



A Geographic Approach for Environment and Conservation Nonprofits

Growing Your Nonprofit with GIS





Achieving Your Mission with a Geographic Approach

Thriving conservation and environmental nonprofits grow their impact by applying a geographic approach to every branch of their organization. The challenges you tackle are inherently linked to location, meaning that harnessing geographic tools enables you to see both the forest and the trees. Geographic information system (GIS) technology allows you to gain fresh perspectives, organize data effectively, and apply spatial thinking for valuable insights. GIS technology allows environmental organizations to build and connect data based on geography, giving rise to an

operational ecosystem that applies spatial thinking. GIS supports spatial thinking to create, manage, analyze, and map all types of data—from biological and environmental to land stewardship, donor community, volunteer base, and more. GIS empowers environmental nonprofits of all sizes to better communicate their cause, understand their community, act on their mission, and measure their impact. GIS helps nonprofits extend services, attract volunteers, expand their donor network, and shape public policies.

SUCCESSFUL NONPROFIT ORGANIZATIONS USE GIS TO

- Advance and communicate their mission more effectively through engaging storytelling tools.
- Better understand their focus areas, donors, and volunteer networks by accessing the ready-to-use demographic, behavioral, economic, and environmental data.
- Act on their mission more effectively by applying the geographic approach to every business function for improved outcomes.
- Measure their impact by collecting and analyzing data to monitor performance.

