. *The [Land Trust Alliance](#) welcomes blog posts from accredited land trusts. A blog post can cover anything from how you prepared for accreditation to how you and your donors felt celebrating first-time accreditation. Contact [Lindsay Crutchfield](#) at the Land Trust Alliance to pursue this opportunity.*

Questions about promoting your accreditation?

Contact Lisa McCarthy | lmccarthy@landtrustaccreditation.org

Sample Social Media Posts

Social media is a great way to get the word out to your supporters. It's easy, fast and free! Remember to use hashtags to leverage more visibility and to connect with other organizations. Feel free to use the examples below verbatim (making sure to fill in your information) or create your own posts.

Facebook/LinkedIn Post Photos

To use the pictures below, right click on the picture and click 'save as picture'.

Scroll down ([or click here](#)) for sample post language.



We did it!



Instagram Post Photos To use the pictures below, right click on the picture and click 'save as picture'.
Scroll down ([or click here](#)) for sample post language.





**We've got
good news!**



We did it!



Sample post language: use the language below in your post or feel free to craft your own.

1. We're excited to share with you that we have been awarded #accreditation! After a rigorous verification process by the @landtrustaccreditation, [name of land trust] has proven that we have sound finances, practice ethical conduct and responsible governance and can ensure lasting stewardship. A win for conservation and our community!
#landconservation #landconservationexcellence

2. Did you know [name of land trust] went through a rigorous process to ensure we are operating at the highest possible conservation standards? The @landtrustaccreditation, the national accrediting body for land trusts, has awarded accreditation! We have proven that we have sound finances, practice ethical conduct and responsible governance and can ensure lasting stewardship. We are proud to work with [name of community] to protect the places we love. #accreditation #landconservation #landconservationexcellence

3. Celebrate with us, we are now #accredited! [name of land trust] has been verified to be practicing at the highest possible conservation standards for the past [#of years] by the @landtrustaccreditation, the national accrediting body for land trusts. There are over 450 accredited land trusts across the country, and we are proud to be a part of this community. #landconservation #landconservationexcellence

Sample Press Release

Below is a sample press release your land trust may use to help publicize its accredited status beginning the morning of [check your embargo date]. Use of this sample is optional; you can use your standard press release to promote your achievement or create something entirely new. Some outlets and stakeholders you may consider sending it to include:

- Local, regional and statewide newspapers
- Land trust members and donors
- Landowners and neighboring landowners
- Partner organizations
- Local, state and national representatives and other public officials

The Alliance may be able to help you identify media contacts and outlets to whom you can send your press release. For help, contact Lindsay Crutchfield (lcrutchfield@lta.org) at least several days in advance of your desired announcement date for additional information about this complimentary service.

[LOGO]

FOR IMMEDIATE RELEASE

Contact: [NAME]

[TITLE]

Phone 000-000-0000 | username@domain.org

[LAND TRUST] Earns National Recognition

Strong Commitment to Public Trust and Conservation Excellence

[CITY], [STATE] [MONTH, DAY, YEAR] – One thing that unites us as a nation is land: Americans strongly support saving the open spaces they love. Since [YEAR FOUNDED], [LAND TRUST], has been doing just that for the people of [PLACE]. Now [LAND TRUST] announced it has achieved national recognition – joining a network of over 450 accredited land trusts across the nation that have demonstrated their commitment to professional excellence and to maintaining the public’s trust in their work.

“Accreditation demonstrates [LAND TRUST]’s commitment to permanent land conservation in [TOWN/CITY, REGION or STATE],” said [NAME, TITLE]. “We are a stronger organization for having gone through the rigorous accreditation program. Our strength means special places – such as [SPECIAL PLACE] – will be protected forever, making [TOWN/CITY, REGION or STATE] an even greater place for us and our children.”

[LAND TRUST] provided extensive documentation and was subject to a comprehensive third-party evaluation prior to achieving this distinction. The Land Trust Accreditation Commission awarded accreditation, signifying its confidence that [LAND TRUST]’s lands will be protected forever. Accredited land trusts steward almost 20 million acres of land – the size of [YOU CAN INSERT LOCAL LANDMARKS OR USE ONE OF THESE QUOTES “Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island combined” OR “Denali, Yellowstone, Grand Canyon, Glacier, Everglades and Yosemite National Parks combined”].

[IF NOT COVERED ABOVE, INSERT A PARAGRAPH TO SUMMARIZE YOUR LAND TRUST AND RECENT OR HISTORICAL ACCOMPLISHMENTS THAT GENERAL AUDIENCES MAY RECOGNIZE OR APPRECIATE. YOU MAY WANT TO EMPHASIZE NOTABLE PROPERTIES CONSERVED OR OTHER WAYS THE LAND TRUST IS KNOWN WITHIN THE COMMUNITY. YOU WILL WANT THREE TO FIVE LINES OF TEXT INSERTED HERE.]

“It is exciting to recognize [LAND TRUST] with this national mark of distinction,” said Melissa Kalvestrand, executive director of the Commission. “Donors and partners can trust the more than 450 accredited land trusts across the country are united behind strong standards and have demonstrated sound finances, ethical conduct, responsible governance, and lasting stewardship.”

[LAND TRUST] is one of 1,363 land trusts across the United States according to the Land Trust Alliance's most recent National Land Trust Census. A complete list of accredited land trusts and more information about the process and benefits can be found at www.landtrustaccreditation.org.

About the [LAND TRUST]

[LAND TRUST LONG DESCRIPTOR]

About the Land Trust Accreditation Commission

The Land Trust Accreditation Commission inspires excellence, promotes public trust and ensures permanence in the conservation of open lands by recognizing organizations that meet rigorous quality standards and strive for continuous improvement. The Commission, established in 2006 as an independent program of the Land Trust Alliance, is governed by a volunteer board of diverse land conservation and nonprofit management experts. For more, visit www.landtrustaccreditation.org.

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