



MEMBERSHIP PROGRAM



THE MEMBERSHIP ADVANTAGE

Forever Maryland’s mission to forge networks of diverse collaborators to provide pathways for all generations to connect with and care for the beautiful and vitally important lands and waters of Maryland that sustain healthy, vibrant, and economically resilient communities.

In keeping with our mission to create a network of diverse collaborators to provide pathways for all generations to connect with and care for the beautiful and vitally important lands and waters of Maryland, we invite you to join the Forever Maryland Membership Program.

Our goal is to offer the leaders, volunteers, current and future staff of Member Land Trusts beneficial and timely programs to help them meet the needs and expectations of their local landowner-donors; grow their capacity to secure new conservation easements; develop new and creative ways for people of all ages to connect with the land and enjoy the value of open spaces; and, increase the amount and types of land in their service area that is protected and preserved for future generations.

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Forever Maryland takes land conservation in our state to a whole new level.

Greg Bowen,
Executive Director
American Chestnut Land Trust

OVERVIEW

Forever Maryland was founded to promote and enhance land conservation statewide. The Education – Outreach – Advocacy services of Forever Maryland works collaboratively with Member Land Trusts to fulfill each individual program’s objectives.





ADVOCACY

1. Regular updates on public policy matters
2. Advocacy toolkit
3. Legislative preview
4. Topical and issue-focused email/mail correspondence templates for local communications with legislators
5. Local government relationship building
6. Congressional lobbying day
7. State lobbying day
8. Collaboration on testimony at the state and federal level

EDUCATION

1. Free Forever Maryland Webinar Series for employees and board
2. Post-Webinar member discussion opportunities
3. Volunteer and board leadership development and governance resources and support
4. Technical knowledge
5. Leadership development
6. Fundraising resources and support
7. Board opportunities posted on website and monthly e-newsletter
8. Library of materials

OUTREACH

1. Regional Conservation Partner participation
2. Shared promotion of your success stories
3. Job postings
4. Event posting
5. Volunteer posting
6. Board opportunity postings on web and in monthly newsletter
6. E-Newsletter - Conservation Connections
7. Peer-to-Peer Networking
8. Business partner listings

FOREVER MARYLAND is committed to:

- Empowering the leaders of member land trusts to understand the basic legal, fiscal, and fiduciary requirements of managing a land trust
- Helping member land trusts position themselves as a valuable help line for their local community and service area for all matters regarding land conservation.
- Guiding member land trusts through challenges.
- Listening, sharing and celebrating the successes of the member land trusts.
- Providing a valuable link and touch point to Forever Maryland, which serves as the state association for Maryland's land trusts.
- Responding to specific member land trust concerns.

MEMBERSHIP PLANS

Member Plans are based on the needs of the individual or organization.

- ◆ Large Land Trust
- ◆ Small Land Trust
- ◆ Affiliate member
- ◆ Nonprofit (non land trust) level
- ◆ Student/New graduate holder



For a detailed list of members benefits, or information on how to become a member, please email Michelle Boyle at info@forevermaryland.org or visit our website at forevermaryland.org/member.



FOREVER
MARYLAND

Enhancing and Advancing Land Conservation

The Membership Advantage for Maryland's Land Trusts

Forever Maryland was founded to promote and enhance land conservation statewide. In keeping with our mission to create a network of diverse collaborators to provide pathways for all generations to connect with and care for the beautiful and vitally important lands and waters of Maryland we invite you to join the *Forever Maryland Membership Program* .

Our goal is to offer the leaders, volunteers, current and future staff of member land trusts beneficial and timely programs to help them meet the needs and expectations of their local landowner-donors; grow their capacity to secure new conservation easements; develop new and creative ways for people of all ages to connect with the land and enjoy the value of open spaces; and, increase the amount and types of land in their service area that is protected and preserved for future generations.

The three core operational priorities that serve as the foundation for all of Forever Maryland's programs and initiatives are Education, Outreach and Advocacy.

Advocacy

Access to professional government relations staff & participation in a network of advocates supporting state & federal policies & programs that support land conservation.

Core Program Advantages

1. Regular Updates on Public Policy Matters
2. Advocacy Toolkit
 - a. Directory of local & state land trusts
 - b. Lobbying 101
 - c. Find My Legislator Handbook
3. Legislative preview
4. Topical and issue-focused email/mail correspondence templates for local communications with legislators
5. Local government relationship building
6. Congressional lobbying day
7. State lobbying day
8. Collaboration on testimony at the state and federal level

Education

The Educational component, in support of Forever Maryland's member land trusts, features a spectrum of forums, from the annual Maryland Land Conservation Conference, the annual Forever Maryland Webinar Series, and a variety of virtual and in-person regional workshops, lunch n' learn gatherings, and local educational sessions.

