



Broward Sierra Group Member Gathering

August 6, 2026

Content

Sierra Club Florida: 3-Year Strategic Plan (2026-2028)

Broward Sierra Member Brainstorm & Sharing

- Why did I join the Sierra Club?
- What do I expect from being a member?
- What interests me most?
- What motivates me?
- How do I stay informed?
- About me

Sierra Club Florida: 3-Year Strategic Plan (2026-2028)



Core Programmatic Priorities

**These priorities, as selected by our members,
will form the foundation of the Florida
Chapter campaign work over the next three
years (2026-2028).**

Conservation, Wildlife, and Endangered Species

- Focus: Protect critical habitats and key species by countering development pressure and other threats to preservation and survival.
- Strategy: Integrate conservation messaging into political and legal advocacy efforts. Where possible integrate organizational growth through list-building, membership recruitment, and outreach.

Protection and Improvement of Water Quality and Water Supply

- Focus: Protect public waterbodies, creeks, rivers, springs, lakes, and lagoons by pushing back against development pressure and other threats to water quantity and quality.
- Strategy: Integrate conservation messaging directly into political and legal advocacy efforts. Where possible, integrate organizational growth through list-building, membership recruitment, and outreach.

Clean Energy & Climate Change

- Focus: Continue Sierra Club Florida's work to increase clean, renewable energy and move the state utilities away from fossil fuels as a key initiative in curbing the devastating impacts of climate change.
- Strategy: Continue pressure on utilities as well as state and local decision makers to invest in clean, renewable energy and clean transportation. Develop and implement a standardized metric for tracking utility decarbonization progress through collaboration with the Beyond Coal Campaign. Work with partners to highlight solutions to climate change. Center work in climate justice and resiliency where possible and appropriate.

Election-Advocacy

- Focus: Protect conservation gains, achieve measurable policy victories in two legislative sessions, and elect and re-elect pro-environment champions.
- Strategy: Strengthen the political committee and lobbying advisory committee structure and ensure early, efficient decision-making (e.g., endorsements) to maximize impact on candidates and elected officials. Coordinate field efforts to move elected officials.

Youth and College Engagement

- Focus: Ensure long-term sustainability by building the "leadership channel."
- Strategy: Directly link college-level activities to programmatic goals and mentorship. Build a robust network of Sierra Student Coalition (SSC) groups on college campuses throughout Florida. Expand the "Junior Team" model developed by the Broward Sierra Group to other groups throughout the state. Develop an on-ramp for involving young people in local groups and at the Chapter level.

Environmental Justice

- Focus: Center all Chapter work in the principles of environmental justice, equity, inclusion, and shared leadership, guided by the Jemez Principles. Build authentic, long-term relationships with underrepresented and frontline communities including, but not limited to, communities of color, young people, Tribal nations, immigrant communities, and other historically underrepresented populations, recognizing that the future strength, relevance, and sustainability of the Chapter depends upon their meaningful participation, leadership development, and representation at every level of the organization.
- Strategy: Launch a well-funded, statewide Environmental Justice initiative that combines grassroots organizing, leadership development, and an expanded multimedia communications strategy to recruit, engage, and retain members and volunteers from underrepresented and frontline communities.

Regenerative Agriculture

- Focus: Transform approximately 50% of Florida's 10 million acres of farmland to regenerative practices over the next decade, with measurable improvements achieved on 10% of farmland within three years. The initiative promotes soil health stewardship statewide and attempts to ameliorate soil degradation caused by conventional agriculture.
- Strategy: Advance regenerative farming principles through education programs, partnerships with agricultural organizations, and advocacy for supportive policies. These efforts aim to restore water cycles, capture carbon, create wildlife & pollinator habitat, reduce chemical dependency, enhance nutrient density and community food sovereignty, increase farm economic viability, and enhance overall biodiversity and ecosystem resilience.

