

Pennsylvania Chapter Strategic Imperatives for 2025

1. Increase membership to 30,000 by 2030

Why:

- Membership is the basis for our political power, and our ability to litigate.
- Membership is the requisite first step to volunteer leadership.
- Members are also more likely to donate larger amounts to the Chapter.

How:

- Prioritize events and programming for the general public, especially local outings.
- Increase Chapter support (including staff support) for Group-level membership initiatives and local grassroots concerns.

2. Increase number of volunteers in leadership positions by 20% by 2027

Why:

- To prevent overwork and burn-out of individual volunteer leaders.
- To increase the diversity of perspectives and skill sets.
- To lean into our distinguishing organizational feature of having active programs in many local areas across the Commonwealth.

How:

- Create peer learning spaces that bring together volunteer leaders with similar roles on a regular basis for training, idea sharing, and mutual support.
- Improve internal communication and access to tools to assist leaders.

3. Attain a pro-environment majority in both chambers of the legislature by 2026

Why:

- Transformational legislation is necessary for significant progress on reigning in climate, air, and water pollution, and advancing environmental justice and social and economic equity.

How:

- Recruit new volunteers to our political work.
- Increase monetary and non-monetary support to campaigns.
- Foster involvement of election volunteers in legislative lobbying and accountability efforts.

4. Reduce climate disrupting pollution from Pennsylvania sources by 30% by 2030 and 100% by 2050

Why:

- Climate disruption is an existential threat and its effects will continue to be felt first and worst by already overburdened communities.

- The extraction and combustion of fossil fuels is also a major contributor to air and water pollution as well as habitat degradation.

How:

- Leverage financial, technical, and legal resources of national campaigns and in-state coalitions to the degree their goals align with those of the Chapter.
- Focus on equitable and just climate solutions supported by broad coalitions and frontline communities
- Foster relationships with labor that lead to policies ensuring large numbers of family-sustaining jobs in the energy transition.

5. Maintain healthy financial reserves while striving to increase financial and technical support to Groups and Teams

Why:

- Avoid layoffs and ensure programs can be maintained over the long term.
- Ensure availability of unrestricted funds to directly support volunteer-led activities, and for staff to support said activities.

How:

- Maintain 3-6 months of unrestricted c4 reserves and 10-12 months of unrestricted c3 reserves.
- Prioritize cultivation of small-medium individual unrestricted donors.
- Assign staff to support volunteer committees, teams, and peer groups.