

The Climate Reality Project Central Minnesota Chapter 2025 Strategic Plan

Last revised 4-14-2025

Goals

1. Make it easy to engage with opportunities for climate education and action.
 - a. Review our standard communications (newsletters, meeting invitations, etc.) and identify ways to optimize them, make them quicker to scan for relevant info, easier to act on, etc.
 - b. Generate easy-to-act on communications about chapter activities and other information that is relevant for chapter members. This may include periodic newsletters, action alerts and other items.
 - c. Increase the chapter's social media presence.
2. Educate about climate and environmental issues and actions.
 - a. Hold monthly chapter meetings, approximately 4 in person and 8 on Zoom. Zoom chapter meetings will usually include a guest speaker on a climate or environmental topic. The theme for speakers this year is "Act local".
 - b. Table at community events. Topics include home electrification, plant rich diets as a climate solution, and information about our chapter.
 - c. Help arrange trained Climate Reality speakers when asked.
3. Facilitate making connections for climate action. Bring people together and empower all members to come with their ideas and organize solutions.
 - a. Hold quarterly in person chapter gatherings.
 - b. Hold a facilitated in-person session to bring people together to share their ideas, find common interest areas and form action teams.

Chapter Organization

Co-chairs: Jen Hammer, Kai Johnson, Anna Larsson

Additional leadership team members: Tim Fremouw, Jason Torgerson, Robert Woods

OPERATIONS TEAM Keeps the chapter running

Kai - Publications Manager – responsible for newsletter, announcements, action alerts, explore calendar

Jen - New member phone follow up, Zoom hosting, track engagement and impact

Tim - Resource Manager – manages Wix, Google Workspace, YouTube, OpaVote, mailing list maintenance, new member welcome emails. Serve as Jason's IT backup

Jason - Website, recording and social media

PRESENTATIONS TEAM Focus is on finding presenters or activities for monthly chapter meetings and in person gatherings. Ad hoc – find Climate Reality presenters when inbound requests for speakers come in

Anna - Presentations lead, all members will participate

OUTREACH TEAM Participate in organized climate action and education events with other groups or organizations, including tabling. Find speakers for inbound requests for climate talks. Invite potential new members to join our chapter

ad hoc by all members

ACTION TEAMS We expect that multiple action teams organized around specific interests and initiatives may form during the year. Action team leaders are expected to keep the chapter leadership team updated on their initiatives and are encouraged to attend monthly leadership team meetings. As of March 2025, we have these action teams

- Environmental Solutions team - led by Robert Woods
- Electrify This Old House - led by Greg Lais and Jason Torgerson
- Motivating Moderates - led by Bill Weimer, Dan Katzenberg and Paul Wardell - currently a discussion group, may take action