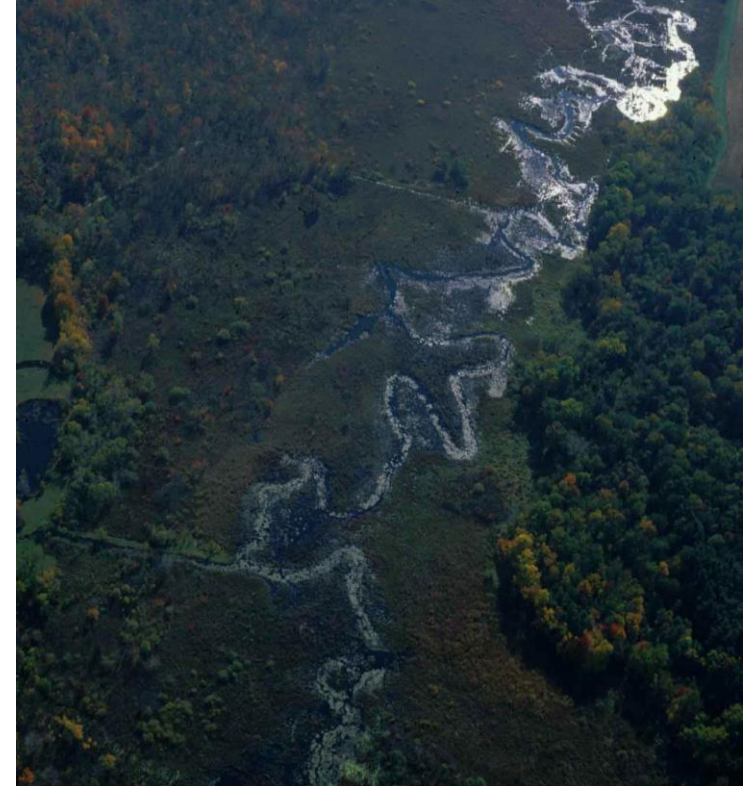




ONE FUTURE

Together, We Find a Way.



A campaign is about more than raising funds:

- Clarify organizational goals and direction
- Fund your vision
- Facilitate organizational change
- Improve fundraising performance
- Attract and engage new supporters

