

# Conservation MVS Checklist

By Ashley Beggs | Conservation Consultant

*"You Don't Need More Passion. You Need a Plan."  
Passion won't keep the lights on or the rangers paid. Structure will.*

## 1. Mission & Impact

- ☐ Clear 1–2 sentence mission statement
  - ☐ 1–3 measurable impact metrics tracked quarterly
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## 2. Finances & Structure

- ☐ Basic monthly budget tracked regularly
  - ☐ Roles & responsibilities written down (even for volunteers)
  - ☐ Folder system for finance, comms, and reporting
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## 3. Donors & Partners

- ☐ Quarterly donor updates (newsletter, WhatsApp, email)
  - ☐ List of key partners and stakeholders mapped
  - ☐ Basic proposal toolkit (1-pager, pitch deck, budget, impact snapshot)
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## 4. Media & Storytelling

- ☐ Organised library of photos, videos, and stories
  - ☐ Compelling impact stories linked to fundraising calls
  - ☐ Consistent branding across all touchpoints
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## 5. Rhythm & Planning

- ☐ Monthly or quarterly planning session with the team
- ☐ Annual review of mission, metrics, and donor strategy



### Tip from Ashley

If your conservation work only lives in your head, it will die there too.  
Write it down. Share it. Build it.

Book a free call - [Let's Start Building](https://www.ashleybeggs.co.za)