



# Engage the Community without Risking the Mission

Controlling risk for classes, projects, events, and field trips

**The ability to engage the community is vital to any non-profit, and environmental organizations are becoming increasingly intentional in their efforts to connect people to the land. Momentum is building around programs designed to educate the public, engage the next generation, and actively invite historically underrepresented communities to join in and benefit from conservation objectives.**

As the movement grows, land trusts and other like-minded organizations are coming up with creative ways to bring conservation to the people around them in real, tangible ways. Open space organizations are adding nature workshops, outdoor classrooms, field trips, and recreational opportunities while organizations based in urban areas are focused on beautification, greening, parks, and community garden projects. Such efforts not only engender goodwill and partnerships, but also attract donation dollars as well as other critical investments. Connecting with people today is critical for building sustainable missions lasting generations.

Interactive programs and events energize the conservation community and help land trusts grow an active membership. However, they can also bring new, unanticipated risks and exposures to an organization—with increased risk of both illness and injury to staff, attendees, and volunteers. Let Conserve-A-Nation® help to ensure that your community receives the maximum benefit while the non-profit protects itself from undue risk.

## Engagement Opportunities, Risks, and Solutions



Engagement Opportunities	Risks	Conserve-A-Nation Solutions
<b>Youth Programming</b> Outdoor classrooms, nature camps, and other programs for children, encouraging curiosity about our environment.	Vulnerable populations require an additional level of care. Children may wander off, injure themselves while playing, or fall victim to a predator.	General liability insurance that responds to standard accidental bodily injuries. Sexual abuse and molestation liability for qualifying risks.
<b>Community Gardens</b> Community gardens maintained by volunteers are gaining popularity in both rural and urban communities.	Volunteers and visitors can trip and fall in the garden, and there is risk of illness from consuming foods grown in the garden.	General liability and accident coverages that respond to visitor or volunteer injury, respectively. Products liability to respond to illness arising from garden yield.
<b>Special Events</b> Special events and fundraisers increase visibility and generate donation dollars.	Events expose an organization to the risk of attendee injury and accidents attributed to alcohol consumption.	General liability includes coverage for events up to 1,000 attendees. Host liquor liability automatically included.
<b>Hikes and Field Trips</b> Field trips and guided hikes encourage people to physically connect with nature and experience conservation efforts first hand.	Hikes, tours, and field trips bring risk of injury to the participants and attendees as well as to the volunteers leading the way.	General liability with coverage specifically included for hikes and treks. Accident policies provide excess medical coverage for injured volunteers.

**About Conserve-A-Nation**

Founded in 1994, Alliant's Conserve-A-Nation Insurance Program is the leading insurance solution for land trusts and other 501(c)3 conservation organizations nationwide. Conserve-A-Nation is proud to be the endorsed insurance partner of the Land Trust Alliance. We work with 1,500 local, regional, and national non-profits across the country. Our team's sole focus lies on understanding and protecting our conservation mission. We are dedicated to understanding relevant and applicable liability protection statutes, we stay current on conservation industry trends, and we have deep experience with common risks and exposures that land trusts and other conservation non-profits face every day.

**About Alliant Insurance Services**

Alliant Insurance Services is one of the nation's leading and fastest growing distributors of diversified insurance products and services. In the face of increasing complexity, our approach is simple: bring on the best people and invest more deeply in the industries and clients we serve. We operate through a network of specialized national platforms and regional offices to offer a comprehensive portfolio of services to our clients. Our goal is to ensure that they get the most innovative products—and innovative thinking—in the industry.

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