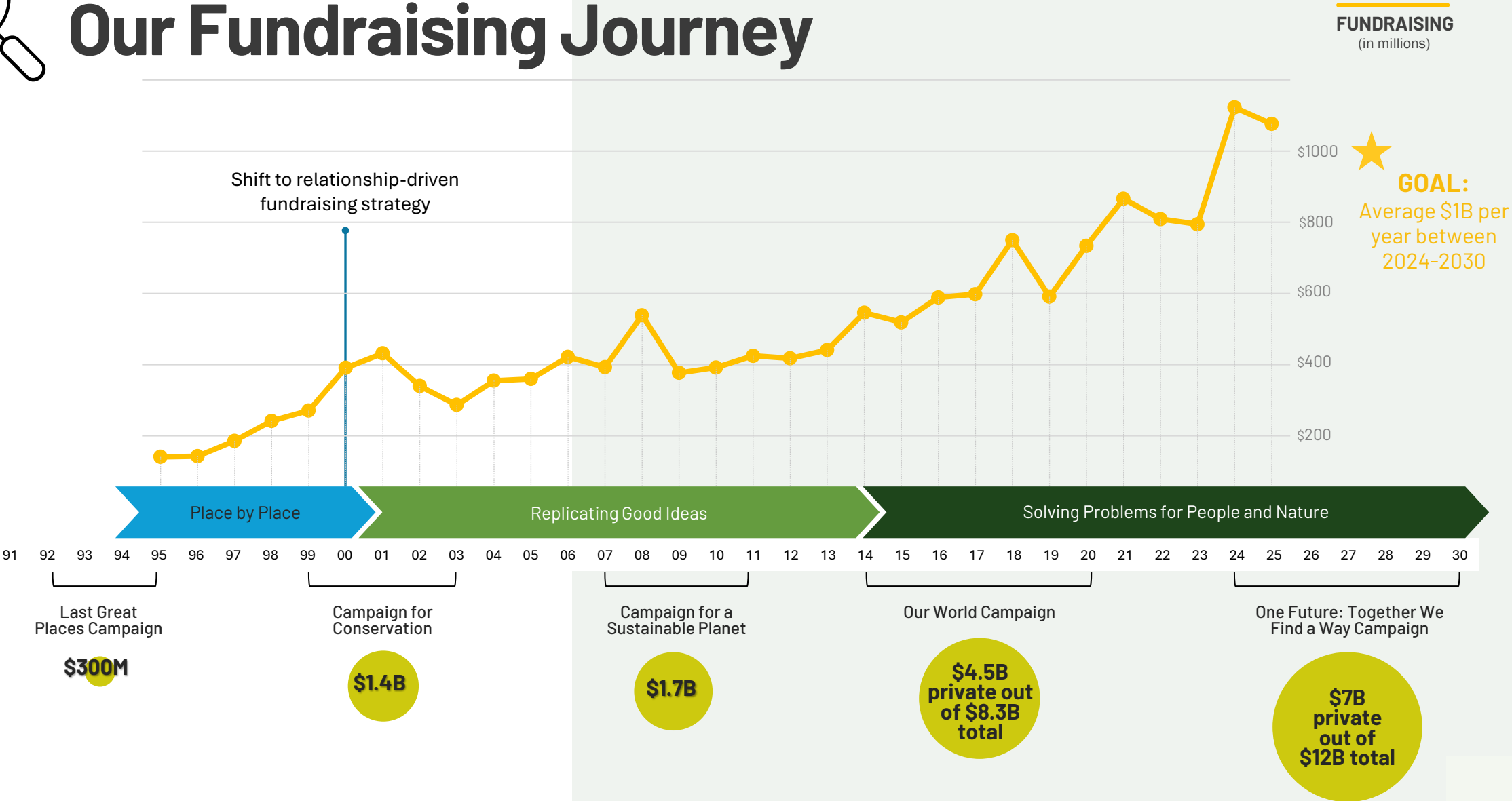
ONE FUTURE

Together, We Find a Way.





Our Fundraising Journey



One Future is One Campaign for TNC: we are all part of it

Our World Campaign



One Future Campaign



CAMPAIGN FUNDRAISING OBJECTIVES

The *One Future* campaign is about achieving the 2030 goals, but it's also about changing the way TNC does **fundraising** to ensure our organization can be successful beyond 2030.

Increase Private Revenue by 50%

Prioritize Funding for High Impact Work and Raise Flexible Funds

Engage New and Diverse Audiences

Our 2030 Goals

With our partners, TNC will:



Lands

Conserve 650 million hectares of lands, such as forests and grasslands.



Oceans

Conserve 4 billion hectares of ocean.



Freshwater

- Conserve 1 million kilometers of river systems.
- Conserve 30 million hectares of lakes and wetlands.



Climate Mitigation

Avoid or remove 3 billion metric tons of greenhouse gas emissions annually.



Climate Adaptation

Help 100 million people at severe risk of climate-related emergencies such as floods, fires and drought.



People

Support the leadership of 45 million people from local and Indigenous communities whose well-being and livelihoods depend on healthy ocean, freshwater and lands.



The "123" provides multiple entry points to tell a BIG TNC story that meets your audience where they are

One Vision

The Nature Conservancy **envisions a future** with a livable climate, healthy communities, and thriving nature.

Two Crises

To make this vision a reality, our work is focused on addressing the **two interconnected crises** of climate change and biodiversity loss.

Three Priorities

We address those crises through **three global priorities**: tackling climate change, protecting ocean, land and fresh water, and providing food and water.

**Stronger
Together**



Midwest Campaign Storytelling Ladder

GLOBAL PRIORITIES

Protect Land and Water

Provide Food and Water Sustainably

Tackle Climate Change

MIDWEST THEMES



ICONIC PLACES



FRESH WATER



CLIMATE



POLICY

CHAPTER STORIES

Local proof points and on-the-ground examples



Together, We Find a Way.

