



Opening Discussion: Industry Challenges—a look ahead!



Sierra Club

Current Challenges

We just sued Elon Musk. You can help us win.

Elon Musk and Doge illegally fired thousands of National Parks and National Forest Workers, but we're fighting to protect the public lands and parks you care about. Donate now to support our work.

[Remind Me Later](#)

[Give Now >>](#)

The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our millions of members and supporters to defend everyone's right to a healthy world.

- As an Advocacy Organization, we are inherently political. It is our job to promote policies that protect our environment
 - No Government Funding
- Current administration is unfriendly to our issues, and acting quickly, causing more urgency for our advocacy
 - Can be a positive for fundraising
 - Makes our work more difficult – steady funding is necessary
- Concerned about potential attacks
 - Already had one small attack – tweet by Elon Musk calling to Defund Sierra Club

Sustainers are more critical than ever!

- Organizations that have built their sustainer base are able to rely on the recurring income during periods of uncertainty.
- If your organization is in a position requiring prioritization of investments:
 - **Compare the long-term value and net per donor of your sustainers to mass 1x acquisitions**
 - **Run scenarios to demonstrate the short-term / long-term trade-offs. There is often a focus during a crisis on immediate revenue – running out the 5 / 10-year impact will help focus decision making on the long-term.**
- Calculate what is required to maintain your current sustainer file vs grow as a fall-back option temporarily.



How do we find
continuity in a world of
disruption?



Margaret Romig
Account Director





Introducing ... us!
New name, same mission:

The end of animal cruelty.

What are we worried about?

- Growing our file with a new name
- Merging our Sustainer files across populations
- Retaining our existing sustainers
- Overall file health
 - January and February sustainer acquisition
 - Ohio rescue went well
 - First mail pieces just dropped

