

2021-23 STRATEGIC PLAN

Over the past 62 years, the Ice Age Trail Alliance has grown from a small understaffed organization with a handful of volunteers into a thriving union of volunteers, communities, and professional staff.

This growth has resulted in a stronger organization where land protection, trail construction, and community engagement are the pillars of success. This new 2021-23 Strategic Plan maps a pathway which builds upon the successes of the past and challenges the Alliance to raise the bar in the future.

CONSERVE LAND and CREATE TRAIL

The Alliance is committed to the goal of completing the Ice Age National Scenic Trail. Currently, more than 500 miles of gaps exist in between sections of the Ice Age Trail. Accomplishing this goal will take a concerted, focused effort by many partners over a long period of time.

The Alliance will conserve land and create trail for future generations by:

- Protecting land to expand the Trail off roadways.
- Ensuring development of new, sustainable trail.
- Creating meaningful experiences for all trail users.



Mission Statement

The Mission of the Alliance is to conserve, create, maintain, and promote the Ice Age National Scenic Trail.

Vision Statement

In collaboration with our many partners, we envision a premier, continuous, permanently protected Ice Age National Scenic Trail. Coursing through Wisconsin, the Ice Age Trail is a place where all people may enjoy and embrace unique glacial landscapes and cultural histories, while finding physical and mental renewal in a peaceful setting and an enduring spiritual connection to the land.

Ice Age Trail Alliance 2110 Main Street, Cross Plains, WI 53528

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ENHANCE all USER EXPERIENCES

The Alliance and our community of supporters is committed to making the Ice Age Trail an enjoyable and inclusive experience for people of all ages, backgrounds, and walks of life.

The Alliance will enhance recreational and educational opportunities by:

- Developing relationships with new people by cultivating a culture of diversity, equity, and inclusion.
- Partnering with communities, schools, businesses and other organizations to enhance programs and initiatives.
- Supporting and celebrating stakeholders who make meaningful impacts and create positive user experiences.

ENGAGE our SUPPORTERS

The work of the Alliance is as diverse as the landscapes and communities through which the Trail passes. This work includes conserving land, creating and maintaining the Ice Age Trail experience, collaborating with a variety of communities, and strengthening the Alliance's capabilities.

The Alliance will engage supporters by:

- Developing creative pathways into the organization and connections that endure.
- Expanding opportunities for volunteers to contribute their talents while maintaining high-quality volunteer events.
- Soliciting contributions from individuals, businesses, foundations, and government.

STRENGTHEN the ALLIANCE'S CAPABILITIES

The Alliance is dedicated to supporting the progression and strength of the organization. This includes a focused effort on the Alliance as a unified community of supporters. We are focused on improving access to, and efficiently sharing, resources.

The Alliance will do this by:

- Delivering guidance and support for the progression of the chapters.
- Providing resources to further the effective transfer and understanding of information to stakeholders.
- Committing to advocate locally for the Ice Age Trail.



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