Strategic Foundations: Strengthening the Chapter

These foundations directly address member-identified weaknesses and leverage existing strengths.

Foundation 1

Build the Leadership Base

Addressing Volunteer/ Leadership Channel:

Evaluate and modernize the volunteer model to bring new people into leadership roles.

Foundation 2:

Empower Local Groups

Addressing Group Support/ Engagement:

Increase support and decentralize resources to reduce the perceived "distance" between the Chapter and local groups.

Foundation 3

Modernize Internal Operations

Addressing Internal Processes & Broadening Appeal:

Increase operational efficiency and expand the Chapter's reach beyond traditional membership.

Foundation 4

Develop Sustainable Resources

Addressing Internal Resource Needs and Development:

Increase operational sustainability and autonomy through development of a diverse and resilient base of financial supporters.

Engagement and Outreach

Focus on making access and participation easier and more rewarding for members and supporters, reducing barriers to participation. Align engagement with campaigns run by staff to ensure that local groups are benefiting from new and existing volunteer recruitment.

- **Create an “on ramp”** from Campaigns to Local Groups.
- **Outings-to-Advocacy:** Increase the number of highly popular outing types—and intentionally link these experiences to the need for advocacy to protect those very places.
- **Remove Barriers:** Address the primary barriers of Time and Travel Distance by promoting more hyper-local, easily accessible events. Begin development of language translation.
- **Focus on Action:** Increase the number of Skill-building workshops and Networking events with other environmental groups to meet the interest among volunteers for increased member activity.

Investing in the Next Generation of Conservation Leaders

Leverage the overwhelming member support for these programs to build the future of the Chapter.

- **Paid/Credit Internships:** Maintain and expand the program for paid or course credit interns.
- **Sierra Student Coalition Support:** Maintain strong support for sending Florida College Students to the Sierra Student Coalition (SSC) Summer Program (SPROG) to solidify the youth leadership pipeline and bring back energized, trained leaders.
- **Engagement of Schools (from elementary to university):** To partner with us to become nurseries for resilient communities, provide them grants, and engage in other activities and projects like art contests, hikes, habitat restoration, projects/clean ups, and water-based trips (kayaking/canoeing). Free Sierra Club membership after volunteering twice. Ensure that young people receive school credit hours, if possible, for any and all volunteering.

Broward Sierra Member Brainstorm & Sharing

Your voice and ideas are what we need!

Let's establish our own local priorities and figure out how to grow stronger together.

Why did I join the Sierra Club? -

Think of three words to explain
your decision and write them
down under QUESTION #1.



What do I expect from being a member?

How long have you been a member?

Think of the top 3 expectations you have about being a member and write them down under QUESTION #2.



Annual Volunteer Events

March - April

EARTH DAY CELEBRATION

Please Join the  for a Fun Filled

EARTHDAY 2026

FROM AQUIFERS TO OCEANS, OUR WATER IS UNDER ATTACK. POLLUTERS PROFIT. FLORIDIANS PAY \$1.4 BILLION ANNUALLY.

WATER IS AT THE CENTER OF EVERYTHING

JOIN THE WATER ROUND TABLE
HOW TO FIGHT BACK
6 WAYS TO SAVE WATER
DR. JAMIE DEWITT, TOXICOLOGIST
KATRINA SHADIX, ENVIRONMENTAL ACTIVIST
DR. NAYALIA SORES-QUEJEDA, ENVIRONMENTAL ACTIVIST
BROWARD MAYOR BEAM FURR

LIVE MUSIC
FOOD TRUCKS
STUDENT PLASTIC WASTE ART CONTEST
NATIVE PLANT WORK SHOP
NATURE TRAILS KAYAKING
GAMES PRIZES GIFTS

SUNDAY, MARCH 8TH 8:30-5:00 ANNE KOLB NATURE CENTER
751 Sheridan Street, Hollywood, FL 33019 Contact: AdrienneSierraLeader@gmail.com