JAN 2024-JUNE 2026

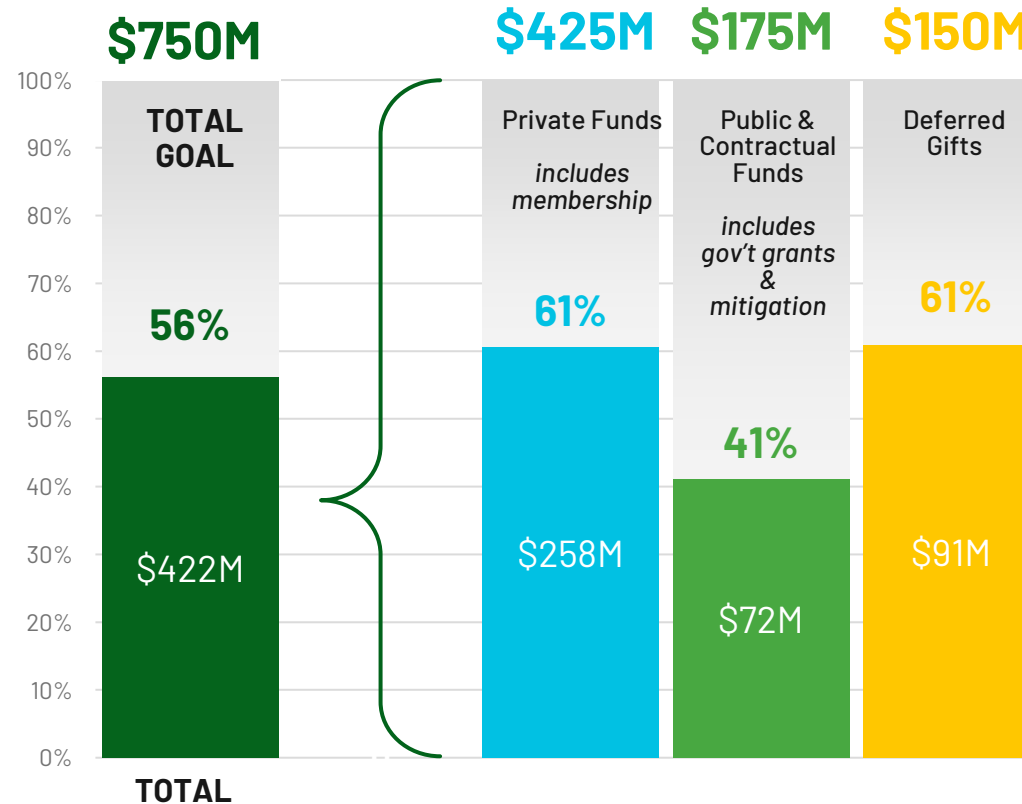


OBJECTIVE 1

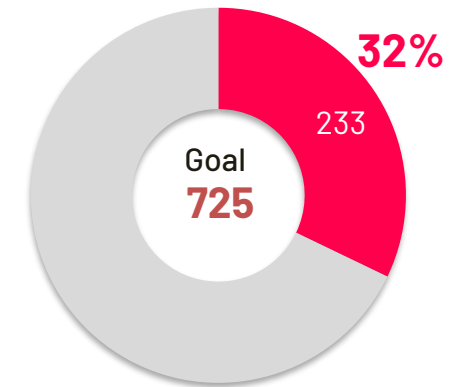
Increase Private Revenue by 50%

Total Midwest Division Contribution: \$422M of \$750M (56%)

TOTAL FUNDS RAISED



NEW BEQUEST COMMITMENTS



Source: Public & Contractual: Insight; Impact Capital: Impact Capital Team New Commitments; BBCRM all other. *Plus lead gifts of \$1M+ from July-December 2023

Three asks at this moment:

01

**Hone and
tell your
TNC story**

02

**Expand the
TNC
audience**

03

**Invite and
engage
those people**

2030

We are at a critical juncture. This is the work the campaign is asking of us – and it matters more now than at any point so far if we are going to succeed by 2030.



Sharing Our Story

Activity

Sharing Our Stories

PART 1: THE SCENARIO



Think of someone who is on your “dream list” of people you want to talk about TNC with.

You happen to run into them - and have 90 seconds to give them your elevator pitch about why you’re involved and why they should get involved too.



Activity

Sharing Our Stories

PART 2: FRAMING YOUR STORY

- ◆ Why Me?
- ◆ Why TNC?
- ◆ Why Now?
- ◆ Why You?



ONE FUTURE

Together, We Find a Way.

Activity

Sharing Our Stories

PART 3: THE RE-TAKE



You run into your “dream list” person again and have 90 more seconds with them to try your TNC pitch one more time.

GO!