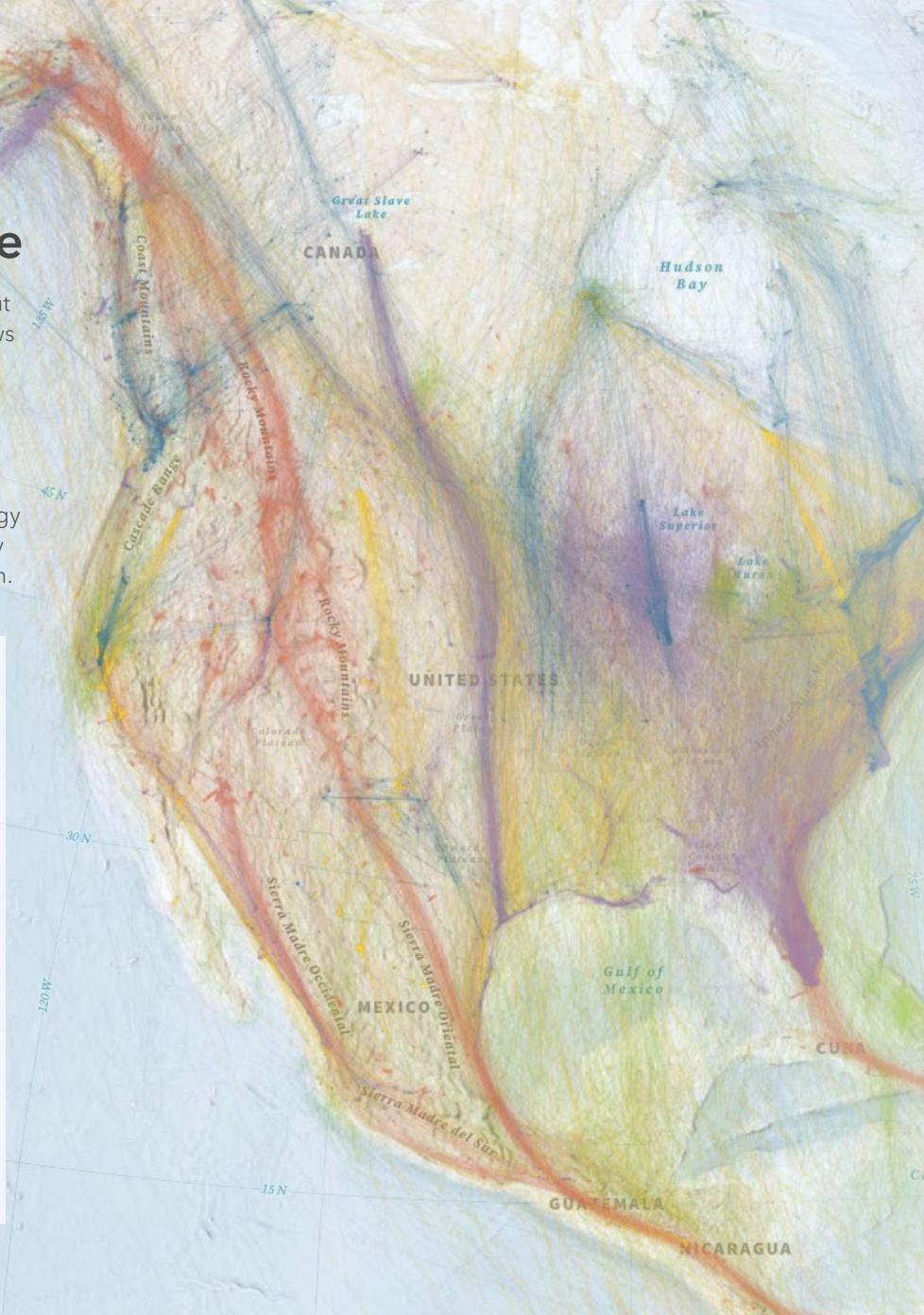


Communicate Your Cause

Captivating your audience with compelling stories about your cause is the first step to growing support. GIS allows you to craft compelling, data-driven visualizations that communicate complex data in accessible and intuitive ways. Creating an immersive storytelling experience will make you stand out and help you communicate the challenge, illustrate the consequences, and identify where the opportunities to intervene are. GIS technology provides the tools to elevate your storytelling and rally passionate change-makers around a single destination.

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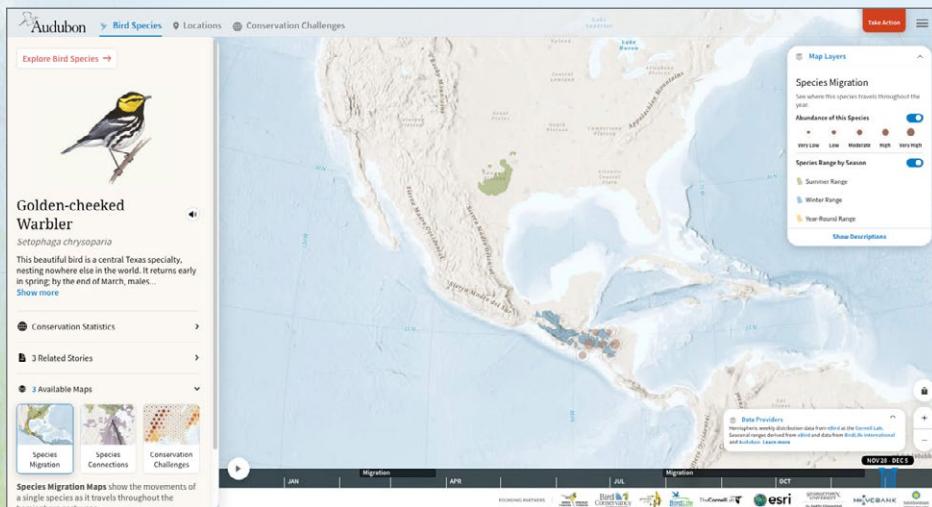
- Target advocates for their cause to gain support and momentum.
- Connect volunteers to a need and empower them to inspire change.
- Shorten the interval between a need for change and a call to action by communicating their mission.
- Put their mission in the context of where people work, live, and play.
- Monitor progress to measure their impact.



