

# COASTAL CONSERVATION LEAGUE STRATEGIC PLAN

*Mission, Vision, Strategic Themes, Objectives & Values*



COASTAL  
CONSERVATION  
LEAGUE









*Paul Nurnberg*

## MISSION

We advocate to protect the natural environment of South Carolina's coast for the benefit of all.

## VISION

The Coastal Conservation League envisions a South Carolina coast where wildlife thrives, air and water are clean, and natural landscapes are protected for generations to come.





# Strategic Themes & Program Objectives

*These are our high-level goals and objectives that will help us achieve our vision.*

## Intensify Environmental Advocacy

*Leverage and deepen our seasoned expertise and influence across all levels of government.*

- Strengthen relationships with government officials, businesses, and community influencers to more proactively protect the coast.
- Expand engagement with influential decision-makers to educate and advocate for conservation programs and policies that enhance the quality of life for all.

## Expand Community Engagement around Environmental Issues and Solutions

*Boost citizen environmental awareness and action.*

- Increase community understanding of coastal environmental issues and generate support for making environmental protection a top priority for South Carolinians.
- Identify pathways to reach new audiences and provide opportunities for them to learn about the Conservation League's work.
- Move new and existing activists up the Ladder of Engagement through advocacy actions and donations.







# Strategic Themes & Program Objectives

## Prioritize Environmental Threats

*Combat current and future challenges with objective rigor and data.*

- Prioritize the most threatened lands, water, and wildlife in the coastal region using science-based and data-driven resources.
- Collaborate with and support communities experiencing environmental injustices and whose way of life and natural resources are threatened.
- Identify projects and initiatives within Conservation Programs and GrowFood Carolina that provide solutions to our changing climate and effectively communicate these projects.

## Optimize Partnership Collaboration

*Maximize impact by streamlining conservation efforts with partners.*

- Expand collaboration with partners to optimize results for coastal conservation through new and traditional partnerships.
- Develop funding streams to support collaborative partnership efforts.



# Strategic Themes & Program Objectives

## Develop Strong Conservation Leaders

*Attract and retain top talent and support the next generation of leaders and changemakers.*

- Implement a recruitment strategy to attract top-tier staff to execute the mission and vision.
- Implement a retention strategy to retain top-tier staff to execute the mission and vision for generations to come.
- Institute a staff leadership development program.

## Secure Financial Resources

*Secure operational funding and the necessary resources to achieve our ambitious goals.*

- Build a robust funding infrastructure to support our operations and strategic initiatives, diversify funding, and increase donor contributions.
- Expand and diversify grant funding.



# Organizational Values

*At the Conservation League, we are dedicated to these values in how we work with each other, partners and communities.*



## *Nature & Community*

We believe nature and community are inextricably linked and that the two must live in harmony to flourish.

## *Solutions-Oriented*

We use a community-based approach rooted in science to seek meaningful solutions to environmental challenges.

## *Respect & Integrity*

We approach our work with uncompromising morals and honesty, relying on self-awareness and accountability to guide our actions.

## *Community-Centered Conservation*

We only succeed when our work reflects the people who make up our communities, involving them in the pursuit of conservation outcomes that recognize and benefit all.

## *Collaborative Partnerships*

We are most effective when we work together, informing all that we do with diverse expertise, perspectives, and experiences.

## *Fierce Persistence*

We are determined to do what is right, no matter how insurmountable any challenge may appear to be.







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2025 Coastal Conservation League Strategic Plan

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