



Big Bend Conservancy Strategic Plan 2021-2024

Mission:

To preserve, enrich, and conserve the unique resources of Big Bend National Park and the Rio Grande Wild and Scenic River through philanthropic efforts and in partnership with the National Park Service

Vision:

Preserve the natural beauty and unique resources of the park and the river for future generations through harmonious partnerships.

Primary Strategies

- **Preserve Big Bend National Park and Rio Grande Wild and Scenic River and support park goals.**
- **Develop a comprehensive fundraising and donor recognition plan with annual goals.**
- **Develop a comprehensive communications, marketing, and outreach plan.**
- **Maintain a strong governing core.**

I. *Operations and Projects - Preserve Big Bend National Park and Rio Grande Wild and Scenic River and support park goals.*

a. Support park goals

i. Current Projects

1. Terlingua Creek acquisition and inholdings
2. Castolon redevelopment
3. Sustainability initiative
4. Endowments
5. Park staff innovative initiatives fund
6. Transboundary conservation

ii. Future Projects

1. Chisos Basin renovation
2. Education outreach/partnerships

3. Research projects
 4. Future land and river preservation, particularly inholdings (BIBE) and assuring permanent river access (RIGR)
 5. Possible World Heritage Nomination
- b. Continue to assess current and potential initiatives that focus on conservation and serve park needs.
- II. Philanthropy and Donor Relations - *Develop a comprehensive fundraising and donor recognition plan with annual goals.*
- a. Develop comprehensive fundraising plan
 - i. Increase unrestricted funding
 - ii. Develop creative methods of funding
 - b. Develop donor recognition plan jointly with NPS
 - i. Maintain donor communications and stewardship
 - ii. Increase donor recognition
- III. External Relations and Communications – *Develop a comprehensive communications, marketing, and outreach plan.*
- a. Expand license plate sales through broader marketing strategy
 - b. Expand engaged donor base through social media campaigns and other initiatives.
 - c. Strengthen partnerships
 - i. Identify partner opportunities and method of outreach including local and statewide businesses and other conservation organizations
 - ii. Maintain strong partnership with NPS and staff
 - iii. Increase awareness with underserved populations
 - d. Establish BBC presence in park
- IV. Board and Governance – *Maintain and strong governing core.*
- a. Maintain a diverse and robust Board of Directors
 - b. Strengthen policies and procedures to allow for effective and transparent reporting
 - c. Collaborate to build a strong staff
 - d. Ensure compliance with all regulatory agencies, donor requirements, and NPS Director’s Order 21
 - e. Build capacity for BBC