Audubon Society Tracks the Migration of Birds, Revealing Challenges They Face

The National Audubon Society's Migratory Bird Initiative has a multifaceted focus: identify places that migratory birds need and protect the ones that matter most, reduce threats to birds, and engage people from diverse communities in the joy of birds and the wonder of migration. They worked with founding partners and hundreds of researchers to tell the complex story of bird migration using GIS. Utilizing millions of location data points, the Bird Migration Explorer, based on ArcGIS®, allows users to visualize the incredible annual journeys made by over 450 bird species across the hemisphere.

By mapping when and where birds face challenges like suburban development or climate change, Audubon can investigate root causes of decline and engage with communities and local organizations to reverse the decline and preserve biodiversity. Presented using three types of maps—species, locations, and conservation challenges—the Explorer combines bird banding, tracking, abundance, and genetic data with geography. Intricate illustrations of each species, a custom basemap built by Esri, and well-crafted storytelling help the Explorer appeal to multiple audiences, from conservationists and advocates to birders and the casually curious.



The Bird Migration Explorer was made possible through generous contributions of tracking data from hundreds of researchers across many organizations working throughout the Western Hemisphere.



Understand Your Focus Area

The issue you're passionate about demands action, but sometimes you need data to validate your understanding and to reach and identify potential supporters. Your heart may be won over by anecdotal examples of your progress, but success comes when you provide validation—the proof is in information supported by accurate data analysis. GIS provides the foundation to discover and leverage authoritative data, collect and analyze your own data, and use analysis to validate your program strategy and even understand what compels your audience. Using a geographic lens moves your cause from an instinctive reaction to a call for action.

SUCCESSFUL NONPROFIT ORGANIZATIONS USE GIS TO

- Advocate for their cause by analyzing and mapping data to move to action.
- Access ready-to-use data and content to accelerate their momentum.
- Measure program success.
- Improve stakeholder engagement with powerful information and graphics.
- Monitor areas where their efforts are needed as a means for intervention.

mohonkpreserve.org

Mohonk Preserve's Community Hub: Volunteer Initiatives

Active Hub Initiatives Training Materials Volunteer Events Discussion Map Submit Hours Mohonk Preserve's Website

Welcome Volunteers!

Photo: Ed Postma

Volunteers play many crucial roles at the Preserve. They maintain trails, welcome visitors, conduct research, educate youth groups, support special events, beautify our gardens, capture breathtaking photography, and much more, contributing their time, talents, and thousands of volunteer hours annually.

Initiatives You Follow

The volunteer initiatives or programs that you follow will appear below. If you are not seeing an initiative, visit the [Active Hub Initiative](#) page.

Backcountry Patrol

An ArcGIS Hub site for Mohonk Preserve's Backcountry patrol Program. Backcountry Patrol volunteers provide visible presence in the outlying areas of the Preserve. Leaving maintained trails and carriage roads behind, volunteers keep an eye out for improper conduct and advise visitors on proper use of the Preserve.

[View](#)

Peregrine Watch

An ArcGIS Hub site for Mohonk Preserve's Peregrine Watch program. Peregrine falcons have been studied in the Shawangunks since the 1920s, from Daniel and Kath Smiley at the Mohonk Mountain House, to Helene Meng at SUNY New Paltz and Tim Castle at the University of Albany. Today, Peregrine falcons are a rare sight in the Shawangunks. Mohonk Preserve's today, we continue learning about how these birds use our cliffs and their requirements to survive here. We monitor peregrine falcons to enable a successful breeding season and help ensure the continued recovery of these remarkable raptors.

[View](#)

Special Events

An ArcGIS Hub site for Mohonk Preserve's special events volunteers. Volunteers are crucial in making our special events so special. Whether you're manning an aid station, throwing a finish line party, or helping with setup and break down, we need you!

[View](#)

Trail Keepers

An ArcGIS Hub site for Mohonk Preserve's Trail Keepers program. Trail Keeper volunteers patrol trails and carriage roads ensuring signs and water bars are maintained, clear brush and blowdowns, and ensure trails are being used for their intended purpose.

[View](#)

Events

Review and sign up for upcoming events.

