

2020 Tactical Plan Segment Elders Climate Action (ECA) Group

Elders Are Ready to Stand Together for Climate Action

Elders Climate Action (ECA) Group and Campaign

The ECA campaign has 6 objectives for 2020. At present, Geri Freedman and Leslie Wharton are the overall action group and campaign facilitators with the Coordinating Council and sub-committee work groups implementing the plan.

NOTE: This plan is developed under the assumption that there are sufficient volunteer elders to implement the plan with the support of a three quarter time Operations Director. Implementation will be reviewed and revised quarterly.

Objective 1: Develop, and conduct a comprehensive fundraising project working in conjunction with similar EAN fundraising project. Include annual appeal, major gift donors, and grant writing.

Task 1: Develop a 2020 fundraising plan and Fundraising Team for ECA

Key Result: Completed achievable fundraising plan with input from EAN , schedule, and subtask execution with a goal of \$50,000 raised in grants in 2020 and \$50,000 from other gifts.

Target completion date: Ongoing 2020 through 12/31/20

Responsible: Operations Director, Coordinating Council representatives and EAN Fundraising team and add members of ECA's national committees as part of the ECA Fundraising Team

Resource requirements: Development Consultant, Operations Director, and collateral materials. Cost TBD

Task 2: Research grant opportunities, continually scanning for new Requests for Proposals. Review timelines for grant applications and prepare written submissions as appropriate.

Key Result: Potential sources of funds are identified, applications prepared and submitted. New funding acquired for ECA.

Target completion date: Ongoing through December, 2020

Responsible: Operations Director and team of 3 -5 to conduct research, develop template materials for submissions, vet potential sources, and draft applications for funds.

Resource requirements: Operations Director, volunteers to serve on ECA Fundraising Team

Task 3: Actively engage in donor recruitment for major gifts and ongoing appeals.

Key Result: Increase in donations to ECA to stabilize and grow the organization.

Target completion date: Ongoing through December 2020

Responsible: ECA leadership, EAN Fundraising team, Operations Director, Development Consultant

Resource requirements: Consultant- 20 Hours per month

Task 4: Generate sufficient additional funds to increase the level of contractual services for Operations Director and hire additional personnel.

Key Result: Increasing contractual services will benefit all areas of ECA. maintain base budget plus

Target completion date: March, 2020

Responsible: Fundraising Committee

Resource requirements: Operations Director new total with FB \$63,250 plus Program Assistant, \$43,056 (\$37,440 sal + \$5616 FB)

Objective 2: Conduct operational tasks in support of ECA growth to increase and stabilize organizational infrastructure

Task 1: Identify and invite additional ECA active members to participate as working members of leadership teams.

Key Result: Increase volunteer leadership participation on Coordinating Council and other national teams by 2-4 new members to manage tasks associated with growth and infrastructure stabilization. Increase committee membership as appropriate.

Target completion date: Ongoing?

Responsible: Coordinating Council, Operations Director

Resource requirements: Coordinating Council members with input from committees.

Task 2: Determine staffing needs including costs necessary for ECA continued growth and develop job descriptions for proposed staff positions to support the growth of the movement.

Key Result: Organization is prepared and able to bring on necessary staff to increase the impact of the elder movement and Fundraising Team will have documentation to proceed with their task. list results

Target completion date: January 30, 2020

Responsible: Coordinating Council, Operations Director, EAN Board

Resource requirements: Volunteer Coordinator, PT Communications Coordinator, Collaborations Coordinator, Fundraising , Chapter Coordinator, Program Assistant to coordinate volunteers, communications, See Objective 1.

Task 3 : Develop job descriptions for paid staff positions to support organizational infrastructure and begin the recruitment process and hire new personnel.

Key Result: Organization is prepared and able to bring on necessary staff.

Target completion date: February 28, 2020 and ongoing

Responsible: Operations Director and Coordinating Council, EAN

Resource requirements: Funding for new positions

Task 4: Develop job descriptions for volunteer staff positions to support organizational infrastructure.

Key Result: Organization has prepared job descriptions to fulfill volunteer roles as well as personnel job descriptions. Job descriptions completed: Volunteer Coordinator; Chapter Development Coordinator and Media Relations and others as needed

Target completion date: January 30, 2020

Responsible: Operations Director, Coordinating Council, Communications Committee

Resource requirements: None

Task 5: Identify candidates for and recruit unpaid volunteer coordinator to conduct outreach, engagement and recruit ECA members who can take on more responsibility.

