

"One Club" Policy

One Club Policy

In order to further the goals of the One Sierra Club process, the Board of Directors adopts the following policy based on One Sierra Club recommendations:

Each chapter is ultimately responsible for providing members with information through a newsletter. This may be provided directly by the chapter or by delegation to a group. The Club provides each chapter, through the revenue sharing pool, with resources for this purpose, and the formula built into the revenue sharing pool is intended to cover the reasonable costs of newsletter communication with members at the local level.

Chapters need to provide a means for groups to communicate with their members, either through the chapter newsletter, or by providing funding from the chapter's portion of the revenue sharing pool for a group newsletter. Chapters that require groups to provide a group newsletter to members, must provide sufficient funding for the group to produce and distribute a newsletter.

As part of this policy, OEGC is directed to establish guidelines and criteria for chapters and groups to develop an integrated plan to communicate with members (via newsletters and other communication media) regarding local, state, regional and national activities and issues. In developing this plan, both effective stewardship of Club financial resources, and providing members with desired and needed information, shall be principal objectives. [based on Resolution I: 5) Newsletters]

In order to further the goals of the One Sierra Club process and begin to implement the One Sierra Club recommendations as adopted by the Council of Club Leaders in September 2000, the Board of Directors adopts the following policy:

One of the principal responsibilities of chapter and group leaders to encourage and support the development of a larger and broader base of activists and leaders to enable the chapter and group to more effectively deliver the full array of membership participation opportunities. [based on Resolution II: 2) Role of Chapters and Groups]

Chapters and groups have shared responsibility for providing an array of membership participation opportunities for local members that include:

- a) Participation, as detailed below, in outdoor activities, such as outings, ICO and environmental inventory and monitoring activities.
- b) Participation, as detailed below, in national conservation campaigns and programs, including associated media and community outreach work.

c) Participation, as detailed below, in local, state and regional conservation campaigns and programs, including associated media and community outreach work.

d) Participation, as detailed below, in programs to hold elected officials and candidates accountable for their environmental stewardship.

e) Participation, as detailed below, in membership recruitment, communications and fundraising. [based on Resolution II: 1) Basic Member Opportunities]

If a nationally sanctioned membership participation opportunity is not currently available in a given location, and a Club member wishes to organize it, the chapter or group may require the Club member to meet chapter or group planning and reporting requirements, in addition to meeting all nationally established training, funding or other requirements for the program.

The chapter or group shall not deny the opportunity for volunteers to organize the program on the grounds that this program is not a sufficiently high priority in that location.

The chapter or group is not obligated to provide funding, staff support, volunteer resources, or permission to approach donors for funding, for such programs. [based on Resolution II: 2) Role of Chapters and Groups]

Chapters may not establish plans, messages or strategies, or carry out activities that conflict with nationally or regionally established ones.

Groups may not establish plans, messages or strategies, or carry out activities that conflict with either nationally, regionally, or chapter-established ones.

Individual activists, leaders and staff may not carry out activities which conflict with an established national, chapter or group plan, message or strategy.

Chapters (and the statewide Club entities in California) may create local supplements to the campaign plans, messages and strategies of national Campaign Committees, Strategy Teams and Task Forces; and may establish campaign plans, messages and strategies for statewide issues. They may designate principal media spokespeople for issues and campaigns on a statewide basis.

Groups may create local supplements to the plans, messages and strategies of national campaigns or of chapter ones within their own area of jurisdiction, and may designate principal media spokespeople within their own jurisdiction. [based on Resolution III: 6, Chapter and Group Initiatives on National Campaigns]