[View](#)

Training Materials

Review user guides and videos for web and mobile apps.

[View](#)

Discussion Map

Review, reply, or create a new post on the map.

[View](#)

Submit Hours

Submit your completed volunteer and travel hours.

[View](#)

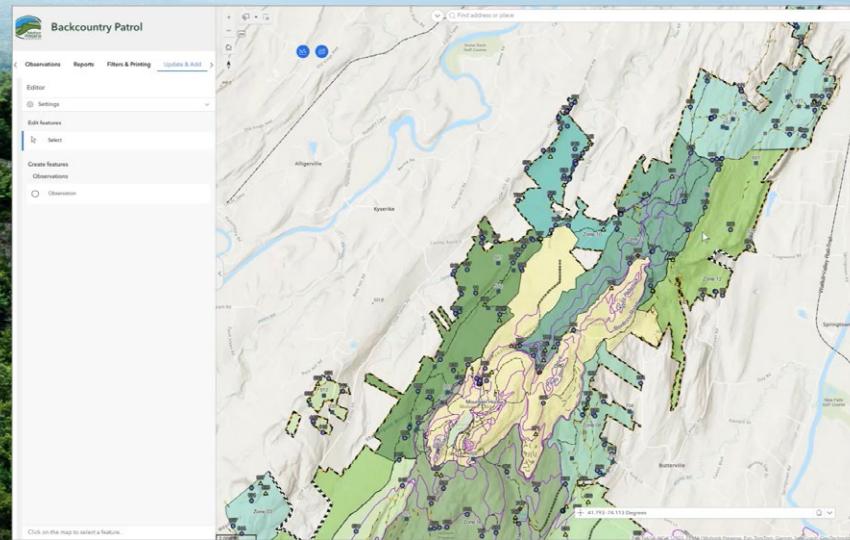
Mohonk Preserve Boosts Community Collaboration with ArcGIS® HubSM

As New York's largest member- and visitor-supported nature preserve, Mohonk Preserve protects over 8,200 acres of cliffs, forest, fields, and streams. More than 400 volunteers support the Preserve in various capacities, including administrative support, community science, stewardship education programs, and special events. These volunteers are collecting and submitting various datasets on the Preserve and their operations. However, with all that data being processed manually, inefficiencies and challenges began to arise. Volunteers had to submit some reports via paper, which led to errors, delays in processing, duplication, and endless email threads. Some volunteers felt their work wasn't being valued and that their voices weren't being heard.

So, Mohonk Preserve turned to ArcGIS to streamline their volunteer data collection and collaboration. They now use

ArcGIS Field Maps and ArcGIS Survey123 to enable volunteers to more easily collect and submit various types of information. Now, volunteers can collect even more data, then send it with automated, standardized formatting and with improved accuracy. This has increased collaboration between the organization's various departments and reduced duplication of efforts.

The Preserve is utilizing ArcGIS Online and ArcGIS HubSM Premium to create one centralized location to host and share all their volunteer initiatives, events, training, and data. This allows them to extend the power of ArcGIS to other groups they collaborate with, sharing access to the specific data and content they select. The result is greater transparency and collaboration with not only the volunteers, but also the public and other partners and agencies they work with.



Mohonk Preserve's Community Hub provides volunteers a central place to view all the various initiatives and events, as well as access training materials, start discussions, and log their hours.

Act on Your Mission

An organization's mission is not enough. Having a strategic business plan coupled with efficient management and performance-monitoring tools will ensure that your compass is always pointed towards achieving your mission. Enterprise

GIS supports your mission by enabling market research, field operations, analysis, communications, and public engagement. It also improves the effectiveness of staff and the impact of volunteers across the organization.



