

Working with or Representing the Loma Prieta Chapter

The Sierra Club is the largest environmental organization in the country with chapters in all 50 states. As part of the Sierra Club, your team can benefit from the Club's reputation as a well-established and highly influential organization. The Sierra Club can also offer staff support, event support, funding (to an extent), and valuable connections with our members.

Staff & Volunteer Support

The Sierra Club Loma Prieta Chapter staff and volunteers are ready to support your conservation team if your advocacy efforts are consistent with Sierra Club policies. Many volunteers have been active in the chapter for decades. Their experience navigating politics, interacting with community groups, and advocating for solutions can be an invaluable resource to your team. If you would like help with an issue but don't know who to contact, e-mail loma.prieta.chapter@sierraclub.org. We may be able to point you in the right direction.

Sierra Club's reputation is also useful when you work with decision makers or recruit volunteers. Below are a few specific ways the Loma Prieta Chapter can directly support your efforts:

- **Community outreach:** e-mail blasts, phone banking, social networking
- **Organizing events:** house parties, public presentations, leadership trainings
- **Coalition partners:** we've built relationships with many local allies
- **Training:** resources to help you build a self-sustaining team
- **Social Media & Publicity:** create a listserv, Facebook page, or team website to help you communicate online.

Chapter Leaders

Are you passionate about an issue and would like to work with the Sierra Club to get support? To effectively work with Chapter leaders, we recommend the following:

1) Locate the national Club policy that relates to your issue

- Find the Sierra Club National policy that relates to your issue by visiting our Conservation Policies website: <http://sierraclub.org/policy/conservation>
- Locate the overarching issue that relates to your campaign (e.g. Agriculture, Nuclear Issues, Water Resources, etc)
- Locate the sub-topic most closely aligned with your campaign issue and read through the Club's policy.

2) Contact the conservation subcommittee within the Loma Prieta chapter that is responsible for your issue.

- Visit the Loma Prieta Chapter's website and find the Conservation Committee working on your issue: lomaprieta.sierraclub.org/conservation.asp. E-mail or call the Chair to discuss the specific project or plan that you're targeting.
- If none of the Conservation Committees are working on your issue, contact the Conservation Committee Chair.

3) Want to get a letter written from the Sierra Club addressing your issue?

- You can work with the committee responsible for your issue to draft a letter
- Once complete, print the letter on Chapter letterhead and submit it to your local representatives.
- If the Club *does not* have a policy related to your issue or if you want the Chapter to formally oppose or support a project, you will need approval from the Conservation Committee and/or Executive Committee to proceed.

Taking Positions and Representing the Chapter

The Sierra Club Loma Prieta Chapter is committed to building a strong, cohesive, effective organization. With a large and diverse membership, however, opinions may differ on how our goals should be pursued. The following guidelines have been developed to help you express and implement your position within the Sierra Club. The goal of these protocols is to improve our decision-making processes and increase communication and cooperation among Club entities. The Chair of the Executive Committee and Chair of the Conservation Committee may authorize teams or groups to speak on behalf of the club concerning certain issues, provided those groups have an accurate understanding of the Club's position.

Protocols are internal rules and guidelines that you should follow if you wish to take positions and represent the Sierra Club.

- The Club can have only one position on any proposal. Positions taken must be consistent with national Club policy and state-specific criteria. Only the National Sierra Club's Board of Directors establishes policy, and only Executive Committees establish criteria.
- When an issue affects two or more issue areas or regions, all relevant issue committees should collaborate to develop a unified position.
- Chapter entities may recommend that the Executive Committee vote on an official position. If all the committees cannot agree on a position, the Executive Committee makes the final decision.
- Individual leaders do not "make new policies" when they are representing the Club — they apply existing national policies and state/local criteria.
- Anyone may speak in support of a position already taken by the Sierra Club or Loma Prieta Chapter.
- Final copies of letters that the Sierra Club has signed shall be made available on the Chapter's website.
- When in doubt, contact the Chair of the Executive Committee, the Chair of the Conservation Committee, or relevant Conservation Subcommittee Chair.

For a complete list of Chapter Committees and Subcommittees, see the [Chapter Website](#) or the "Chapter Committees" document on our [Activist Resources Page](#).