To protect the environment of the Northwest and to build broad citizen support for conservation

**Changes in Policies**

**Conservation Policy Strategy**—Building the will of community and policy leaders to protect our region’s air, land, and water.

We see:
- Effective collaboration among conservation-focused organizations to achieve goals in the legislative, judicial, and executive branches.
- Conservation-focused organizations are considered credible and influential among community and policy leaders.
- A broader base of stakeholders is engaged in conservation-focused advocacy efforts.
- Public officials and policy-makers become champions for the goals of conservation.

So strong conservation policies are defended, enacted, implemented, and enforced.

**Changes in Places**

**Place-based Conservation Strategy**—Investing deeply in conservation efforts in 3–4 priority Northwest landscapes, building community support for natural resource protection.

We see:
- Conservation-focused groups with improved credibility among community and policy leaders.
- An increased diversity of voices within the conservation advocacy community.
- Effective engagement by community stakeholders.
- Protection of key landscapes guided by a lens of conservation biology.
- Concrete steps toward development, adoption, implementation, enforcement, and defense of conservation policies at the local, state, or federal level.

So, with broad-based community support, critical landscapes are protected.

**Changes in Capacity**

**Conservation Capacity Strategy**—Investing in initiatives that generate new philanthropy, leadership, and citizen engagement in the Northwest.

*Inspiring the next generation of Northwest conservation philanthropy*

We see:
- Increased dollars directed toward conservation organizations.
- Enhanced donor capacity for making strategic investments to conservation nonprofits.

*Strengthening the next generation of conservation leadership*

We see:
- Increased ability of and opportunity for emerging leaders to step into leadership roles in conservation organizations.

*Building the next generation of conservation advocacy*

We see:
- Conservation organizations adopting the cultures, structures, and strategies that will attract the next generation of leaders and advocates.
- Expanded citizen engagement in conservation issues.

So significant and durable conservation wins are achieved and defended.