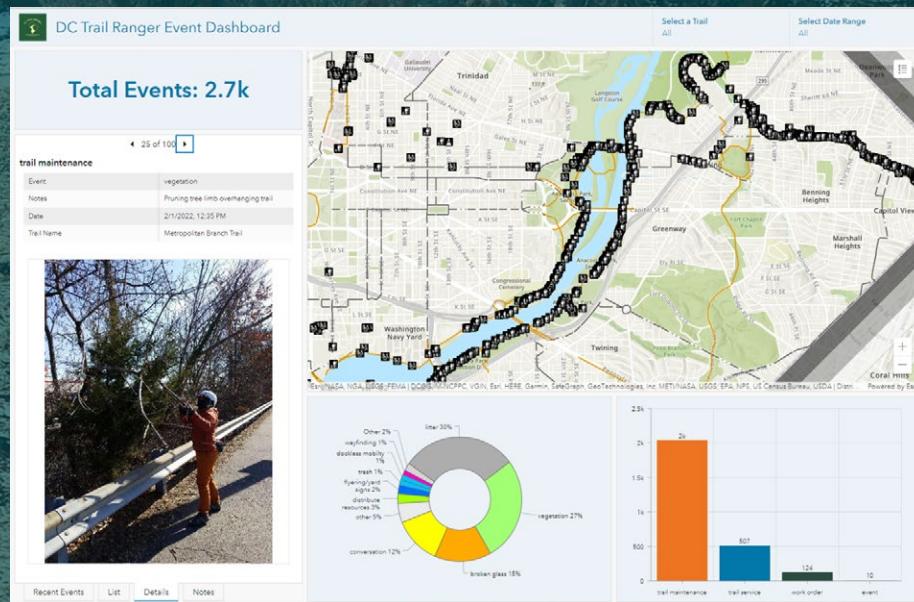
SUCCESSFUL NONPROFIT ORGANIZATIONS USE GIS TO

- Leverage data and analytics to optimize program delivery.
- Improve accurate data collection and effectiveness in the field.
- Analyze demographic, behavioral, economic, and environmental data to identify where their focus areas need the most support.
- Demonstrate progress and impact of operations through a data-driven approach.

Washington, DC, Bicyclists Use ArcGIS QuickCapture to Maintain Trails

The Washington Area Bicyclist Association's (WABA) Trail Rangers work with local agencies to keep the mixed-use, paved trails clean, well-lit, and clear of obstacles. They also assist trail users and work to improve trail conditions. To help facilitate their data collection process and quantify work efforts, WABA partnered with SymGEO to deploy an ArcGIS QuickCapture application.

The GIS-based application enables the trail rangers to easily track every trail service, maintenance task, work order request, and trailside event. To assist with task management, this data is then displayed in an internal ArcGIS Dashboard that lists all the tasks and events by Trail Ranger and date. A public-facing version of the dashboard allows the community visibility into all the Trail Rangers' activities to improve DC's collective trail experience.



The Washington Area Bicyclist Association's (WABA) Trail Rangers rely on the ArcGIS QuickCapture app to capture all services and events, with location information and optional notes or photographs tagged to the appropriate trail.

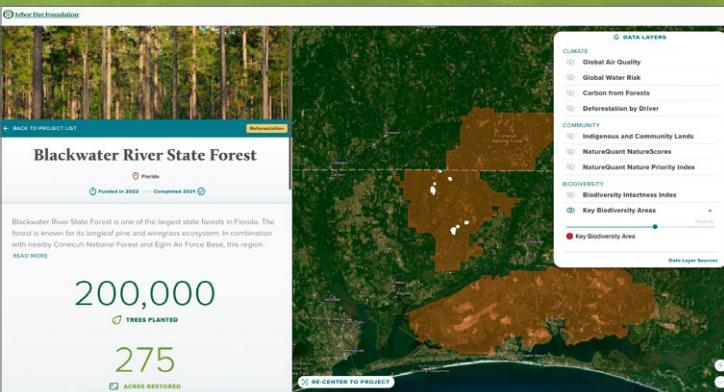
All the data captured by Trail Rangers using the ArcGIS QuickCapture app is then displayed in a dashboard to provide visibility and analysis of the program's impact.

