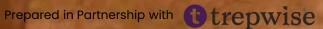
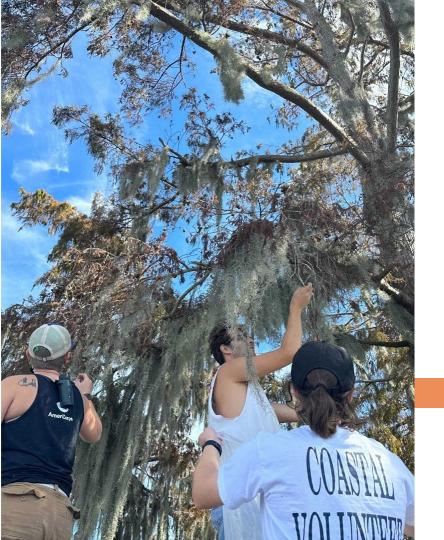


# Coalition to Restore Coastal Louisiana Strategic Plan 2025-2029









Our Strategic Priorities

### STRATEGIC FRAMEWORK





External

ENHANCE STRATEGIC ADVOCATE ROLE

BRIDGE RESTORATION & ADVOCACY THROUGH
OUTREACH

EXPAND OUR WORK ACROSS THE STATE

ENSURE FINANCIAL SUSTAINABILITY

STRENGTHEN OUR CORE

**TELL OUR STORY** 

Internal

### 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."