



Climate Land Leaders

2025-2026 Strategic Plan

VISION: Plant, animal, and human communities thrive through our land stewardship.

MISSION: To provide community and support for land stewards creating climate resiliency.

GUIDING PRINCIPLES:



Take urgent climate action through land stewardship, advocacy, and collective measures.



Grow food and fiber using practices that heal ecosystems and build farm resiliency.



Be guided by Indigenous knowledge and scientific evidence.



Be part of the solution in dismantling inequities that limit access to land tenure.



Respect and learn from the natural world through observation, listening, and engagement.



Invite and welcome people at all stages of their land transformation journey.



Support each other and kindly hold each other accountable.



Work with nonprofit, government, and business partners for greater impact.

2025-2026 GOALS:

GOAL 1: The Climate Land Leaders Initiative builds and strengthens its community of land stewards.

GOAL 2: Participation in the Climate Land Leaders Initiative results in robust implementation of climate solutions.

GOAL 3: The Climate Land Leaders Initiative builds leaders and visibility for natural climate solutions.

GOAL 4: Equity becomes central throughout the Climate Land Leaders Initiative.

GOAL 5: The Climate Land Leaders Initiative is effective, efficient, and inspiring.

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TWO-YEAR MEASURES OF SUCCESS:	<ul style="list-style-type: none"> • 300 land stewards who control 80,000 acres in the Midwest participate. <i>(Baseline: 190 CLLs; 46,914 acres)</i> • 90 percent of Climate Land Leaders report that the Initiative has given them a strong community. <i>(Baseline: 87 percent)</i> • 95 percent of Climate Land Leaders say they are very likely to recommend the Climate Land Leaders Initiative to a friend. <i>(Baseline: 93 percent)</i> • 80 percent of Climate Land Leaders connect 1:1 with at least one other CLL outside of meetings/events initiated by the CLL organizers. <i>(Baseline: 80 percent)</i> 	<ul style="list-style-type: none"> • Number of perennial (acreage not in annual crops) acres under CLL management doubles. <i>(Baseline: 20,800 acres)</i> • New conservation practices reported by CLLs double each year. <i>(Baseline: 62 reported new conservation based on 2024 surveys)</i> • 90 percent of CLLs report the Initiative is helping them achieve their on-farm conservation and resiliency goals. <i>(Baseline: 80 percent)</i> 	<ul style="list-style-type: none"> • 35 CLLs serve as federal, regional, state, or local leaders for climate and land use policy. <i>(Baseline: 32)</i> • 120 CLLs are featured in media and social media urging bold action on natural climate solutions. <i>(Baseline: 84)</i> • Double followers and content interactions on social media yearly; double blog views annually and total website visitors over two years. <i>(Baseline: Facebook - 231 followers, 1,600 content interactions; Instagram - 367 followers, 613 content interactions; blog - 1,291 views; website - 5,461 visitors)</i> 	<ul style="list-style-type: none"> • Double the number of Black, Indigenous and People of Color and LGBTQ+ CLL members. <i>(Baseline: 29)</i> • Twelve CLLs develop plans to more robustly share their wealth/support equity efforts (ex: cultural easements, donations to Black, Indigenous and People of Color individuals/groups, long-term rental or sale to new farmers, etc.). 	<ul style="list-style-type: none"> • The Climate Land Leaders Initiative meets all metrics for a well-functioning nonprofit from the Minnesota Council of Nonprofits.
STRATEGIES INCLUDE:	<ul style="list-style-type: none"> • Offer 50 online and in-person meetings/events per year on topics that appeal to the diversity of the CLL membership. • Focus offerings on Climate Land Leaders sharing their expertise. • Implement recruiting blitz yearly. • Activate Climate Land Leaders who have not been participating. • Employ consultants to increase recruitment in Midwest states. • Welcome those outside the Midwest who self-select CLL in 2025–26 and explore deliberate expansion strategy for 2027–28. 	<ul style="list-style-type: none"> • CLLs develop and share their yearly goals, report on them at year-end, the Initiative celebrates their successes. • Provide education and support on effective, natural climate solutions. • Identify and help CLLs access funding and technical service support. • Apply for funding that will help pay for Climate Land Leaders' conservation efforts. • Continue stipends for new perennial practices and to maintain existing perennial practices. • Add resources links to Members portion of website. 	<ul style="list-style-type: none"> • Encourage and support CLLs to take policy and conservation leadership roles. • Continue focus on federal policy and increase participation in state and local opportunities for natural climate solutions. • Continue communications outreach focused on CLLs as leaders, and increase the use of climate experts. • Partner with entities providing leadership development and action opportunities. 	<ul style="list-style-type: none"> • Provide subgroup to help CLLs define their equity values and develop action plans to reach their equity goals. • Invite Black, Indigenous and People of Color guest speakers to CLL calls offered to the entire cohort to speak on topics like climate justice, centering equity, land access, etc. • Utilize Belonging Committee to provide guidance for equity efforts. • Hire Black, Indigenous and People of Color team members to guide the Climate Land Leaders Initiatives' diversity efforts . 	<ul style="list-style-type: none"> • Develop and implement yearly operations plan. • Activate Fundraising Committee to develop and implement goals for individual and corporate donations. • Partner with government, business, and nonprofit entities to achieve mutual goals.