

BY Christina Soto

LAND TRUST ACCREDITATION
COMMISSION 
An independent program of the Land Trust Alliance

SHOUT IT FROM THE ROOFTOPS: *Market Your Accredited Status*

Your land trust has earned accreditation, you've run around the office high-fiving everyone and it's time to take a breather after all the hard work. But wait, how will you market your new status?

"We sent a media release when we were renewed. We make sure our accredited status is noted in all our public speeches. We put it into our 'roadshow' PowerPoint presentation and use it at our monthly Lunch & Learns," says Christine Johnson, president of the Conservation Foundation of the Gulf Coast in Osprey, Florida.

"It is a lot of work to be accredited," she says. "The organization invests a lot in being accredited: time, money and resources. Why would you NOT want to boast about it? Honestly, it matters, so why not tell your donors, volunteers, constituents, stakeholders, the whole world?"

One very visual way to market your accredited status is through use of the

accreditation seal, a mark of distinction in land conservation. Below are some ideas on ways to use it once you've earned it.

Hot Off the Presses

One of the easiest things your land trust can do to let your members, landowners, donors and partners know that your organization is accredited is to add the seal to your printed materials.

- Display it proudly on your organization's brochures and information materials.
- Write and send out a press release.
- Add it to your entire suite of office stationery: letterhead, envelopes and business cards.
- Make it a part of your newsletter's masthead.
- Add it to your fundraising appeals.
- Include an article in your annual report along with the seal image.

eCommunications

Electronic communications are an integral part of how organizations communicate with members and the public.

- Add the seal to your website. Consider making it part of the masthead or main banner. Be sure to include a link from the seal to more information on what the seal stands for: www.landtrustaccreditation.org/about/about-the-seal.
- Add the seal to your electronic newsletter's template so you can be sure it is

included in each email. Here again you can link to more information.

- Add the seal or the approved seal language to your email signature file included at the bottom of all email correspondence.

At the Office and in the Field

We know that so much of the work of the land trust is not communicated through paper or email. Here are some examples of ways to use the seal on the ground.

- Display the accreditation seal sticker (provided at the time accreditation is awarded) on your office door or window. This lets visitors to your office know immediately that you are accredited.
- Add the seal to your preserve signs and boundary markers (see photo).
- Use the seal as part of signs and banners created for special fundraising events and press conferences.

See Results

"Our major donors have pride in their support of our mission. The community holds us in high regard. It gives peace of mind to our supporters that they are giving to an organization that is well run, for the long run," says Johnson. "I receive positive comments from major donors and the public when I speak about accreditation."

Learn more about promoting your accredited status and find the "Seal Style Guide" at www.landtrustaccreditation.org/promoting-your-accreditation.

Adapted from an article by Laura DiBetta.



Tall Timbers Research Station & Land Conservancy has put the accreditation seal on its boundary markers, which are going up on its properties now.

COURTESY OF TALL TIMBERS

HAVE YOU SEEN "AN IMPACT EVALUATION OF THE LAND TRUST ACCREDITATION PROGRAM'S FIRST 10 YEARS" AT WWW.LANDTRUSTACCREDITATION.ORG/ABOUT/IMPACT-EVALUATION?