



USCAN Strategic Plan 2025-2030

Driving Bold and Equitable Climate Action

Executive Summary: A Path Forward in a Critical Juncture

The US Climate Action Network (USCAN) has developed a comprehensive five-year strategic plan (2025-2030) to guide our collective efforts amidst an escalating climate crisis. Rooted in hope and the power of collective action, USCAN is committed to advancing bold and equitable climate solutions.

Our plan is built on a cohesive framework:

- Vision: A resilient and sustainable future where all people and ecosystems thrive, with justice and self-determination for communities most impacted by the climate crisis.
- Mission: To urgently drive bold and equitable climate action by fostering collaboration among a diverse network of organizations, accelerating collective impact from local to global scales.
- Core Belief: "The whole is greater than the sum of its parts" – our unique value is uniting diverse organizations to achieve what they cannot alone.
- Commitments: Unwavering dedication to Justice, Equity, Diversity, and Inclusion (JEDI) and democratic organizing (aligned with Jemez Principles).

This plan outlines how USCAN will solidify its role as a cornerstone of climate progress by 2030, achieving four ambitious outcomes through five key strategic goals. We emphasize collaboration, inclusivity, and a member-driven approach to drive transformative change.

Guiding Principles: Our Foundation

Our work is underpinned by fundamental assumptions that guide our every action:

- **Inherent Value of Planet and Life:** We are driven by the intrinsic worth of all life and ecosystems.
- **JEDI is Essential:** Climate action must be just and equitable, centering frontline and marginalized communities.
- **U.S. Civil Society Voice is Influential:** Our collective voice, unified and coordinated, can powerfully influence global climate policy.
- **Networks Create Change:** Together, as a network, we achieve far more than individual organizations can alone.
- **Member Engagement is Crucial:** Active member participation is vital for the plan's success and collective impact.
- **Democratic Organizing is Key:** Bottom-up, inclusive decision-making is fundamental to effective climate action.
- **Integrated Strategies Achieve Change:** Combining policy development, grassroots mobilization, and political engagement drives significant policy change.
- **Communication Can Shift Public Narratives:** Strategic communication can reshape public understanding and amplify frontline voices.
- **Strategic Resource Deployment Maximizes Impact:** Focused resource allocation, particularly to frontline communities, maximizes our collective impact.

Our Ambitious Outcomes (By 2030)

1. **Valuable Partner in Just-Transition Movement:** USCAN will cultivate a powerful, coordinated network effort, significantly contributing to the shift away from fossil fuels in collaboration with other advocates.
2. **Cornerstone of Progressive Climate Action:** USCAN's member-driven national climate policy platform will be a living roadmap informing advocacy and legislation, developed and disseminated by our members.
3. **Position of Strength and Resiliency:** USCAN will be financially sustainable through a diversified funding strategy supporting our long-term vision.
4. **Active Contributors in Global Climate Policy:** USCAN members will be recognized contributors in UNFCCC spaces and CAN International, effectively channeling voices and advocating for ambitious climate action.

Our Five Strategic Goals (2025-2030)

These interconnected goals will guide our work, leveraging our collective power and resources to achieve our vision.

1. Champion a Just Transition

- **Goal:** Accelerate the transition away from polluting energy sources and champion a just transition to a sustainable, clean, renewable energy economy.
- **Key Strategies:**
 - Develop and implement mechanisms to advance transition (e.g., member-led Action Team, collective action plan).
 - Build cross-sector partnerships and coalitions critical to a just transition.

2. Drive a Resilient Domestic Climate Agenda Through Political Action and Rapid Response

- **Goal:** Leverage grassroots power to influence the political landscape and advance climate policy at state and national levels.
- **Key Strategies:**
 - Launch a process to create a member-driven policy platform adaptable to the political context.
 - Create a strategy for disseminating and garnering support for the policy platform, fostering grassroots advocacy and rapid response.

3. Enhance USCAN's Leadership and Collaboration in International Climate Policy Spaces

- **Goal:** Deepen collaboration with CAN-International and U.S. civil society to drive impactful engagement in global climate policy.
- **Key Strategies:**
 - Deepen alignment with CAN-International and amplify U.S. Civil Society Engagement, particularly on fossil fuel phase-out and just transition.
 - Strengthen the International Committee's engagement and expertise in global climate policy advocacy.

Our Five Strategic Goals (2025-2030)

4. Strengthen and Connect Members Through Enhanced Core Network Support

- **Goal:** Amplify core network functions (grants, convenings, networking, learning) to maximize collective impact.
- **Key Strategies:**
 - Enhance member engagement through strategic communication and platform development.
 - Elevate convenings as strategic hubs for deep engagement and collaboration.
 - Enhance learning opportunities to foster continuous virtual engagement and build capacity.
 - Strategically focus catalyzing grants to maximize collective impact and support frontline communities.

5. Strengthen USCAN's Organizational Capacity

- **Goal:** Build a strong and resilient network infrastructure to effectively mobilize members and drive impactful climate action.
- **Key Strategies:**
 - Strategically fundraise to support and advance all strategic goals, ensuring diverse and sustainable funding.
 - Develop a comprehensive communications strategy to amplify climate narratives and frontline voices.
 - Increase staff capacity, relying on member leadership while hiring for specialized roles.