

SAVING land

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Bethany Keene of the accredited Delaware Highlands Conservancy (PA) got a great response on Facebook with this photo of red eft taken by a volunteer.
NATASZA FONTAINE

14 COVER STORY

Getting Heard in the Digital Age

By Hillary Truslow

With time in short supply at most land trusts, your best bet is to identify where the bulk of your audience is online and focus on those outlets, using an integrated strategy to maximize your messages.

ON THE COVER:

Northern Minnesota's Martin Woods was donated to the accredited Minnesota Land Trust by supporter Jerry Martin. It's the headwaters for the Rice River, one of the most scenic rivers in the state.

HANSI JOHNSON

OUR MISSION ▶ To save the places people love
by strengthening land conservation
across America.

THE LAND TRUST ALLIANCE REPRESENTS MORE THAN 1,700 LAND TRUSTS AND PROMOTES VOLUNTARY LAND CONSERVATION TO BENEFIT COMMUNITIES THROUGH CLEAN AIR AND WATER, FRESH LOCAL FOOD, NATURAL HABITATS AND PLACES TO REFRESH OUR MINDS AND BODIES.

 Land Trust Alliance
Together, conserving the places you love