SOMETHING FOR EVERYONE
Individuals With Disabilities Requiring Accommodations Contact Sierra Club 7 Days in Advance

March- April

STUDENT PLASTIC WASTE ART CONTEST

DISTRIBUTION DOES NOT IMPLY ENDORSEMENT OR RECOMMENDATION BY BROWARD COUNTY PUBLIC SCHOOLS

Plastic Waste Earth Day Art Contest

Hosted by Broward Sierra Group
This Year's Theme: Water is Everything

Prizes
1st Place: \$1000
2nd Place: \$500
3rd Place: \$250

Calling Broward Middle and High School Students!
Are you in 7th - 12th grade and live in Broward County?
Join us for an inspiring Earth Day celebration.

Date & Time:
Sunday, March 8, 2026
8:00 AM - 4:00 PM

How to Enter (the sooner you register and complete the information, the sooner you can get started): Sign up online at <https://tinyurl.com/4awbnpkp>

After registering, you will receive contest rules and forms via email. You MUST confirm receipt and return all forms. Create original art using plastic waste or landfill-bound materials. Write about what you learned. Display your work at the Earth Day event. Win cash prizes and help the planet!

Location: Mangrove Hall, Anne Kolb Nature Center 751 Sheridan St, Hollywood

Accessibility
If you need accommodations to participate, please contact Broward Sierra Group at 954-225-0447 at least 7 business days before the event.

September - December

EXECUTIVE COMMITTEE ELECTIONS

 Welcome to our 2026 Broward Sierra Group's Executive Committee!

 Leah Weisburd, Chair

 Elisa Jones, Vice Chair

 Max Goldstein, Treasurer

 Linda Thompson Gonzalez

 Katarzyna Chmielewska

 Jordan Holaday, Outings Chair

 Robert Bouyer III

October - November

GALA / AWARDS CELEBRATION

 SIERRA CLUB BROWARD GROUP

CORDIALLY INVITES YOU TO OUR 7TH ANNUAL

2026 GALA CELEBRATION

FRIDAY, OCTOBER 2, 2026, 7PM TO 11PM
Jacaranda Country Club
9200 W Broward Blvd, Plantation, FL 33324

LEAH WEISBURD
BEAM FURR

FREE COCKTAILS FROM 7PM-9PM
RAFFLES, PLEDGES, & PRIZES!
DJ & DANCING ALL NIGHT
ELEGANT BUFFET DINNER 7:30PM-9:30PM

OUR HONOREES FOR 2026



Scan to purchase your tickets OR GO TO:
<https://givebutter.com/2026SGGala>

Monthly Events



Outings



General Meeting with
Featured Speakers



Events Tabling

Broward Sierra Bulletin
VOL. XLVIII NO. 8 August 2026
www.sierraclub.org/florida/broward • www.facebook.com/BrowardSierra
<https://www.meetup.com/Broward-County-Sierra-Club-Group/> • <https://twitter.com/BrowardSierra>

A Message from Elisa Jones, Executive Committee Chair

Dear Broward Sierra Group Members,

We hope you are enjoying your summer so far! We've got a lot planned for everyone in the coming months, so please keep an eye out and come meet your fellow members, add your voice to the momentum, get out in nature, and sign up to volunteer with us whenever you are able.

Be sure to check on the status of your **voter registration** and vote in the upcoming **August primaries** (if eligible), to help assure that candidates who protect wild places, safeguard public health, and support clean air, safe water, and a healthy environment, rise to the top with your continued support. You can find our local **Broward Sierra Group candidate endorsements** [here](#).

There may be some great news coming in mid-August as the **Solid Waste Authority Master Plan** and Interlocal Agreement (ILA) Amendments get ever closer to the threshold required for passage by the 28 ILA member cities and the county. Passage will allow the Authority to continue its work and move forward immediately with the initial implementation phase of the Master Plan for dealing with our garbage crisis and lack of recycling within Broward County.

