



COASTAL
CONSERVATION
LEAGUE

COASTAL CONSERVATION LEAGUE STRATEGIC PLAN

Mission, Vision, Strategic Themes, Objectives & Values







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 philanthropy.





Strategic Themes & Program Objectives

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.

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 harms and whose way of life and natural resources are threatened.
- Implement a plan to proactively address emerging threats and respond to strategic opportunities that have the greatest impact and align with our long-term vision.

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 philanthropy.



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.

Collaborative Partnerships

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

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.



Fierce Persistence

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

Respect & Integrity

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



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2025 Coastal Conservation League Strategic Plan

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