



laudholmtrust

2020–2024 Strategic Plan Executive Summary

The board and staff of Laudholm Trust will focus on the following Strategic Priorities in the 2020–2024 time period, in the furtherance of the following:

Vision: A financially secure Wells Reserve at Laudholm, celebrated for its science, education, and conservation efforts and as a place to connect with nature.

Mission: To raise financial and community support for the Wells Reserve at Laudholm and Maine's coastal environment.

community engagement

- 1) Increase annual visitation by 5% per year for five years, from a baseline of 40,000 visitors in Fiscal Year 2019
- 2) Evaluate current Laudholm Trust events, add and test two new events per year, and eliminate events that do not meet fundraising or other needs
- 3) Help bring on 20 (net) new long-term (2+ year) volunteers per year through recruitment efforts and "skill matchmaking"
- 4) Establish stronger ties to State/Federal legislators and Governor's office in order to secure state funding, garner more visibility at the state level, and help influence new policy and regulations

communications & marketing

- 1) Diversify communications to increase awareness of the Wells Reserve's coastal research and protection mission

- 2) Increase social media followers by 10% annually (especially Facebook and Instagram) in order to build a larger, more active social media presence and community
- 3) Explore contracting with external public relations professionals to accomplish specific communications and marketing tasks

fundraising

- 1) Create more personalized written and in-person communications to upper 30% of donor base, resulting in 10% annual growth in Major Gifts and Annual Fund above the Fiscal Year 2019 baseline of \$82,000
- 2) Increase funding from individuals by attracting new members and sustaining renewals
- 3) Increase calendar year wedding revenues by 10% each year through 2023, from the Calendar Year 2019 baseline of \$66,000
- 4) Pursue 5–10 additional funding opportunities per year: grants from foundations

and sponsorships from corporations to support Wells Reserve research, conservation, education programs, and events

organizational sustainability

- 1) Sustain continuous, streamlined and effective leadership for Laudholm Trust staff
- 2) Increase endowment by 200% in 30 years, necessitating compound growth rate targets of 20% every five years
- 3) Maintain a full board of at least 13 members, with active committees
- 4) Analyze what full control over Wells Reserve program booking and advertising might mean for both Laudholm Trust and Wells Reserve expenses and attendance
- 5) Ensure there is sufficient Laudholm Trust staff capacity to meet the increasing needs of Laudholm Trust and Wells Reserve programs, events, fundraising, and communications