



Corporate Membership 2018

Employee Engagement in Maine's Mountain Wilderness



A visionary endeavor, now at risk

The Appalachian Trail is one of America's greatest cultural legacies. It is a project that came into being through Benton MacKaye's visionary leadership in the early 1900's and has since been the collective endeavor of volunteers, public servants, outdoor enthusiasts and community activists - a rich celebration of our nation's natural heritage.

The 282 miles of Appalachian Trail in Maine is particularly special. It runs through the largest undeveloped ecoregion on the East Coast and is widely regarded as the finest section on the 2,189 mile-long Trail.

Much of the land surrounding the A.T. in Maine is unprotected, and now at risk of development, placing the economic, cultural, ecological and intrinsic value the Maine woods have provided for centuries at stake.

The Trail is more than just a path in the woods – it is a rich, interconnected system of land, rivers, lakes, towns, wildlife and people across time.

It is a cherished natural endowment to the citizens of Maine and visitors from around the world.

The East Coast's last great wilderness

- Maine's mountains are home to an incredible selection of flora and fauna, from alpine vegetation to migrating songbirds to large mammals – all dependent on this unique habitat
- Local economies depend on the land for sustainable timber harvesting and recreation, as they have for generations
- Millions take to the mountains throughout the year to enjoy unrivaled hiking, hunting, fishing and camping opportunities
- Natural areas provide invaluable ecosystem services: clean air & water and climate change mitigation
- Maine's shared outdoor heritage has always been a central tenet of the state's identity and quality of life





The Maine Appalachian Trail Land Trust was formed in 2002 as an independent land trust for the purpose of acquiring and protecting the land surrounding the Appalachian Trail in Maine for public benefit.

Our organization is part of a greater coalition of organizations working together to protect the Appalachian Trail Landscape in Maine.

Protecting Maine's wilderness heritage

- More than 30,000 acres conserved for protection of the A.T. landscape
- 10,000 acres slated for conservation in 2018
- 28 miles of the Appalachian Trail corridor protected from incompatible use
- Five of Maine's most prominent mountains protected (Saddleback, Abraham, White Cap, Crocker and South Crocker)
- Dozens of miles of multi-use trails
- Hundreds participate in on-Trail events annually
- 100% giving at board level
- Efficient, smart and proactive decision-making record; GuideStar Silver Rated



Program goals

In surveying the corporate philanthropy landscape we observed an opportunity to establish our program as a valuable asset to Maine's business community.