Lastly, I sincerely hope you will join us at the **August 6th Broward Sierra Group General Meeting "Connecting People to Purpose: Nature, Community, and Action for 2027"** where we'll explore your ideas, inspiration, and preferred activities as members to help us plan our priorities, presence and member/volunteer events in 2027. It will be a fun night of community and creativity—and we'll be providing a [light catered dinner](#) as well! **It means a lot to us to have you there. This meeting is for you! Please register now so we know how many are coming.**

May you have a wonderful month! - Elisa

Table of Contents	
Chair Message.....	1
Get Ready for the 2026 Midterm Elections!.....	2
2026 Candidate Endorsements.....	3
August General Meeting.....	3-4
Is Your Water Clean?.....	6
Beat the Heat / Sierra Club Daily Ray of Hope.....	7
Recycling & Waste Management - Take Action!.....	8

BSG Bulletin
Newsletter

Other Events



Junior Team
Committee Meetings



Green School
Campaign



Programming,
Trainings and Special
Events Committee
Meetings



Political Committee
Meetings



Conservation
Committee Meetings



Membership
Gatherings



TAKE ACTION!
Events



Communications
Committee Meetings

What interests me?

- **Scan the list of event types and activities** from top to bottom, including the things we currently put together and the things we don't currently do.
- **Now go back and circle the top 10 event types and activities** on the page that interest you immediately.
- **Name 2 specific event types or activities you would definitely show up for** if we put them together in 2027.
- **Name 2 specific event types or activities you would volunteer to help out with** in 2027 if they were scheduled.
- **After reviewing this list, are we missing something important to you** in terms of what we do or do not offer? Or any other comments.

What motivates me?

- What interests you most: people and community, nature, sustainability, environmental activism? Other?
- What would motivate you to attend more events?
- What would motivate you to volunteer to help out as a member with events and activities?

VENUE: Indoors or
Outdoors?

LOCATION: Online or
in-person?

ACTIVITY LEVEL:
Active or inactive?

TIMING - Morning?
Afternoon?
Evening?

Food & Drink
provided OR
available

Your TOPICS
of interest

PEOPLE of
interest

FOCUS Educational
or skill-building?

FOCUS: Networking
opportunity

FOCUS: Social
opportunity

FOCUS: Physical
Activity

FOCUS: Creative
Activity

About Me

- What are you great at?
- What do you love doing?
- What skills could you use right away to help with the Sierra Club mission?

SKILL 1

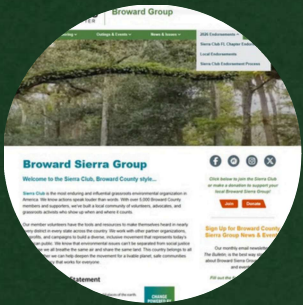
Sierra Club Mission:

- To explore, enjoy, and protect the wild places of the earth;
- To practice and promote the responsible use of the earth's ecosystems and resources;
- To educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out these objectives.

SKILL 2

SKILL 3

How do I stay informed?



Broward Sierra
Website



Broward Sierra
Monthly Newsletter



BSG Facebook



BSG Instagram

What are your
ranked #1, #2
and #3 sources?



Broward Sierra
Member Email
Blasts



BSG Meetup



BSG WhatsApp



Where else should we be
posting information?

What are we
missing?

Thank you so much!

Member Gathering Follow-Up

- For any further questions you may have
- To send in your completed form from today
- OR to set up a on-on-one meeting to discuss online or in person, please reach out to:

Elisa Jones
Broward Sierra Group
Executive Committee Chair
outreachbrowardsierra@gmail.com

We want to hear from you!

To communicate your ideas for activities, programs, events, and suggestions at any time, please fill out our short [Ideas & Suggestions Form](#).

If you have a blog article to contribute to the newsletter or an environmental watch notice on public policy decisions or upcoming resident rallies and protests, please fill out our short [Ideas & Suggestions Form](#).