Key Result: Unpaid Volunteer Coordinator is in place.

Target completion date: March 1, 2020

Responsible: Coordinating Council with input from ECA members

Resource requirements: Coordinating Council, Operations Director

Objective 3: Support local & regional ECA Chapters and teams.

Task 1: Recruit new members to the ECA Council of Chapters, develop an engagement plan for chapters and teams, regional chapters and/or local action teams in 2020 with possible collaboration with other organizations. All Chapters will have a representative on the Council of Chapters.

Key Result: All Chapters are represented in the Council of Chapters. Engagement team members selected and fully operational with a written plan of action developed.

Target completion date: Ongoing, December 31, 2020

Responsible: Lead- Engagement Committee, Council of Chapters, Coordinating Council

Resource requirements: Volunteers as above

Task 2: Provide continuing support and act as national liaison for chapters.

Key Result: Support chapters via monthly meetings with chapter leaders, ECA will provide support with collateral materials and initiatives to be developed and distributed.

Target completion date: Ongoing through 2020

Responsible: Lead- Engagement Committee/Council of Chapters, and Team of 3 - 4 "leaders" to run the meetings, collect information from chapters/chapters in formation about their needs and interests, and identify or help develop resources. These "leaders" will serve as mentors, communicators with other ECA national committees, and help vet suggestions from the grassroots up to national planning.

Resource requirements: Zoom platform. Resources to assist chapters/chapters in formation with specific initiatives they develop at the state or local level; and support for chapters/local teams.

Task 3; Chapters increase their membership and active work on climate change

Key Result: More robust chapters with engaged members who are taking action in their communities/counties/states and who are getting the word out to others. A catalogue of chapter actions and accomplishments that will be of critical importance in fundraising, building effective partnerships, and having our voices heard by decision makers.

Target Completion Date: Chapter reports on their growth and actions quarterly (March 30, June 30, Sept 30, and December 30) to be provided to ECA leadership and to chapter members.

Responsible: Chapter leadership teams with support (as requested) from Engagement Committee/Council of Chapters leaders.

Resource Requirements: None beyond our normal infrastructure (website, facebook pages, zoom, Google site) except in the case of very specific projects which would be presented to and voted upon by the Coordinating Committee and which would be supported if and only if ECA fundraising had obtained sufficient funds in excess of ongoing routine needs to provide support.

Objective 4: Deepen and expand relationships and current collaborations with other organizations

Task 1: Continue to outreach to partners and other organizations with similar missions and engage in collaborative activities.

Key Result: Deepening relationships and coalitions formed and power of ECA is amplified.

Target completion date: Ongoing through December 31, 2020

Responsible: Lead - Collaborations Committee, Coordinating Council with input from committees teams & members

Resource requirements: Volunteers as above

Task 2: Chapters, members or teams, coordinate efforts with at least one local and/or regional collaborative partner organization to increase visibility and impact of actions.

Key Result: Visibility increased through event partnership with one collaborative partner.

Target completion date: Have commitment and plan of action developed with at least one partner organization by January 30th and continue through December 2020

Responsible: Lead - Collaboration Team with input from Chapters, Chapter leaders, Committees and members.

Resource requirements: None

Task 3: Recruit ECA members to work with specific partner organizations through bulletins, Social Media, Climate Tea & Talk or other national calls/meetings.

Key Result: Action plans for collaboration with monthly reports to Coordinating Council.

Target completion date: ongoing

Responsible: Lead - Collaboration Committee and ECA members.

Resource requirements: Volunteer ECA members

Task 4: Continue existing collaborations with: Environmental Voter Project; Dear Tomorrow/Our Kids Our Climate; Zero Hour; Future Coalition; USCAN; Moms Clean Air Force; Climate Mobilization; Union for Concerned Scientists

Key Result: Existing Collaborations will amplify the voice and power of all engaged organizations

Target completion date: Ongoing through December 31, 2020

Responsible: Lead - Collaborations Committee, Coordinating Council with input from committees teams & members

Resource requirements: Volunteers as above

Objective 5. Expand engagement through education and community building.

Task 1: Develop a plan for increasing awareness and engagement and therefore membership in ECA

Key Result: Roadmap for elder engagement for 2020, increase ECA members by 10%.

Target completion date: June 30, 2020

Responsible: Lead - Communications Committee and Coordinating Council with input from Committees, teams and chapters.

Resource required: Volunteers as above

Task 2: Outreach to elders in a variety of community settings.

Key Result: Membership in ECA is increased by at least 25%.

