



Action Update: Reflecting on Black History Month

350 Madison Strategic Plan, 'Skilling Up' training, volunteering opportunities, and more.



350 Madison Strategic Plan: A Roadmap for 2021-22

In January, the 350 Madison Board convened a strategic planning process involving the Board, Coordinating Council, staff, and long-term volunteers.

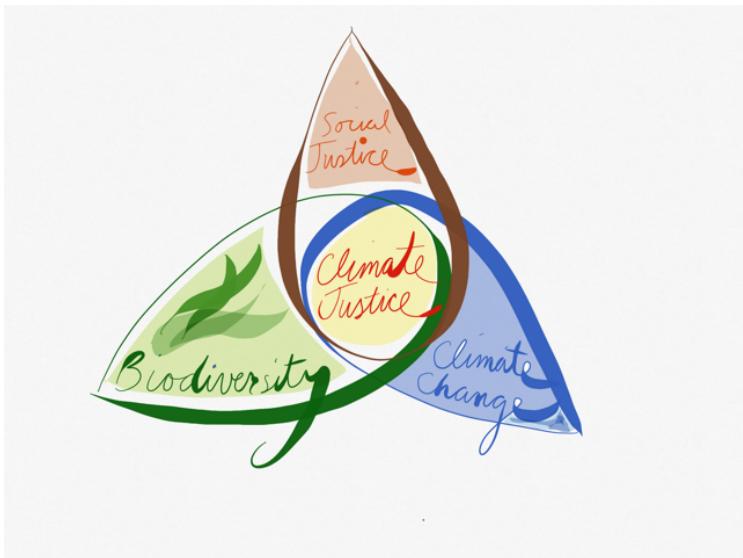
We assessed our strengths and weaknesses as an organization, and considered the impact of outside trends (state and federal climate policy, donor priorities, etc). The Strategic Plan recommendations are designed to help us grow and become more effective in the fight for climate justice and a rapid, just transition to renewable energy.

Here are the major conclusions of the Strategic Planning process:

1. 350 Madison will continue to develop as a welcoming, anti-racist organization, building strong relationships with BIPOC-led organizations and underserved communities. We are working toward becoming a multicultural organization.

2. We will continue to use a broad range of approaches for addressing climate change. For example, our CCST team works within the system, holding units of government accountable for adopting and implementing climate-friendly policies. Our Tar Sands Team does extensive community organizing, using a variety of techniques ranging from legal engagement to direct action. Our D&D team focuses on direct action and non-violent civil disobedience. While this range of approaches is appropriate and beneficial, all teams must be strategic in setting goals and determining issues on which to focus.
3. To continue increasing our effectiveness, we need more staff. In particular, we should look to add an Executive Director, consider paid communications staff, and review our current staff compensation and benefits.
4. We should build our relationships with other 350 chapters in Wisconsin.
5. When Covid restrictions ease, we should increase our focus on community outreach, through tabling and possibly a speaker's bureau.

Read the 2021 Strategic Planning report here



Climate Justice Team update: Learning during Black History Month

During Black History Month, 350 Madison's Climate Justice Team has focused on learning. We are learning facts about U.S. history that most of us have never heard before. We will use this learning to consider: What does this history mean for advancing racial equity within

In the wake of George Floyd's murder, many environmental groups, including 350 Madison, issued statements in support of Black, Indigenous, and People of Color (BIPOC) such as the statement made on the official 350.org website: "There is no just recovery for climate, without addressing the systemic extraction, harm and violence towards Black communities."

Now, we must work to live up to those statements. Our next step at 350 Madison will be to reflect on the Black history we are learning, and use a tool called an Equity Filter to ask our Board members, our campaign team members and our operations team members to think about how their actions either promote or could promote racial equity and climate justice. We're excited to begin this work. If you're interested in learning more about climate justice, you can find some resources below.

350 Madison — a primarily white organization
— and for achieving climate justice?

5 inequities of climate change, explained

Responding to protests, green groups reckon with a racist past

Anti-racism daily



SKILLING UP FOR CLIMATE ACTION

Spring 2021 Trainings for the 350 Network

Join us for 350's "Skilling Up for Climate Action" trainings!

