

## **Native Plant Trust Welcomes Tracy Trial as Director of Development**

Native Plant Trust is pleased to announce the appointment of Tracy Trial as Director of Development, following a national search led by Koya | Diversified Search Group. Trial brings more than a decade of leadership experience in nonprofit fundraising, donor engagement, strategic communications, and organizational development to the nation's first plant conservation organization.

Most recently, Trial served as Senior Director of Development at New England Public Media, where she expanded major giving, developed comprehensive campaign strategies, and helped build lasting fundraising infrastructure during a pivotal organizational transition from federal funding to 100 percent community support. Her background also includes leadership roles at United Way of Pioneer Valley and Bay Path University, as well as experience as an educator in Massachusetts public schools.

At Native Plant Trust, Trial will lead the organization's development strategy and philanthropic engagement, strengthening relationships with donors and supporters while helping to build the resources necessary to advance the Trust's conservation, horticulture, and education work throughout New England.

"Tracy combines strategic thinking and fundraising expertise with a deep understanding that philanthropy is fundamentally about relationships," said Tim Johnson, PhD, CEO of Native Plant Trust. "She has an exceptional ability to connect people with mission-driven causes, engage boards and organizational leaders in development strategy, and build collaborative systems that create lasting support. We are thrilled to welcome her to Native Plant Trust at such an important moment in our history."

Trial joins Native Plant Trust as the organization builds on its 125-year legacy of protecting New England's native plants and the habitats they sustain. Founded in 1900, Native Plant Trust is the nation's first plant conservation organization and the only organization solely focused on conserving New England's native plants. Its work encompasses plant conservation and research, seed banking, horticulture, education, and efforts to increase the use of native plants in designed landscapes.

Trial's approach to development reflects the relationship-centered philosophy she will bring to the organization. Asked during the search process what her first priority would be, she answered: "Building trust. Everything else comes after."

"I feel fortunate to join Native Plant Trust at this moment, with so much strength in its 125-year legacy and so much opportunity ahead," said Trial. "I look forward to

deepening existing relationships and building new ones in service of native plant conservation across New England.”

In her new role, Trial will work closely with Native Plant Trust’s leadership, Board and Council, staff, members, donors, and philanthropic partners to deepen engagement with the organization and broaden support for its mission.

“Native plants are fundamental to the beauty, biodiversity, and resilience of New England’s landscapes,” Johnson added. “The need for this work has never been greater. Tracy’s leadership will help us invite more people into that work and build the philanthropic partnerships that will allow Native Plant Trust to make an even greater impact in the years ahead.”

Trial began her role as Director of Development on **August 17, 2026**.