



# STEWARD TERRA

## Client

South Carolina Land Trust Network

## Project

The enabling legislation for The South Carolina Conservation Bank, a major funding source for land protection efforts in South Carolina was set to expire. LTN sought counsel for a strategic communications plan that would provide messaging and tools to help local land trusts advocate in their own communities.

Steward Terra worked in partnership with Touchpoint Communications to develop a strategic communications plan that outlined audiences, messaging, tactics and tools. Local land trusts implemented the tool kit and significantly contributed to the success of the campaign, resulting in the renewal of the legislation.

Jen now serves in a part-time capacity as the organization's first paid executive director. She has elevated the organization's brand by leading the development of a new visual identity, producing a land protection guidebook for landowners, serving as a respected source for statewide media, and more.

"Jen's leadership skills and innate communications talent are positioning our members to meet our state's urgent land protection needs."

Scott Park, SCLTN Chair and Upstate Forever Glenn Hilliard  
Director of Land Conservation