

# The Climate Reality Project Central Minnesota Chapter 2024 Strategic Plan

Last revised 3-21-2024

## Who We Are

The Central Minnesota Chapter of The Climate Reality Project, is a diverse group of passionate individuals who have come together to solve the greatest challenge of our time – Climate Change. We are activists, cultural leaders, organizers, scientists, and storytellers committed to building a sustainable future together. As of January 2024, 150 of our 279 members have been trained as Climate Reality Leaders.

## Our Mission.

Our mission is to spark urgent action and catalyze rapid adoption of solutions to the climate crisis across every sector of society, and to implement policies that promote clean, renewable energy sources and restoration of a balanced carbon cycle. Our focus is to educate the public and government about climate science and solutions, build coalitions with other climate activists, and conduct issue advocacy campaigns to bring about the rapid and just implementation of climate solutions at the local, state, and national levels.

## Our Vision

A more just and equitable world fueled by clean energy and ensuring clean air, clean water and a healthy environment for future generations.

## Our commitment to Diversity, Equity, Inclusion and Justice (DEIJ):

At The Climate Reality Project, we are committed to building a more just and equitable world, one where all voices are heard and respected regardless of race, religion, color, national origin, sex, sexual orientation, gender identity, age, or physical ability.

We recognize that a diverse and inclusive movement is critical to solving the climate crisis, and that to build this winning coalition, we must ensure that those directly impacted – particularly frontline communities who have been excluded in the past, as well as those directly impacted from past environmental damage, are at the center of the movement for change.

We commit to undoing the historic injustices through our solutions and address systemic inequities through our actions.

At The Climate Reality Project, we believe to solve the climate crisis we must pursue a just transition to a clean energy economy that nurtures healthy and sustainable communities and ecosystems.

We commit to developing the metrics to evaluate success.

## Chapter Organization: 2024 Leadership Team

### Presentations & Outreach Team

- Bill Middlecamp
- Brenda Varda
- Natalie LaBarbera
- Robert Woods\*
- Tim Nolan

### Operations Team

- Anna Larsson
- Jason Torgerson
- Tim Fremouw\*

\* Chapter co-chairs

The leadership of the Central MN Chapter of the Climate Project is elected annually from the current membership of the chapter. Leadership responsibilities are currently divided between two teams: operations and a combined presentations and outreach team. Co-chairs are chosen from the membership, and both have completed the Climate Reality Leadership training. Co-chairs have additional responsibilities including communication with the main Climate Reality Project organization, chairing the official monthly chapter meetings, and developing the strategic plan for the coming year.

## Our Campaigns, Programs and Initiatives

### **I. Presentations and Outreach Team:**

#### **PRESENTATIONS PORTION:**

- a. Secure quality speakers, including at least one notable speaker in 2024.
- b. At least once per quarter, provide an opportunity for chapter members to participate in round table discussions, field trips, and/or in-person gatherings.

#### **OUTREACH PORTION:**

- c. Develop an Outreach Plan
- d. Participate in organized climate action / education events with other groups or organizations
- e. Continue to table on the Inflation Reduction Act, with a goal of tabling during all 12 days of the Minnesota State Fair
- f. Participate in whatever GOTV (Get Out the Vote) initiative the national organization puts together.
- g. Work with National to pilot a partnership between Climate Reality and private business to promote Environmental Justice
- h. Explore financing home improvements through on-bill funding (e.g.: PACE et al)

## 2. Operations Team:

- a . Reach out to new members (on OPT-IN list) within 1 week of receiving their contact information
- b . Publish at least one chapter newsletter per month
- c . Regularly update our chapter website and YouTube channel.
- d . Maintain an upcoming community events calendar (climate related) on our website.
- e . Continue to update the tax credits and incentives information on our website.
- f . Host our chapter meetings via Zoom

## Our 2024 (measurable) Goals

1. At least 10 members will attend and/or mentor during Climate Reality's Leadership Training in New York, Detroit, or Rome in 2024.
2. Hold 10 or more chapter meetings or events during 2024.
3. At each meeting, set aside 3-5 minutes for members to take a specific suggested action.
4. Form a working group, headed by co-chair Robert Woods, and supported by the national office, which would research and recommend climate and environmental justice projects to funding entities such as a Green Bank.
5. Encourage chapter members to give presentations (during our meetings &/or to the public), with a goal of at least 10 presentations on climate change and its solutions OR the provisions of the IRA and IIJA legislation to local groups.
6. Support the implementation of the IRA and IIJA by taking at least 20 actions that help neighbors and community groups understand how the legislation can help them and the environment. This could include talks, tabling, speakers, articles, rallies, videos and more.
7. Increase the level of active participation among our members
8. Cultivate subgroups to amplify the impact of chapter initiatives.
9. Join with at least 2 other **climate related groups** in taking local climate actions this year and develop relationships with similar organizations.
10. Ongoing initiative to collaborate with **other chapters** in our region on a project or event – or at least contact and share information on upcoming events and actions and report back to our group.
11. Hit or exceed the 10,000 views mark on the homepage of our website