

How do you get African-American organizational leaders to champion your issue and make it their own?

Case Study: Taking Climate Change to the African-American Community

Tactics: Diversity Marketing, Creation of a Strategic Partnership, Lobbying



Problem: The National Wildlife Federation wanted to make inroads into the African-American community to start a conversation about climate change and global warming, but didn't know where to start.

Solution: MSPR team member and diversity expert Marc Littlejohn guided the organization's long range planning and participation in diverse circles and identified partnerships that exist at the intersection of the environmental movement and the civil rights movement. He then began to cultivate relationships with multicultural communities all the while spreading the word about NWF's mission.

Observing the approaching centennial of the National Association for the Advancement of Colored People (NAACP)-the nation's oldest civil rights organization, Marc convinced NWF to author a climate change resolution which he then presented to the NAACP. But getting the NAACP to adopt the resolution proved challenging. So Marc identified key stakeholders, leveraged his political and organizational contacts, and after weeks of talks and negotiations, he was able to get the resolution passed unanimously by the NAACP at the organization's much-celebrated centennial conference.

Result: An endorsement from one of the most respected civil rights organizations and a national platform to champion the environment during the NAACP's most important annual convention. NWF was the first environmental organization ever to pass such a resolution in partnership with the NAACP. The two organizations are now strategically aligned.

Marc's work was featured in the Hill Newspaper article *Civil Rights Group Joins Climate Talks*. **Read the article.**

