



## Ausbon Sargent Land Preservation Trust Market Study

### The Client

The Ausbon Sargent Preservation Land Trust (ASLPT) helps individuals and communities in the 12 town region surrounding New London preserve the rural landscape of the area.

### Problem

ASLPT determined that it needed to grow its preservation efforts in line with guidelines from the Society for the Protection of New Hampshire Forests. These guidelines call for a dramatic increase from 3,420 acres currently under conservation to 24,545 acres. To meet this goal ASLPT, needed to grow its membership and income. ASLPT solicited proposals to study the market for membership, and to recommend strategies for a development program. Executive Service Corps (ESC) was awarded the contract because we had the best proposal, the most appropriate consultants, and a fee that ASLPT could afford.

### Engagement Description

ESC analyzed this challenging situation using census data from the Kearsarge/Sunapee Region, population projections, town property assessments, and the history of charitable giving in the region. We benchmarked the experiences of other land trusts to determine the potential membership size and giving potential of the region's residents. Surveys of the membership, the community, and of town conservation officials were conducted in order to identify issues and attitudes towards land conservation.

A comprehensive strategy for expanding membership and giving was developed taking account of the capacity of the small ASLPT staff. ESC found that ASLPT had the capacity to increase its donations from major donors in order to fund more staff. The additional staff could work to increase membership and funding, and increase the intake of new acreage.

**Outcomes:** The ASLPT board and staff were quite pleased with the study. The client evaluation gave the consultants a perfect score. The Board raised \$50,000 of first year funding for a Preservationist position and is hard at work to secure funds for the second year. The new Preservationist will double ASLPT's intake capacity so that they can accept 12 properties a year. Existing staff is now free to concentrate on expanding membership and securing sustained funding for the Preservationist position.

### Consulting Team:

The Lead Consultant has over 40 years of business experience, including 20 years as a senior manager and 5 years of for profit consulting. He was a long time board member of a land preservation trust. Other consultants included a retired CEO who was a member of the local community, and a market research professional with 25 years of experience.