Measure Your Impact

As a nonprofit, every dollar counts, so it's critical that you always know whether your tactics and approach are making an impact—and pivot quickly if they're not. Use GIS to develop indexes and models that set a benchmark and give you milestones to reach. GIS allows you to model alternative approaches and adjust them as you monitor their success. Leverage tools to better communicate to your network, use authoritative data, collect and analyze your own data, and use analytics to validate your program strategy and report confidently on your success to donors and stakeholders.

SUCCESSFUL NONPROFIT ORGANIZATIONS USE GIS TO

- Communicate their impact to current and prospective change-makers.
- Collect and analyze information in real time.
- Develop impactful models to weigh alternative approaches.
- Develop dynamic reporting to share with management, staff, and stakeholders.



With GIS technology, the Arbor Day Foundation can rally corporations to support climate action. Digital maps bring together important data for understanding threats to forest ecosystems and showing progress toward sustainability goals.

"When you're planting trees, people want to know where they are, and they want to see them. Not everyone has the privilege of going to Senegal or Nicaragua and touching these trees. Maps are the next best way to create that engagement in connection with our work and our mission. Whether it's a company or an individual, if they can see that work, they can believe more in our mission."

—BEN WILINSKY,
ARBOR DAY FOUNDATION

Arbor Day Foundation Uses GIS to Link Corporations to Climate Work

The Arbor Day Foundation, the largest member-based nonprofit organization dedicated to planting trees, relies on Esri's ArcGIS to rally corporations to support climate action by building understanding of the vast and overlapping benefits that trees bring to the world.

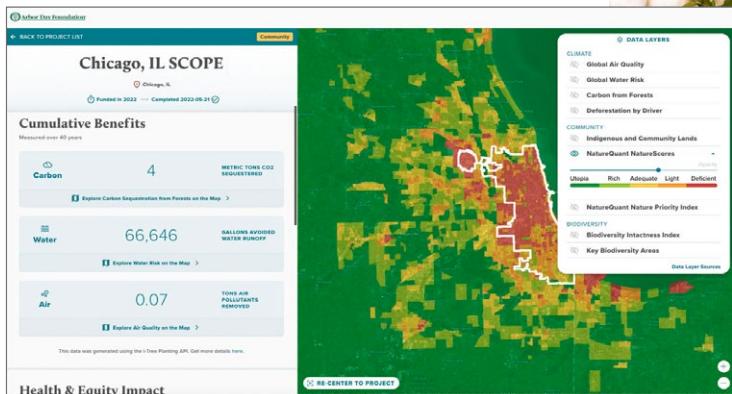
The need to scale its operations concurrently and improve quality and efficiency for its partners led the Foundation to explore GIS technology. ArcGIS Pro brought immediate modernization to operations, including locating forests on digital maps and offering tools for maintaining up-to-date information on each location.

ArcGIS Survey123 automates data collection, freeing staff from manually entering information as projects progress. New capabilities for analyzing data and building predictive models make it possible to monitor conditions at each forest,

maintain near real-time awareness of threats and opportunities around the world, and set priorities for climate action.

