



## Big Bend Conservancy Strategic Plan 2025-2027

### **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.**
  - **Grow and steward a diverse stream donor base.**
  - **Execute a comprehensive communications, marketing, and outreach plan to bolster organizational recognition, share impact, and engage new supporters.**
  - **Maintain a strong governing core and collaborative strategic planning process with park leadership.**
- 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 – inholding and passage of legislation
        - a. Raise \$600K to support additional property acquisitions
        - b. Support efforts for congressional expansion of Park’s boundary
      - 2. Castolon Historic District Restoration
        - a. Provide project support for stabilization
        - b. Explore additional fundraising needed for restoration
      - 3. Sustainability Initiatives
        - a. Continue to promote Big Bend National Park as an example of worldclass sustainability in National Parks
        - b. Implement pilot composting program to further offset landfill waste
        - c. Identify funding sources for Basin Renovation sustainability components
      - 4. Accessibility Improvements
        - a. Explore opportunities to make Sotol Vista and other identified areas of the park accessible for people living with disabilities
        - b. Seek new sources of funding to support improvements

- 5. Grow Endowments
        - a. Promote opportunities to establish new endowments for priority areas
        - b. Explore creation of board-designated endowment to support park staff innovative initiatives grants that donors can contribute toward
      - 6. Projects identified by Big Bend National Park Staff
    - ii. Future Projects
      - 1. Making Big Bend National Park a great place to work and live
        - a. Addressing housing challenges
        - b. Partnering in recruitment/retention efforts
      - 2. Research Projects
      - 3. Transboundary Conservation
      - 4. Future land and river preservation, particularly inholdings (BIBE) and assuring permanent river access (RIGR)
      - 5. Possible World Heritage Site Nomination
    - b. Continue to assess current and potential initiatives that focus on conservation and serve park needs.
- II. Philanthropy and Donor Relations – *Grow and steward a diverse stream donor base.*
  - a. Grow BBC’s donor base from diversified sources
    - i. Develop a Planned Giving Society
    - ii. Plan and launch a comprehensive fundraising campaign to support park priorities, with donor recognition opportunities to be developed in accordance with NPS approved Donor Recognition Plan
    - iii. Develop partnerships with area businesses to increase corporate giving
    - iv. Expand foundation relations through research and stewardship
    - v. Host invitational individual membership events throughout the state
  - b. Steward the donor base
    - i. Initiate plan for first-time/long-term donor follow-up calls and personalized notes
    - ii. Increase in-park donor recognition (organically, and through memorial/honorarium bench sales)
- III. External Relations and Communications – *Execute a comprehensive communications, marketing, and outreach plan to bolster organizational recognition and promote accomplishments.*
  - a. Expand BBC’s public profile
    - i. Expand distribution of new BBC magazine
    - ii. Develop and execute a comprehensive social media strategy, including the utilization of paid promotions and geo-fencing.
    - iii. Work in partnership with NPS to establish a broader BBC presence physically in the park (brochures, signage, etc.)
    - iv. Identify partner opportunities and method of outreach including local and statewide businesses and other conservation organizations.
  - b. Promote accomplishments
    - i. Steward relationships with media outlets and actively promote the work of BBC
- IV. Board Governance, Park Partnership, and Planning – *maintain a strong governing core and collaborative strategic planning process with park leadership.*
  - a. Maintain a diverse and robust Board of Directors

- i. Actively recruit committed new members representing diverse backgrounds and professional expertise
  - ii. Continuously review and strengthen policies and procedures to allow for effective and transparent reporting
  - iii. Collaborate to build, maintain, and grow a strong BBC staff
  - iv. Ensure compliance with all regulatory agencies, donor requirements, and NPS Director's Order 21
  - v. Build capacity for BBC
- b. Collaborative Partnership and Planning with NPS Leadership
  - i. Annually and continuously coordinate goals, priorities, and strategies with NPS park leadership to ensure alignment
  - ii. Maintain transparent and open communication with invitations to meetings, strategy sessions, events, etc. for collaboration
  - iii. Coordinated sign-off/submission of major project grants that involve cooperative project execution