Core Program Advantages

1. Annual Forever Maryland Webinar Series
2. Post-Webinar Member Discussion Opportunities
3. Board Leadership Development and Governance Resources and Support
 - Board of directors sample policy binder
 - Board on-boarding training (available on demand)
 - New Board members (e.g., on-boarding sessions)
 - Program-related volunteers
4. Technical Knowledge
 - Advocacy information
 - Policies, Procedures, and Systems
 - Time-tested Best Practices
 - Tax-related issues
 - Publications on conservation easements
 - Challenges and opportunities in land conservation
 - Fundraising Resources and Support
5. Library of materials

Outreach

As a way to engage in networking, Forever Maryland's educational sessions offer outstanding opportunities for its programs' attendees to meet individuals representing other Member land trusts from throughout Maryland, compare notes, offer suggestions, share ideas and support each other.

Core Program Advantages

1. Shared promotion of your success stories
2. Job postings
3. Event posting
4. Volunteer posting
5. E-Newsletter Conservation Connections
6. Peer-to-Peer Networking – quarterly Lunacy Happy Hour
7. Business Partner Listings

Anticipated Program Opportunities

The overall Education, Outreach and Advocacy services of Forever Maryland bring together a state-wide corps of experienced volunteers working collaboratively with the Forever Maryland staff and board while partnering with Member land trusts to fulfill the program's objectives.

Forever Maryland's mission to forge networks of diverse collaborators to provide pathways for all generations to connect with and care for the beautiful and vitally important lands and waters of Maryland that sustain healthy, vibrant, and economically resilient communities.

The Forever Maryland Member Support Services Team is committed to-

- Empowering the leaders of member land trusts in managing their land trusts.
- Helping member land trusts position themselves as a valuable help line for their local community and service area for all matters regarding land conservation.
- Guiding member land trusts through the challenges of running their organization on a day-to-day and week-to-week basis.
- Listening, sharing and celebrating the successes of the member land trusts.
- Providing a valuable link and touchpoint to Forever Maryland, which serves as the state association for Maryland's land trusts.
- Responding to specific member land trust concerns in such areas as:
 - Governance (Bylaws, policies, procedures, best practices)
 - Membership
 - Programs
 - Strategic planning
 - Marketing and communications

Affinity – Farmland, Natural Areas, Forests, Recreation, Historic, Small Shop, Monitors, Fundraisers, Volunteer Coordinators

Annual Membership Plans: Business Partner level **\$1,000**
(Realtors, Appraisers, Attorneys, Surveyors, Tax Broker, Accountants)

- Listing on website
- Discounted exhibitor tables
- Opportunity to introduce speakers at webinars
- Access to member directory

Level 1: Large Land Trust Partner Membership **\$500**
(Land Trusts with six or more staff)

- Webinars
- Consultation sessions

- Arrangements for annual Board training and customizable manual
- Unlimited access and downloads from the Forever Maryland web-based library
- Consultation by phone or e-mail.

Level 2: Small to Midsize Land Trust Partner Membership **\$250**

(Land Trusts with five or less staff or all volunteer led)

- Webinars
- Consultation sessions
- Arrangements for annual Board training and customizable manual
- Unlimited access and downloads from the Forever Maryland web-based library
- Consultation by phone or e-mail.

Level 3: Affiliation Nonprofit Membership **\$100**

- Webinars
- Unlimited access and downloads from the Forever Maryland web-based library
- Unlimited access to consultation by phone or e-mail.

Level 4: Student/New graduate Holder **\$100**

- Opportunity for Discounted Early-Bird Registration for:
 - Annual webinars
 - Regional workshops
 - Lunch n’ learn gatherings
- Opportunity to arrange for on-site educational/consultation session and Board training sessions
- Unlimited access and downloads from the Forever Maryland web-based library
- Unlimited access to consultation by phone or e-mail.

Elements of Membership

1. Current list of the board of directors with addresses, emails, and phone numbers
2. Current list of staff (*if applicable*) with titles, emails, and phone numbers
3. Response to periodic surveys.

Forever Maryland may request information about a land trust’s recent land protection efforts and current organizational structure to inform our planning and to demonstrate the scope and quality of land trust work in Maryland. You may choose to respond anonymously but this will help direct local and statewide strategic planning for program and advocacy.