



SIERRA
CLUB

30 X 30 CAMPAIGN

OUR VISION FOR PROTECTING 30% OF AMERICA'S LAND BY 2030



OUR VISION FOR PROTECTING 30% OF AMERICA'S LAND BY 2030

The Sierra Club has spent 128 years working to protect America's land, water, and wildlife. In that time, we've overcome obstacles that seemed insurmountable. But nothing compares to what we face today. In order to avoid mass extinction and climate catastrophe, scientists say we need to safeguard at least 30 percent of America's land by 2030.

Today, roughly 12 percent (240 million acres) of land in the US is protected—and the Sierra Club has played a role in saving nearly all of it. Every fight for a new national monument or state park has sharpened our skills in grassroots organizing, lobbying, legal strategy, and media outreach. Now we're working with Tribes and other frontline partners to secure an additional 500 million acres in the narrow window of time we have left.

WILDLIFE HABITAT IS UNDER SIEGE

It's not just starving polar bears on shrinking icebergs; salmon are struggling with warmer water, wildfire is destroying food for caribou, and sea turtles are losing nesting sites to storms and sea level rise. Disease, severe weather, loss of food sources, altered breeding cues, and other climate effects are unraveling the delicate balance of life in every ecosystem in America.

Each acre of forest, grassland, and open space we lose exacerbates the problem—not just because it further shrinks habitat, but because it removes one of our most important tools for capturing carbon and fighting the climate crisis.

HOW LAND FIGHTS CLIMATE CHANGE



STORED
IN EVERY

1 METRIC TON
OF CARBON



1.2 ACRES
OF FOREST
PER YEAR



IT'S NOT TOO LATE TO SAVE WHAT'S LEFT

65 percent of land in the continental US is still in largely natural condition, or could be plausibly restored to natural condition.

The US ranks as one of the top five countries in the world when it comes to wilderness-quality land.

With an ambitious agenda and strong leadership, we can still conserve a substantial portion of these natural areas.

FEDERAL PUBLIC LANDS

Federal lands offer the largest opportunity for conservation gains. Both the Bureau of Land Management (BLM) and the US Forest Service (USFS) are ripe with potential. We will ratchet up conservation of these lands, through:

- **NATIONAL MONUMENT DESIGNATIONS**
- **BANS ON OIL AND GAS DEVELOPMENT**
- **NEW ROADLESS AREA PROTECTIONS**

STATE AND LOCAL GOVERNMENT LANDS

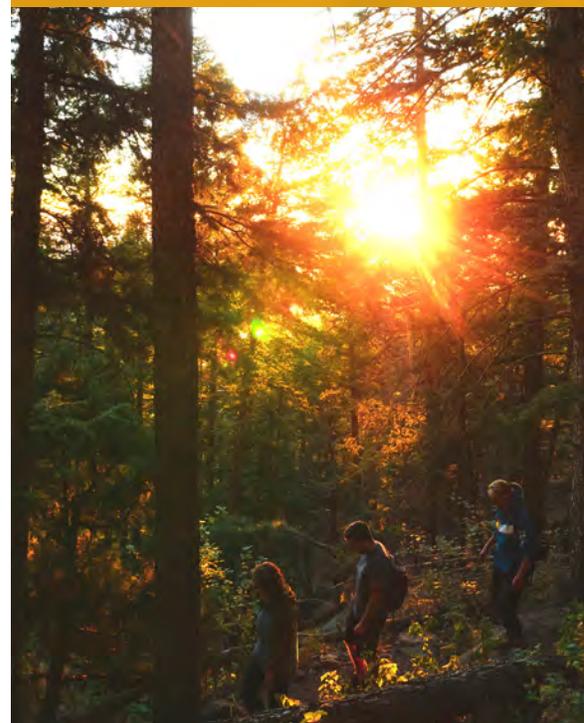
State and local lands provide the second greatest opportunity, and we have local chapters in all 50 states that are ready to fight for them. Some of our chapter leaders have been working on land and wildlife issues in their communities for decades—their strong relationships with lawmakers, partners, and community groups are invaluable. We will press local leaders for:

- **NEW AND EXPANDED OPEN SPACE PROGRAMS**
- **WILDLIFE CORRIDOR DESIGNATIONS**
- **RESTRICTIONS ON EXTRACTIVE USE**
- **EXPANSION OF STATE AND LOCAL PARKS**



WHAT DOES “PROTECTED” MEAN?

- Lands that cannot be converted to other uses, and where natural processes dominate.
- Wilderness Areas, National Parks, most National Monuments, some Wildlife Refuges, and other special state and federal designations.
- Does not include multi-use lands that allow off-road vehicles, logging, and other development.





WHY THE SIERRA CLUB?

We've spent decades building an army of grassroots activists in every state. Our 3.8 million members and supporters around the country are passionate about protecting land, water, and wildlife.

THE SIERRA CLUB'S UNIQUE STRENGTH—AND THE SECRET TO OUR PAST PUBLIC LANDS VICTORIES—IS OUR ABILITY TO BRING ALL THE TOOLS OF DEMOCRACY TO OUR WORK.

We are supercharging all of our teams. We will be scaling up across the organization, in every department and campaign. As a result, an investment in the 30x30 campaign will deliver exponential impact.

HOW YOU CAN HELP

IN ORDER TO MEET OUR 30X30 GOAL, WE ANTICIPATE WE WILL NEED TO SPEND \$20 MILLION. This funding will support our environmental law program, our policy team, organizers in key states, media experts, digital strategists, our local chapters, and movement-building work.

To learn more, or find out how you can help, please contact campaign director Dan Ritzman at dan.ritzman@sierraclub.org

ALL THE TOOLS OF DEMOCRACY



LAWYERS



LOBBYISTS



FIELD ORGANIZERS



DIGITAL STRATEGISTS



COMMUNICATION EXPERTS



POLITICAL TEAM

