

# LANDMATTERS

## A CONSERVATION BURIAL ASSESSMENT TOOL

*-- Thank you for joining us in Dying for Conservation --*

Rally is a busy time for us all with backpacks full of information to digest. We too will need a break afterwards, for reflection. We created this worksheet for your post Rally days, when you are back at your desk (or inspecting trails) and wondering whether conservation burial is a good fit for your organization.

These are questions we have been asked -- and helped answer -- for our land trust clients while developing conservation burial projects with them. They are relevant for land trust staff, conservation burial champions, or in preparing for a presentation to an executive director, Board member or community partner.

### CONSERVATION

1. Does a conservation burial project fit with your organization's mission?
2. What are your organization's goals for a conservation burial project?
3. Would a conservation burial project contain conservation values you seek to advance?
4. What resources does your organization have available for a conservation burial project? (Consider resources such as: land, expertise, financials, willing community)
5. What barriers do you foresee in considering a conservation burial project?
6. Given your organization's objectives and obligations would a conservation burial project be a priority?
7. Can a conservation burial project advance your conservation or organizational strategies?
8. Does your organization have target conservation priorities or an existing conservation property that a conservation burial could benefit?

### COMMUNITY

1. Are there any green, natural or conservation burial grounds within your service area?
2. Are there any natural burial grounds within 50 miles of your service area?
3. Has your organization been asked about green burial by its members/community members?
4. Have you identified community goals that could be supported by a conservation burial project?
5. Can a conservation burial project further connect your organization to your community?
6. Do you have business, religious or organizational partnerships that would benefit the project?
7. Who in your community would be supporters and advocates for a conservation burial project?
8. Are those partners ready?

### STRUCTURE

1. Is your organization willing to participate in a conservation burial project?
2. Will your organization lead or partner on the project?
3. What is your organization's resource capacity for developing a conservation burial project?
4. Will you need to give up an organizational priority in order to participate in a project?
5. Does your organization have the time to develop a conservation burial project?
6. Have you researched your state's cemetery laws, local regulations, zoning?
7. What is the market for potential clients for the conservation burial ground?
8. Does your organization have a conservation burial champion? Is it you??

## HELPFUL RESOURCES

### **Green Burial Council**

Comprised of two distinct nonprofit entities, the Green Burial Council works to further the movement toward more sustainable burial practices, and support those who are actively engaged in green burial activities. The Green Burial Council also holds the standards for green burial at all levels, including conservation burial, and certifies green cemeteries around the country.

[info@greenburialcouncil.org](mailto:info@greenburialcouncil.org)

### **Conservation Burial Alliance**

A working group of owners, operators, advocates, and partners collaborating to support the protection, restoration, and sustainable management of conservation land that incorporates natural burial cemeteries.

[info@conservationburial.org](mailto:info@conservationburial.org)

### **Land Trust Alliance Standards and Practices**

A set of guidelines that describe how to operate a land trust legally, ethically and in the public interest, with a sound program of land transactions and land stewardship. The model for the land trust community. FAQ sheet: <https://www.landtrustalliance.org/taxonomy/term/190>

[info@lta.org](mailto:info@lta.org)

### **Memorial Ecosystems**

The pioneers and founders of the “first green cemetery” in the US, Kimberley and Billy Campbell have served families at Ramsey Creek Preserve, since 1998. Experts in the conservation burial field, they provide green burial consulting services through Memorial Ecosystems. Founding members of the Conservation Burial Alliance.

[kimberley@memorialecosystems.org](mailto:kimberley@memorialecosystems.org)

### **LANDMATTERS**

A conservation consulting firm specializing in conservation burial projects, Heidi Hannapel and Jeff Masten founded Landmatters in 2015. In addition to conservation support for their local land trusts, they work with land trusts on conservation burial projects that subscribe to best practices in land management, cemetery operations, community engagement and conservation. Founding members of the Conservation Burial Alliance.

[info@thelandmatters.com](mailto:info@thelandmatters.com)

### **New Hampshire Funeral Resources, Education and Advocacy**

Lee Webster, a funeral reform advocate, author, current President of the Green Burial Council, and leader of various related nonprofits, created NHFREA’s website, with a library of resources that are now used as the model for other state home funeral and natural burial nonprofit websites. Founding member of the Conservation Burial Alliance.

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