Target completion date: Ongoing through December 2020

Responsible: Lead - Collaborations Committee, and Communications Committee, Coordinating Council, Engagement Committee, Council of Chapters, ECA Committees, Chapters and ECA members. This is the product of work by all national committees, chapters, and teams to actively reach out and invite others to participate. Change the sign up on the website so new members can identify the individual/event/activity that led them to sign up. This would allow us to give “credit” to those who are helping build our membership and also identify the strategies that are working

Resource requirements: Volunteers

Task 3: Outreach to elders through Social Media

Key Result: Expansion of ECA social media membership by 25% and active Social Media team is operational.

Target completion date: Ongoing through December 2020

Responsible: Lead- Communications Committee, Chapters, Operations Director

Resource requirements: \$1500 Social media costs

Task 4: Create webinar series

Key Result: Increased ECA membership, educated elders, improvement of the ECA brand and attractiveness as a partner and collaborator

Target completion date: Webinar series for Spring 2020 and fall 2020

Responsible: New Team of 3 - 4 active members, including one from Communications, one from Policy, and one from Engagement or Council of Chapters committees, Operations Director

Resource requirements: \$2,000, Webinar platform, bulletins and messaging, stipends for speakers.

Task 5: Continue National Calls, Tea and Talks, newsletters and bulletins

Key Result: Attendance and participation will increase by 20% with an increase in engaged elders.

Target completion date: Monthly through December 2020

Responsible: Communications Committee with assistance from Coordinating Council

Resource requirements: Members of the Coordinating Council share responsibility for hosting and facilitating various member calls. Communications committee engages at least one new member/writer. recruit ECA members to host these events.

Task 6: Increase educational and marketing materials and toolkits for members and chapters

Key Result: ECA members and chapters will have more impact when armed with appropriate tools and information.

Target completion date: June 2020

Responsible: Operations Director with input from members Coordinating Council, Chapters and committees

Resource requirements: \$1500 marketing materials.

Task 7: Create training materials for new ECA members, committee members, Coordinating Council and elders.

Key Result: Well informed elders will have the knowledge base both on climate change and ECA to be more effective in their actions.

Target completion date: June, 2020

Responsible: Operations Director with input from Coordinating Council, Committees, Chapters and ECA members.

Resource requirements: \$1,000 materials

Objective 6. Encourage members to educate candidates as they present their agenda and the national landscape as well as with state and local legislatures.

Task 1: Review and revise ECA policy agenda as appropriate

Key Result: Update policies ECA supports and acts reflect the current state of climate change and the environment.

Target completion date:

Responsible: Lead, Policy Committee with input from Coordinating Council, Committees, Chapters and members.

Resource requirements: Volunteers

Task 3: Prepare legislative position requests for 2020

Key Result: At least three prepared messages for ECA members and chapters

Target completion date: Ongoing through 2020 with at least one set of messages by, June 10, 2020

Responsible: Leadership team, Operations Director, Policy team

Resource requirements: None

Task 4: Local chapters to organize visits to local Congressional offices by chapters or teams of ECA members as per plan.

Key Result: Five chapters will visit local congressional offices

Target completion date: December 31, 2020

Responsible: Lead- Engagement/Council of Chapters to work with Chapter leaders and active members, to monitor progress., Operations Director, Chapter teams.

Resource requirements: Resources to assist local teams in connecting with their MOCs, written materials, banners, hats, etc. to make presence known.

Task5: Coordinate efforts with at least one collaborative partner organization to increase visibility and impact of actions. See Objective #4.

Key Result: Visibility increased through event partnership with one collaborative partner.

Target completion date: Have commitment and plan of action developed with at least one partner organization by January 30th and continue through December 2020

Responsible: Lead - Collaboration Team with input from Chapters, Chapter leaders, Committees and members.

Resource requirements: None

Task 6: Develop letters to the editor and electronic letters for legislators.

Key Result: Letters sent to all new legislators and 3 sample Letters to the Editor produced so Legislators will be informed that elders care about the environment and will have their voices heard.

Target completion date: January 15, 2020 through December 2020

Responsible: Operations Director and Communications Committee.

Resource requirements: None

Task 8: AARP Petition drive and follow up with proposals for AARP coverage of climate change through elder interviews, etc. (e.g. Jane Fonda) and pieces on impact of climate change on elder health.

Key Result: 15,000 elders sign petition

Target Completion Date: March,2020

Responsible: Operations Director, Coordinating Council

Resource requirements: None