



EARTH RANGERS STRATEGIC PLAN 2024-2026



20 years ago, Earth Rangers was founded with the belief that a sustainable future was only possible if children grew up valuing the natural world and knowing how to protect it. We still believe that today; but we also know that environmental education and awareness is much more prevalent than it was then. The world has changed, and we are no longer talking about the “if” and “when” of climate change and species loss – it’s here now and we all must respond to it. To address this, our core purpose remains the same, but how we get there has shifted.

Children need new tools to envision and prepare for their future; ones that prioritize their mental health and promote hope and optimism, without minimizing the challenges we face. Demographics are also changing and the relationship different communities have with the environment and how they view their place within it can differ greatly. For Earth Rangers to continue to have widespread impact, it is paramount that we understand the ways in which we can support as many children as possible, in as many ways as possible. This includes utilizing changing technology to support our mission.

But we can’t do all of this alone. We wholly believe that the world needs more Earth Rangers; but also that there’s isn’t any one way to be an Earth Ranger. Likewise, we recognize that there isn’t just one organization will inspire them – we are all part of an ecosystem, and one we intend to strengthen through this plan.

STRATEGIC OBJECTIVES

The 2024 to 2026 strategic plan sets out three strategic directions for Earth Rangers:



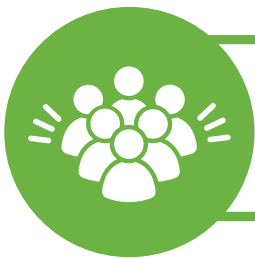
EXPAND OUR
REACH TO MORE
YOUNG PEOPLE



UNDERSTAND
AND INCREASE
OUR IMPACT



STRENGTHEN
OUR BRAND
WITH ADULTS



EXPAND OUR REACH TO MORE YOUNG PEOPLE

- Broaden the definition of what it means to be an Earth Ranger, removing barriers to membership, exploring opportunities beyond the current app platform, and prioritizing extensions that welcome as many new kids as possible.
- Prepare the School Assembly program for the future by reducing our reliance on live animals, embracing new technology and tactics, testing delivery models to allow for greater scalability, all while maintaining the excitement and impact among students.
- Grow programming with teens, focusing on fostering leadership skills, environmental volunteerism and community building. Establish a more robust recruitment pipeline for this new age group and develop a plan to scale programming.
- Grow relationships and credibility with educators and education systems by leveraging our expertise on addressing eco-anxiety in students and facilitating meaningful environmental action in schools.
- Expand our portfolio of original content through existing successful mediums like podcasting and expand into new areas, such as short form video.



UNDERSTAND AND INCREASE OUR IMPACT

- Increase member engagement, prioritizing length, frequency and quality, measuring outcomes for both environmental literacy and mental health and wellbeing.
- Develop and implement an impact evaluation framework with DEI outcomes integrated throughout, using results to inform and refine program strategy.



STRENGTHEN OUR BRAND WITH ADULTS

- Update purpose, mission and 20-year vision statements to better reflect our current programming and objectives.
- Develop and implement a thought leadership strategy that leverages our expertise in areas like youth environmental action and addressing eco-anxiety, involving senior leadership.
- Expand executive participation in strategic partnerships and coalitions, and identify opportunities for other staff to develop more external relationships and participate in relevant and meaningful collaborations.