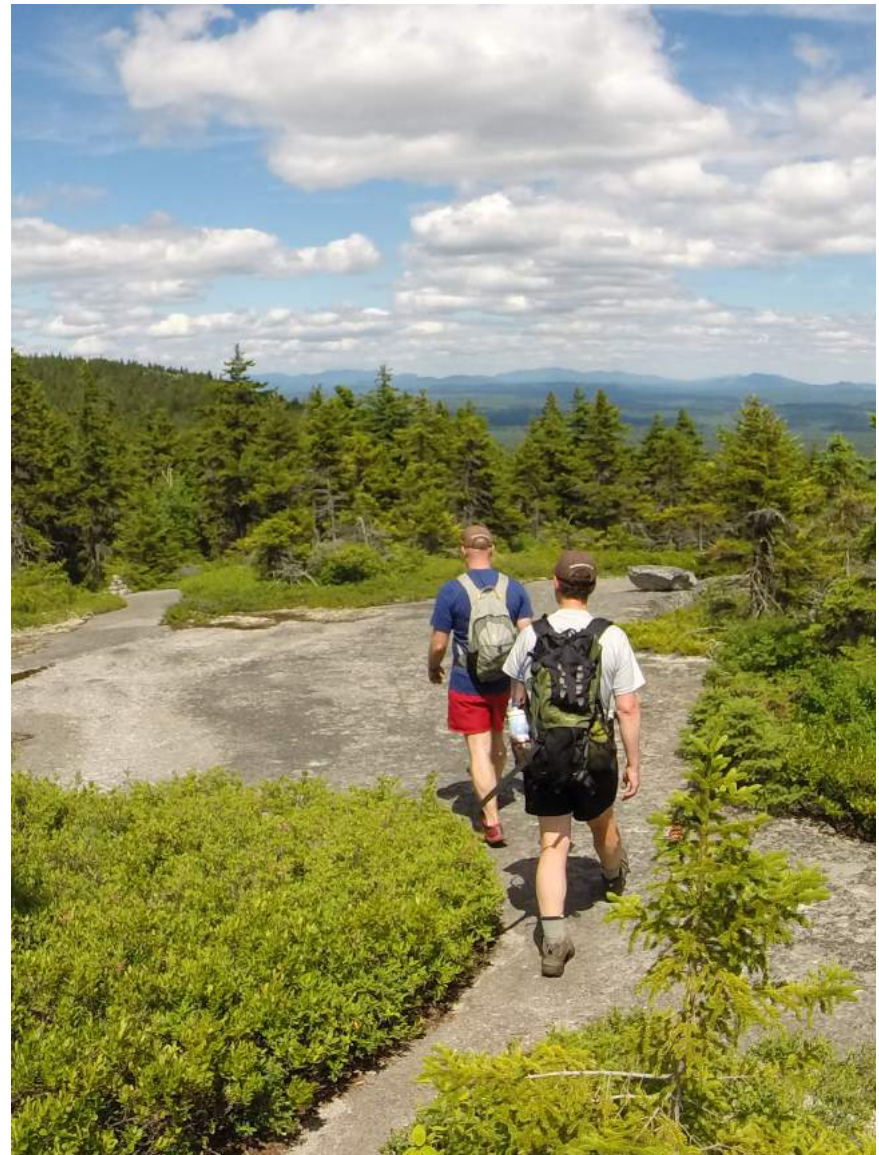
- Build relationships with people and companies, connecting our supporters to Maine's A.T. community
- Create rewarding, empowering experiences that leave participants asking, *"That was great! When's the next hike?"* and *"How can I get involved?"*
- Communicate our passion for our mountain wilderness areas
- Cultivate a network of advocates, donors and volunteers who share our commitment to land conservation in Maine
- Raise funds & awareness to continue our mission of protecting land along the A.T. in Maine

Research shows that in today's work climate employees are most satisfied working for companies that are innovative, ethical and provide opportunities for growth, collaboration and teamwork.

Our Corporate Membership program has been designed with this in mind. It is informed by our belief that getting outside is fun and can have a profound impact on one's mental, physical and spiritual well-being ... *especially in a team setting.*

An investment in Maine, an investment in your business.

- Increase employee engagement and retention with out-of-office activities
- Develop leadership and teamwork skills, improving your office dynamic
- Enhance brand recognition through Maine A.T. Land Trust's communication channels
- Contribute to Maine's unrivaled quality of life – a major selling point for recruitment of new employees



Membership Perks – Designed for You!

Our activities cater to your group's needs, providing you with a fun, rewarding and educational experience that connects you to Maine's majestic mountains.

- **Group Hikes:** take to the woods with our trained staff to experience the Maine woods together. Lunch provided!
- **Learning Lunch:** we come to your place of business with stories of the Trail and ways to get outside, get involved and become part of the Maine A.T. community.



- **Service Day:** roll up your sleeves and get dirty with us as we take on a stewardship project at one of our many properties. Training, tools and meals provided – a group favorite!
- **Activity Day:** there are many ways to recreate in Maine's woods! Choose from various opportunities such as a Guided Moose Watch in the summer, Eco-Foliage Tour in the fall or Snowshoeing Hike in the winter. Something for everyone, in all seasons!
- **Lodge Stay:** for our top membership level, we will work with you to plan a memorable overnight stay on or near the Trail guided by our staff. Perfect for in-depth team building!

Many ways to get involved!

There is a Corporate Membership level for everyone – each with unique and exciting benefits to engage your employees, clients and customers.

Day Hiker | \$1,000 *(for small businesses only)*

- Listing on website and Annual Report
- Advance notice invitation to group events
- *Bonus!* Ten raffle tickets for MATLT prize packages

Blue Blaze | \$5,000 *all of Day Hiker, plus*

- Upgrade to linked logo on website and Annual Report
- Group hike (including free membership) for up to 12 participants
- Learning Lunch at your place of business
- Social media mention

White Blaze | \$10,000 *all of Blue Blaze, plus*

- Service or Activity Day including catered lunch for up to 10 participants
- ¼ page ad in Annual Report
- Customized mention in monthly enewsletter
- *Made in Maine* gift basket

Katahdin | \$25,000 *all of White Blaze, plus*

- Guided overnight stay near the A.T. for eight participants
- Upgrade to ½ page ad in Annual Report
- Special VIP perk for member executives

Ready to hit the Trail with us?

