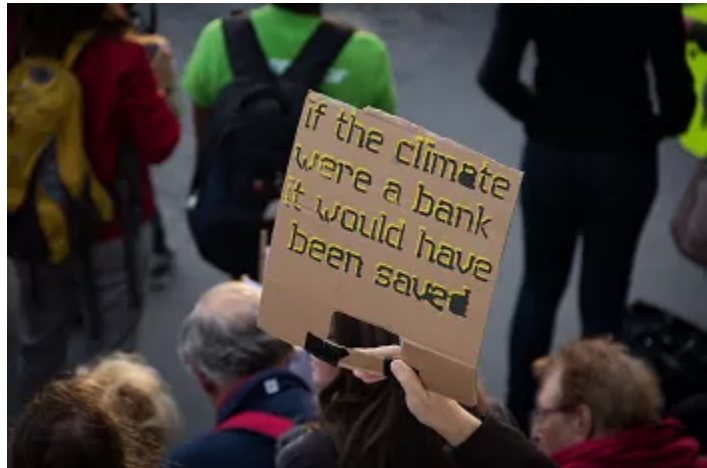


Our State Conservation Committee's Movement Building Workshop

*By Hoiyin Ip,
Capitol Voice*

On Saturday, Feb. 25, nearly 100 Sierra Club members from 18 chapters in seven states attended Sierra Club California Conservation Committee's first 2023 meeting, a Movement Building Workshop.

Sierra Club California's Director, Brandon Dawson, started the meeting by giving an overview of their 2023 legislative and regulatory priorities. He highlighted the importance of continued in-district advocacy and noted that SCC staff is tracking 900 bills.



Next, San Diego Chapter Conservation Organizer Karl Aldinger interviewed Bill McKibben, author and founder of 350 and Third Act, on the best practices for movement building. They discussed our joint projects, including [3/21/23 Stop Dirty Banks Day of Action](#), and our groups' support of SB 252 (Gonzalez) Fossil Fuel Divestment Act.

National Training Director Alicia Ybarra then gave a Planning to Win presentation, which focused on how to use the Sierra Club campaign model: vision and values, theory of change, campaign goals, organizational goals, targets/decision makers, communication, tactics and budget.

After that, National Lead Distributed Organizer Chelsea Watson gave another training on distributed organizing. It focused on multiplying our impact through empowering local leaders utilizing movement "DNA:" story, strategy and structure.

State Lobbying & Advocacy Director Jen Hensley and Representative Taylor Becker put the learning into action through a powerful set of slides which showed how Chapters and Groups are achieving results through state implementation of the Infrastructure Investment and Jobs Act (IIJA) & Inflation Reduction Act (IRA).