We're excited to invite members of 350 Madison to participate in a series of five online trainings geared at preparing members across the 350 network to face the new year of organizing with resiliency and power. Trainings are free and last 1.5 hours, followed by an optional 30 minute reflection on the training techniques used for local group trainers. Participate in any or all.

Get all the details [in this flyer](#) and [register now](#).

All trainings are Saturdays 11:00am - 1:30pm PT / 2:00-3:30pm ET

- **Saturday, March 6th - Climate Justice:** Principles of Justice, Equity, Diversity & Inclusion, intersections between climate and social justice movements, how to identify and address white supremacy culture and inequity in our groups and work.
- **Saturday, March 20th - Strategic Messaging:** Why storytelling and messaging are essential to our work, how to create a just and equitable narrative that supports campaign strategies using non-extractive storytelling, and best practices for communicating our message.
- **Saturday, April 10th - Organizing and Movement Building:** Why build a movement? How to recruit, engage, and onboard new volunteers, develop volunteer leadership, and build community.
- **Saturday, May 15th - Policy Advocacy:** How to advocate, how legislative bodies work, and how to influence elected officials — with examples

from local affiliates to demonstrate common tactics and best practices.



Join our free virtual storytelling event on March 11!

You're invited to a free virtual storytelling event on March 11!

The Line 5 Coalition has created the Superior Waters Story Corps (SWSC) project. They collect stories that "celebrate nature's bounty and our connection to the land and waters of Gitchigumi/Lake Superior." The plan is to publish these stories online or in print to share all that we could lose if the Line 5 reroute is approved, and if the entire Line 5 is not decommissioned.

Folks can get an early taste of these stories by attending virtually at the SWSC free live storytelling event, happening online during [Wisconsin Water Week](#). This one-hour event will feature people from Northern WI, including the internationally known storyteller and Bad River Band member [Bud Johnston](#), who is also the president of [Pipekeepers](#), a non-profit that keeps the sacred tradition of pipemakers. Jan Penn, a Highbridge activist with the League of Women Voters, who founded SWSC with her [essay on harvests](#), will read her tale of "Hibernation and the January Thaw," and along with our own Riley Kaiser, a former 350 Madison staff-person who now lives on Mooningwanekaaning/Madeline Island in Lake Superior.

To register for this free, limited-spaces virtual event, [click here](#). To join our Tar Sands Team to help defeat the Line 5 reroute and get Line 5 decommissioned, contact Phyllis at phyllis.hasbrouck@350Madison.org. To see the amazing agenda of lectures and events during Wisconsin Water Week from March 6 – 12, [click here](#).

Register here



Volunteer with 350 Madison!

Volunteering with 350 Madison is a rewarding way to spend your time. You do not need to have prior experience in the climate field or even know much about the movement. All you need is a willingness to help and learn. Below are some of our more pressing volunteer positions. If none of these strike your fancy, there are tons of opportunities within each campaign team. If you would like to volunteer for one of these positions or you want to learn more, contact our Volunteer Coordinator at nikki.darga@350madison.org.

The Communication Action Team (CAT) is looking for social media savvy volunteers to help get the word out about our work. There are opportunities to work with our website, various social media channels, and the press.

IT Help Desk Volunteer - Especially in today's world of Zoom meetings and working remotely, 350 Madison needs technology to run smoothly. If you are interested in supporting all of our work behind the scenes and have a background with computers and software, consider helping us out as an IT volunteer!

Divest & Defund Actionar Volunteer - Our Divest & Defund team has been doing weekly actions to put pressure on Chase Bank to divest from fossil fuel interests. They typically take place on Saturday mornings and are a great way to make a difference and spend some virtual time with others.



Weekly action to stop Line 3

Weekly Action to Stop Line 3

WHAT: Actionars hosted by 350 Madison Divest & Defund (D&D)!

WHEN: 11:00 am every Saturday, February 6 through March 27

WHERE: From any state or country, any room in your house

HOW: Via Zoom at this link: <https://tinyurl.com/350Defund->

[Actionars](#) (Meeting ID: 818 6833 1460; passcode: 469076; find your local number: <https://us02web.zoom.us/u/kcmr59Jpuy>)



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