




Coalition to Restore Coastal Louisiana Strategic Plan 2025-2029

Prepared in Partnership with  **trepwise**



Our Strategic Priorities



STRATEGIC FRAMEWORK



External

ENHANCE STRATEGIC ADVOCATE ROLE

BRIDGE RESTORATION & ADVOCACY THROUGH
OUTREACH

EXPAND OUR WORK ACROSS THE STATE

Internal

ENSURE FINANCIAL SUSTAINABILITY

STRENGTHEN OUR CORE

TELL OUR STORY



STRATEGIC PRIORITIES

ENHANCE STRATEGIC ADVOCATE ROLE

Advance CRCL's policy objectives through strategic partnerships and coalitions.

BRIDGE RESTORATION & ADVOCACY THROUGH OUTREACH

Align restoration efforts with advocacy agenda, engaging communities across the coast.

EXPAND OUR WORK ACROSS THE STATE

Grow CRCL's presence in target regions

ENSURE FINANCIAL SUSTAINABILITY

Diversify funding streams and build long-term financial stability.

STRENGTHEN OUR CORE

Invest in staff development and use data to strengthen relationships.

TELL OUR STORY

Increase public awareness and solidify CRCL's role as the coastal catalyst.

ENHANCE STRATEGIC ADVOCATE ROLE



Our Priority: *Advance CRCL's policy objectives through strategic partnerships and coalitions.*

2025 - 29 Initiatives

Promote CRCL's Policy Agenda

- Articulate and prioritize CRCL's policy positions at the local, state, and federal levels.

Build Strategic Partnerships & Coalitions

- Build and maintain relationships with a wide range of partners that can help further CRCL's policy objectives, including environmental groups, businesses, and industries.
- Execute advocacy plans with local and state partners that can engage with legislators and policymakers.

Sample Activities

Promote CRCL's Policy Agenda

- Identify specific policy opportunities in priority regions where CRCL's advocacy can influence local and state decisions, focusing on sediment diversions and marsh restoration.
- Meet with key elected officials in priority regions to discuss CRCL's policy positions and build legislative support.

Build Strategic Partnerships & Coalitions

- Be a convener of groups for coastal issues. Bring together stakeholders from the insurance and cultural heritage sectors to begin conversations about how to engage in the coastal crisis.
- Identify local and state partners with a vested interest in coastal protection and combating land loss.

BRIDGE RESTORATION & ADVOCACY THROUGH OUTREACH



Our Priority: *Align restoration efforts with advocacy, engaging communities across the coast.*

2025 - 29 Initiatives

Integrate Advocacy and Restoration

- Ensure restoration projects are strategically developed to address ecological needs while in alignment with CRCL's advocacy agenda.
- Leverage restoration events as platforms for advocacy discussions, ensuring restoration efforts serve ecological and policy - driven objectives.

Engage Communities Across the Coast

- Meaningfully engage coastal communities by listening and learning through outreach tied to restoration efforts.

Sample Activities

Integrate Advocacy and Restoration

- Develop a criteria-based framework to ensure new projects align with CRCL's policy agenda, particularly in regions that would benefit from sediment diversions and marsh creation.
- Invite elected officials and other policymakers to attend restoration events to foster connections, reinforce CRCL as a critical partner in regional environmental issues and share the policy implications of restoration.
- Incorporate policy discussions into volunteer restoration events to educate participants on CRCL's advocacy priorities.

Engage Communities Across the Coast

- Engage local government and influential organizations to gain support for region-specific projects that align with CRCL's restoration and advocacy mission.

EXPAND OUR WORK ACROSS THE STATE



Our Priority: *Grow CRCL's presence in key regions, including Southwest Louisiana.*

2025 - 29 Initiatives

Increase Presence in Southwest and South Central Louisiana

- Participate in local events, host workshops, and partner with local organizations in Southwest, Southcentral, and other target regions.
- Build capacity tailored to different regions to ensure long term sustainability and engagement.