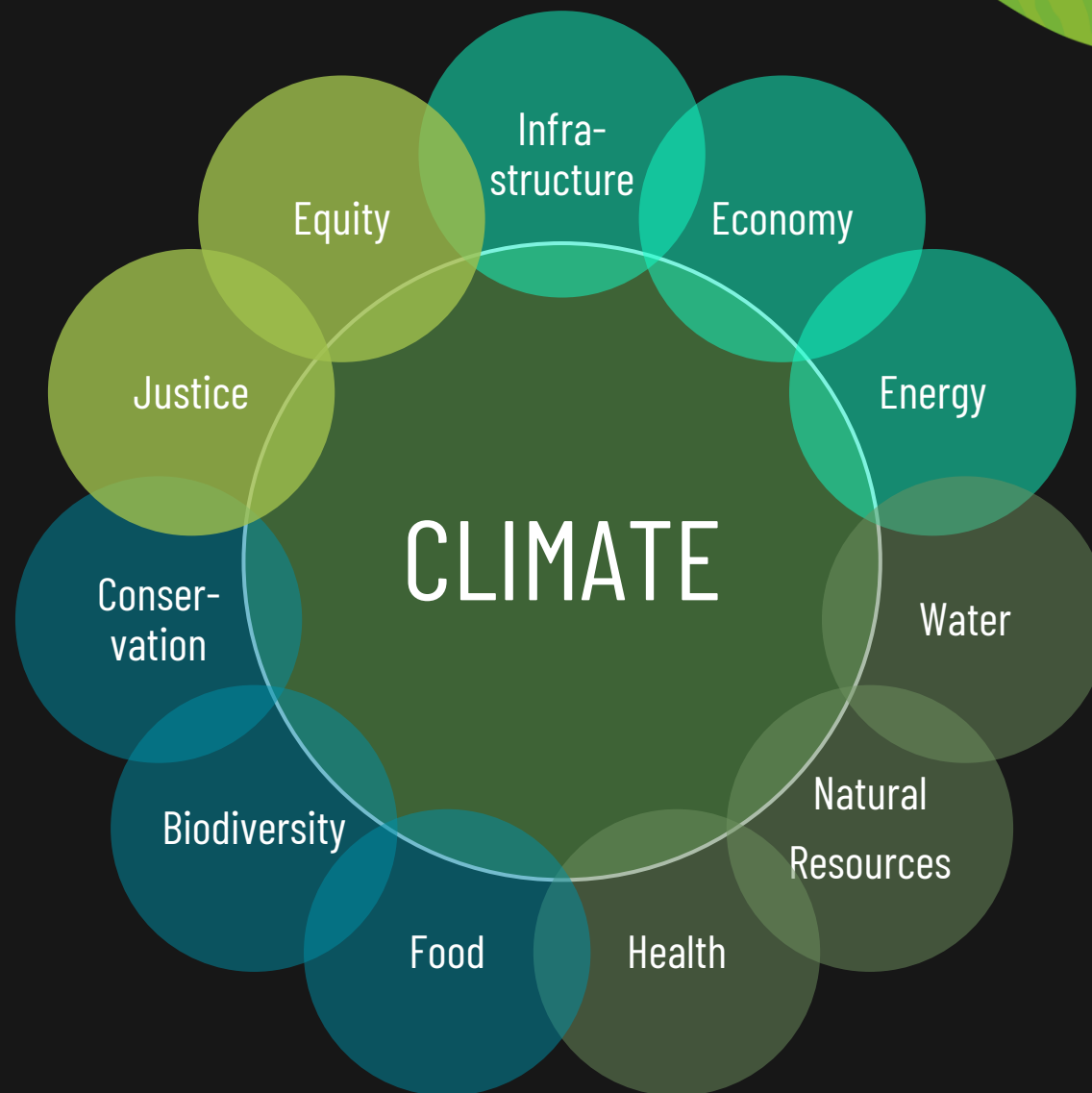




Engaging New Audiences

CLIMATE FUTURES

**These risks
affect every aspect
of our society and
life on this planet.**



Network Brainstorming

DONORS

Someone with capacity and values alignment

CONNECTORS

Someone who opens doors you can't open alone

INFLUENCERS

Someone whose endorsement moves others



Ways to Help

- Hone your TNC story and campaign talking points
- Consider hosting an event
- Brainstorm 3-5 people to intro TNC and share your story
- Meet 1:1 with development partners in each business unit



Closing

