

THE PROGRAM

Texas is booming — in population, in economic growth, and consequently, resource consumption and depletion.

At 28 million residents and counting, creative, collaborative solutions are the most effective approach to solving pressing issues facing our natural resources.

On the front lines of the effort to ensure Texas’s future are the 150+ conservation organizations working across the state. Many of these organizations are flush with great science-based ideas, but strapped for resources when it comes to development, strategy, marketing, communications, and operational capacity.

There are projects throughout Texas that can be grown and replicated via collaboration and awareness — **Texan by Nature’s Conservation Partner** program acts as this catalyst. **By supporting the Texan by Nature Sustainability Fund, you ensure our unique role in keeping conservation efforts connected, multiplying their effectiveness.**

LOOKING AHEAD



Texas’ population will **grow by 10M by 2036**



Texas can only meet **74% of water demand** in drought conditions



Texans are projected to consume up to **6.3M acre feet** by 2040



Only **3% of philanthropic giving** goes to conservation efforts

THE FUND

By building on the Texan entrepreneurial mindset and combining our respective strengths, we collectively create a positive impact for Texas’ economy, people, and natural resources for generations to come.

Media awareness, strategic planning, partner development, increased funds, and standard metrics are critical for success. **By investing in the TxN Sustainability Fund, you allow TxN to thoughtfully offer these services at no cost to our partners, and enable the TxN team to focus on program implementation, increasing partner and project impact by connecting the many contributing parts to the whole of Texas conservation.**

SUPPORTER RECOGNITION

- Membership on the TxN Conservation Innovation Council
- Annual recognition at all TxN events
- Tickets to annual Conservation Wrangler Summit
- Permanent recognition on TxN website and annual report
- Invitations to exclusive funder events

HELP TxN REACH OUR GOAL

Stand out from the crowd! Only 30 supporters at \$100K/ each earn recognition as funders of this \$3M endowment!

THE IMPACT

We systematically address gaps reported by partners, including:

Media representation and awareness
Strategic planning
Partner development
Fundraising resources and strategies
Impact measurement and articulation

To increase partner capacity through our Conservation Partner program, Texan by Nature provides the following solutions:

INCREASED CONSERVATION AWARENESS

Our Monthly Media Roundup ensures that conservation partner efforts receive **over 100 million impressions each year**. Each year more than 75 percent of our partners participate in the roundup and cite it as a vital resource for awareness and volunteerism.

ADDITIONAL PARTNERS & RESOURCES FOR CONSERVATION PROJECTS

Our team is a knowledgeable, thoughtful, and creative resource for partners, ensuring strategic connections. Partners are listed on the TxN website, shared on our social media, and highlighted in our newsletters. TxN also creates and distributes comprehensive resources on topics of importance, such as fundraising, DEI, and more.

STRATEGIC PLANNING

The TxN team works with Conservation Partners to evaluate program/project areas and assist with planning objectives for future success. We connect partners with relevant expertise and resources to achieve goals and drive greater impact.

STATEWIDE ASSESSMENT OF THE CURRENT STATE OF CONSERVATION FUNDING IN TEXAS

Texan by Nature works with partners to collect data, survey partners, and create a comprehensive view of current funding. Sharing this data strengthens the ability of Texan by Nature and our partners to pitch conservation as a worthwhile investment with a tangible target, building momentum for everyone.

WHAT PARTNERS ARE SAYING

“Respect Big Bend is grateful for the support of Texan by Nature (TxN). Most conservation organizations struggle to connect with industry partners, and TxN has taken a leadership role to fill that void. Thanks to their support, we’ve been able to amplify our efforts to conserve the unique natural resources of the borderlands region of Texas for future generations.”

DR. LOUIS HARVESON
Dan Allen Hughes Jr., Endowed Director & Regents’ Professor
Borderlands Research Institute at Sul Ross State University

“Texan by Nature has provided invaluable expertise and guidance for our fundraising and outreach efforts. Our dedicated volunteers feel these areas leaped forward by 3 years or more due to the catalytic impacts of the Conservation Wrangler program. Thanks Texan by Nature!”

FRANK WEARY
Executive Board Member, Chairman
Exploration Green Conservancy

“Texan by Nature has been a great help to our new and growing organization. As a small non-profit, with only two staff, the support that Texan by Nature provides, best practices around marketing and social media, the community outreach calendar, fundraising tips and grant research, and the opportunity to attend conferences and networking opportunities are all invaluable. The TxN team is also easily accessible for advice and wise counsel. We appreciate their recognition of the work we are doing to protect the Comal Springs in New Braunfels and their continued support to expand our positive impact on conservation efforts in the Hill Country.”

NANCY PAPPAS
Managing Director
Headwaters at the Comal

