



Strategic Roadmap 2020–2023

VISION

Strong, culturally-rich communities connected to nature and each other.

MISSION

Empowering Hispanic leaders to engage their communities in the conservation of our public lands.

VALUES

- Independent, authentic voice for Hispanics
- Just and equitable
- Balanced and nonpartisan
- Connected to communities
- Querenecia y herencia (familial connection to the land)

PRIORITIES & STRATEGIES

Increase public lands conservation policy wins led by Hispanic leaders

- Develop the HECHO Advisory Board to be highly engaged HECHO representatives in the communities where we work
- Build a public lands Conservation Council supported by HECHO to cultivate, build capacity, and create a formalized network of Hispanic public lands leaders
- Provide policy/advocacy opportunities and public lands initiatives/activities for leaders to elevate and act on
- Engage a digital advocacy network to deploy calls/letters to elected officials, media outlets, etc. in targeted geographies

PROGRESS INDICATORS BY 2023

- Develop and implement an annual policy action plan
- Develop an Advisory Board charter by 2021
- Increase Advisory Board from 12 to 20 members by 2022
- Design and launch a program in 2020 to recruit and support 100 Conservation Council members by 2023 (75% public officials)
- Support leaders to advance and win conservation policies in 2 targeted geographies each year
- Add 2 FT staff to support Conservation Council, partnerships, and advocacy

RESULTS

Effective policies that safeguard our public lands for all.

Strengthen the Hispanic voice and visibility in public lands decision-making and advocacy

- Develop a strategic Media and Communications Plan to raise the visibility of HECHO and its leaders
- Inspire action and empower leaders to communicate successes, policy actions, key issues, and Hispanic leadership through bold, cross-platform communications assets
- Leverage events that promote public lands activities to elevate Hispanic leadership and conservation policies
- Develop strategic partnerships to promote and grow HECHO's public lands conservation work

- Develop and launch a 2-3 Year Media and Communications Plan
- Minimum of 25 media pieces per year (op-eds, articles, blogs)
- Increase mailing list and social media following by at least 50% each year (baseline: 600 & 2800)
- Co-host 4 events with Conservation Council members each year
- 50% increase in participation in events and quarterly actions each year (baseline: annual event attendees 400, actions 100)
- Add 1 FT staff to lead advocacy marketing and communications

Hispanics continue to enjoy and practice centuries-old cultural traditions that depend on public lands.

Ensure financial stability and sustainability

- Create and implement a 2-year Development Plan with a focus on unrestricted funding
- Establish Advisory Board fundraising committee
- Leverage partnership with the National Wildlife Federation to match unrestricted funding commitment
- Expand National Wildlife Federation's in-kind capacity to support HECHO's continued growth

- Develop and launch 2-Year Development Plan in 2020
- Develop sponsorship and speaker fee policies by 2021
- 100% of Advisory Board actively participating in fundraising by December 2020
- Increase unrestricted revenue by 100% by September 2020; 200% by September 2021; 300% by September 2022
- Add .5 FTE staff to lead fundraising (NWF in-kind)

Hispanic leaders are widely recognized for contributions to public lands conservation.