

COASTAL CONSERVATION LEAGUE STRATEGIC PLAN

Mission, Vision, Strategic Themes, Objectives & Values



COASTAL
CONSERVATION
LEAGUE





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MISSION

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

VISION

The Coastal Conservation League
envisioning 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.

Clarify and Intensify Focus Areas

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

Increase Environmental Awareness and Action

- Increase community understanding of coastal environmental issues and generate support for making environmental protection a top priority for South Carolina citizens.
- 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

Leverage Our Seasoned Expertise and Influence Across All Levels of Government

- Increase advocacy staffing at local, regional, and state bases of operation.
- Strengthen relationships with governmental officials, businesses, and community influencers to proactively protect the coast.

Enhance Collaborative Partnerships

- Expand collaboration with partners to optimize results for coastal conservation through new and traditional partners.

Strategic Themes & Program Objectives

Develop and Support the Next Generation of Conservation Leaders

- 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.

Secure Robust Funding and Resources to Achieve our Mission and Vision

- Build a robust funding infrastructure to support our operations and strategic initiatives, increase funding, and expand the donor base.
- 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.

Inclusive 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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