Please contact us today to join the growing
Maine A.T. Land Trust community!

Simon Rucker

Executive Director

srucker@matlt.org

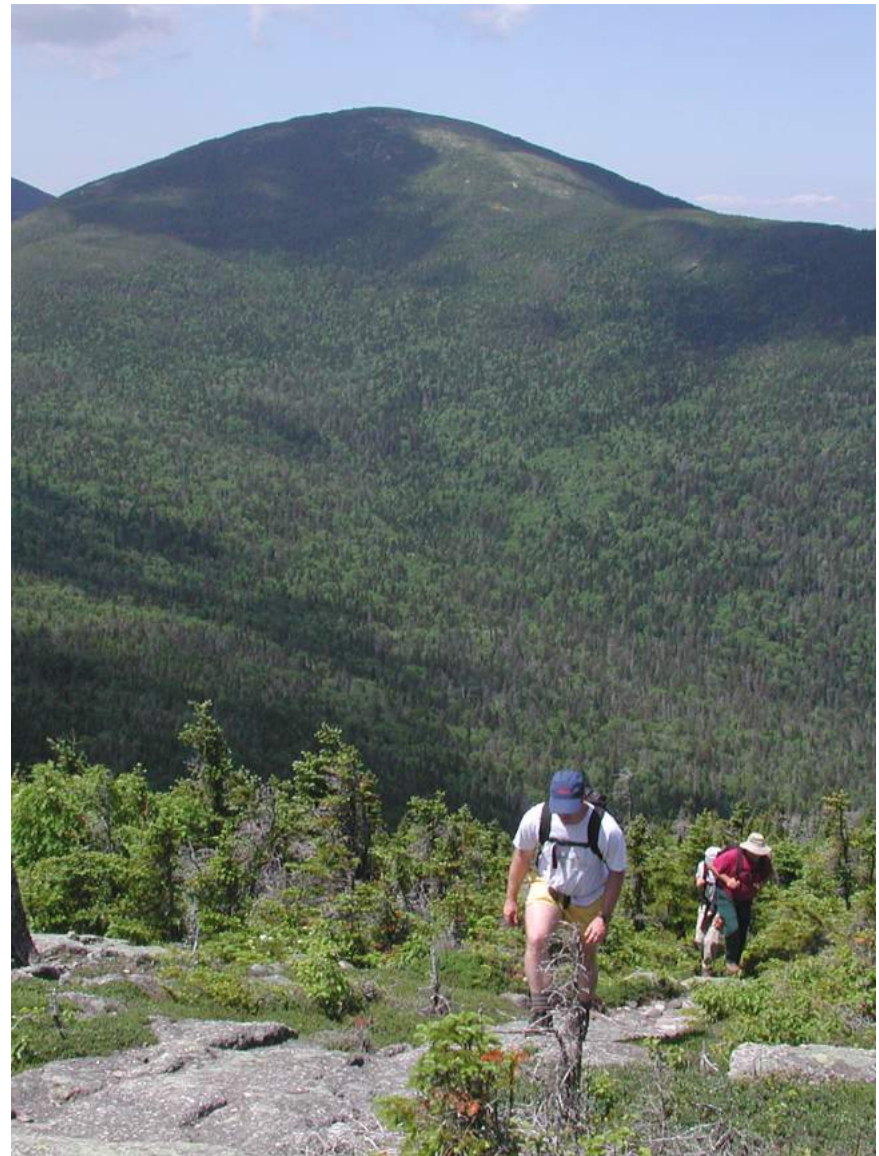
(207) 808-2073

Mark Cheever

Development & Programs

mcheever@matlt.org

(510) 559-0948



“To those who would see the Maine wilderness, tramp day by day through a succession of ever delightful forest, past lake and stream, and over mountains, we would say:

Follow the Appalachian Trail across Maine.

It cannot be followed on horse or a wheel. Remote for detachment, narrow for chosen company, winding for leisure, lonely for contemplation, it beckons not merely north and south but upward to the body, mind and soul of man.”

-Myron Avery, *In the Maine Woods*