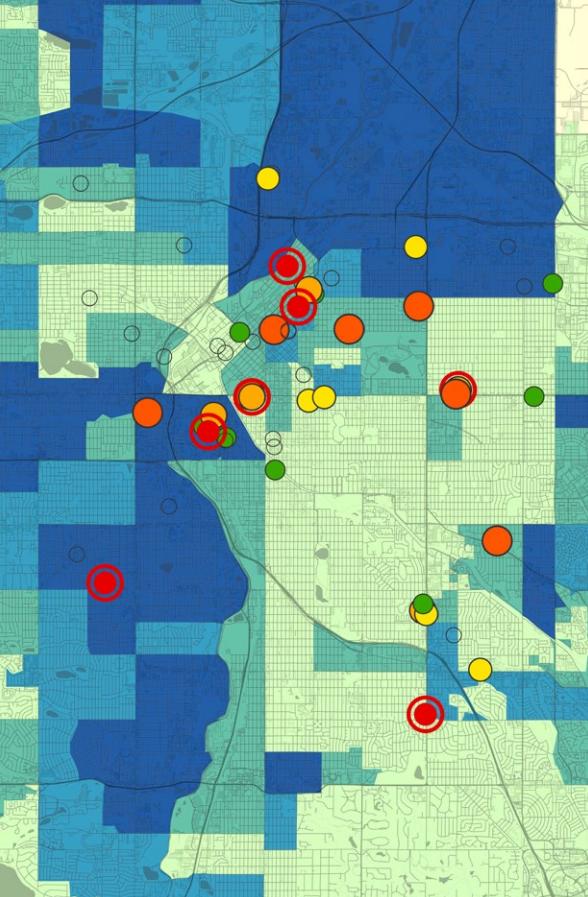
The Foundation educates its audience about issues it's working to solve through ArcGIS Hub, ArcGIS Dashboards, ArcGIS StoryMapsSM, and the Foundation's own communication channels.

By taking a geographic approach to climate action, the Foundation has extended its reach to 55 countries. It plans to continue building on this momentum, having established a dedicated GIS team that is working to unlock the full potential of these technologies.



The Arbor Day Foundation can use GIS technology to show the benefits of planting trees. Those benefits include carbon sequestration and improved air quality.





Getting Started

Advance your mission with ArcGIS

The world's most powerful GIS software is available to nonprofits at a discounted price. Esri's Nonprofit Program provides eligible organizations with low-cost access to the software, training, and content they need. Organizations of all sizes from around the world are invited to apply.

Eligibility is determined based on an organization's status and activities—for US nonprofit organizations, 501(c)(3) status is required.

Join a Vibrant Environmental Nonprofit GIS Community

Esri supports more than 13,000 organizations through the Nonprofit Program. It serves tens of thousands of GIS users across 126 countries who are applying GIS to make the world a better place. From habitat restoration, tree planting, and wildlife protection to climate action and conservation, program members are taking a geographic approach to solving complex problems and creating a positive impact.





Nonprofit Program Features

Program members can take advantage of the discounted offerings and benefits that best meet their needs. Full details will be shared once eligibility is verified.



Software and subscriptions

Esri's ArcGIS products for the cloud, mobile devices, and desktops discounted from 50 to 99 percent.



Data and maps

Basemaps, imagery, demographics, lifestyle data, and authoritative maps on thousands of topics are included in ArcGIS Living Atlas of the World. Premium content discounts vary.



Developer tools

APIs and SDKs for building custom web, mobile, and desktop apps for mapping, visualization, and analysis.



Training

Get unlimited e-Learning through Esri Academy. Instructor-led training is discounted 40 percent.



Support

World-class support is provided by people who are ready to address any question or issue related to ArcGIS. Esri Services discounts vary. Software installation support is included.



Partners

Connections to Esri's nonprofit specialty partners who have dedicated solutions, services, and expertise for nonprofit success.



Community

Access to the largest community of mapping and location intelligence professionals, where nonprofit staff can share, chat, and collaborate.



Esri User Conference (Esri UC)

Gain access to the biggest GIS event to discover how GIS is transforming our world. Registration is discounted 75 percent. Discounts on other Esri events are also available.

Learn more and apply for the Esri Nonprofit Program at go.esri.com/ENRnonprofits.





Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results.

Founded in 1969 in Redlands, California, USA, Esri software is deployed in hundreds of thousands of organizations globally, including Fortune 500 companies, government agencies, nonprofit institutions, and universities.

Esri has regional offices, international distributors, and partners providing local support in over 100 countries on six continents. With its pioneering commitment to geospatial technology and analytics, Esri engineers the most innovative solutions that leverage a geographic approach to solving some of the world's most complex problems by placing them in the crucial context of location.

For more information, visit go.esri.com/ENRnonprofits.

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