



STRATEGIC .....  
**OBJECTIVES**  
..... 2015-2019

*Mission*

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Carolina Mountain Land Conservancy (CMLC) is dedicated to protecting and stewarding land and water resources vital to our natural heritage and quality of life and to fostering appreciation and understanding of the natural world.

*Vision Statement*

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Carolina Mountain Land Conservancy (CMLC) envisions a region where sufficient land and water resources are conserved to safeguard the region's unique natural heritage, rural character, and quality of life.

# Strategic Outcomes

PROTECT

## LAND & WATER

Conservation and stewardship of our natural heritage is key to upholding quality of life in the Carolinas



## Strategies

- Protect priority natural resources
- Enhance relationships with landowners
- Advocate for funding and incentives for conservation

FOSTER

## A LOVE OF THE LAND

Engaging people and connecting them to nature will build future support for permanent conservation



- Tell conservation stories
- Connect with diverse audiences
- Share our conserved lands

SERVE

## AS A TRUSTED COMMUNITY PARTNER

We will remain relevant and strengthen affinity by using conservation to help address community needs



- Engage leaders who reflect interests of the whole community
- Offer our expertise for land use decisions
- Partner with other organizations

DEEPEEN

## OPERATIONAL EXCELLENCE

The responsibility of perpetual conservation demands an organization that is stable, resilient and innovative



- Maintain accreditation and reputation as a leading land trust
- Provide an outstanding donor experience at all levels
- Utilize strong financial systems and reporting
- Recruit, train, and retain highly effective and satisfied staff and volunteers