Sample Activities

- Collaborate with local cultural organizations to cohost events, deepening CRCL's engagement within the unique cultural fabric of each region.
- Use community surveys and focus groups in southwest Louisiana, southcentral Louisiana and other areas to gather data on specific regional concerns and restoration priorities.
- Explore regional staffing or contractor models for ongoing presence to focus on local convenings, partnerships and advocacy needs, allowing CRCL to sustain its impact across multiple communities.

ENSURE FINANCIAL SUSTAINABILITY



Our Priority: *Diversify funding streams and build long - term financial stability.*

2025 - 29 Initiatives

Diversify Funding Sources

- Pursue individual donations, corporate sponsorships, grants, and earned revenue to generate more recurring, unrestricted funding sources.
- Build Relationships with businesses and organizations across Louisiana to secure project - specific sponsorships and general financial support.

Build Long-term Financial Stability

- Establish campaign to ensure financial stability over time and support CRCL's ability to continue to meet its mission to unite people in action to achieve a thriving, sustainable Louisiana coast for all.

Sample Activities

Diversify Funding Sources

- Engage residents in coastal areas, fostering awareness and encouraging recurring contributions from people directly impacted by coastal restoration, with emphasis on CRCL volunteer base.
- Expand existing and identify new earned revenue opportunities through oyster shell and merchandise sales, tuition and voluntourism.
- Focus business outreach efforts on high - opportunity areas like Lake Charles, Lafayette and the central coast, where CRCL's projects can directly benefit local businesses affected by coastal land loss.

Build Long-term Financial Stability

- Multiyear strategy to build support for future capital campaign to ensure organization has capacity, agility and independence to address coastal Louisiana's most pressing issues.

STRENGTHEN OUR CORE



Our Priority: *Invest in staff development and use data to strengthen relationships.*

2025 - 29 Initiatives

Prioritize Internal Capacity Building

- Support excellent staff team to advance the mission of CRCL
- Provide staff with training and resources to effectively communicate CRCL's goals across diverse audiences and increase advocacy impact.
- Foster knowledge - sharing and collaboration across departments to strengthen internal processes and ensure alignment on advocacy and restoration priorities.

Utilize Data to Build Relationships

- Strengthen and utilize CRM to inform data - driven tailored outreach to segmented audiences.

Sample Activities

Prioritize Internal Capacity Building

- Build staff capacity to meet organization needs and ambitions
- Train Staff on Effective Community Engagement and Advocacy Messaging at events such as community meetings, tree - planting events and policy discussions.
- Deliver regular updates for staff on CRCL's advocacy goals and policy stances, ensuring consistent and aligned messaging in outreach activities, restoration projects and public engagement efforts.

Utilize Data to Build Relationships

- Develop practice and culture of analyzing data to inform outreach, decision making and annual planning

TELL OUR STORY



Our Priority: *Increase public awareness and solidify CRCL's role as a coastal leader.*

2025 - 29 Initiatives

Enhance Public Engagement and Awareness

- Develop and implement targeted educational campaigns to engage specific audiences and promote CRCL's mission.
- Leverage CRCL restoration projects to generate public interest in coastal issues and CRCL's leadership role.
- Increase activity and engagement on social media and digital platforms to broaden CRCL's reach and influence.

Position CRCL as the Coastal Catalyst

- Promote CRCL as a trusted and effective leader on coastal restoration and policy issues across Louisiana and beyond.

Sample Activities

Enhance Public Engagement and Awareness

- Facilitate regular cross - departmental meetings and regional data sharing to support CRCL's advocacy and restoration objectives in both established and target regions.
- Showcase the impact of and highlight CRCL's role through tours of coastal sites and projects for community members, media, civic leaders and potential partners.
- Develop region - specific stories, videos and infographics for social media that highlight restoration projects, community impact and ways to get involved.

Position CRCL as the Coastal Catalyst

- Develop and issue CRCL's next report to follow "Here Today and Gone Tomorrow?" and "No Time to Lose."