



OUR WORK

SPECIES

PLACES

DONATE

CLIMATE CHANGE

Nature's Last Stronghold

Scientists predict this beautiful place could withstand the impacts of climate change and help ensure nature's survival.



Magazine

JUNE/JULY 2016

Worlds of Wonder

From towering sequoias to Maine's craggy coast, we celebrate five awe-inspiring national parks.

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Science

COOL GREEN SCIENCE

7 Ways to Connect With Nature Near You

Looking for something new to do close to home? Our blogger has you covered.

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dark green

Sierra Club

clicking reloads homepage

ALL FONT IS BLACK

white

leads to work, join or donate pages

WORK JOIN DONATE

Slideshow of Enviornmental Projects

new image loads for each clicked number, no animation effects.

clicking each image leads to new page

1 2 3

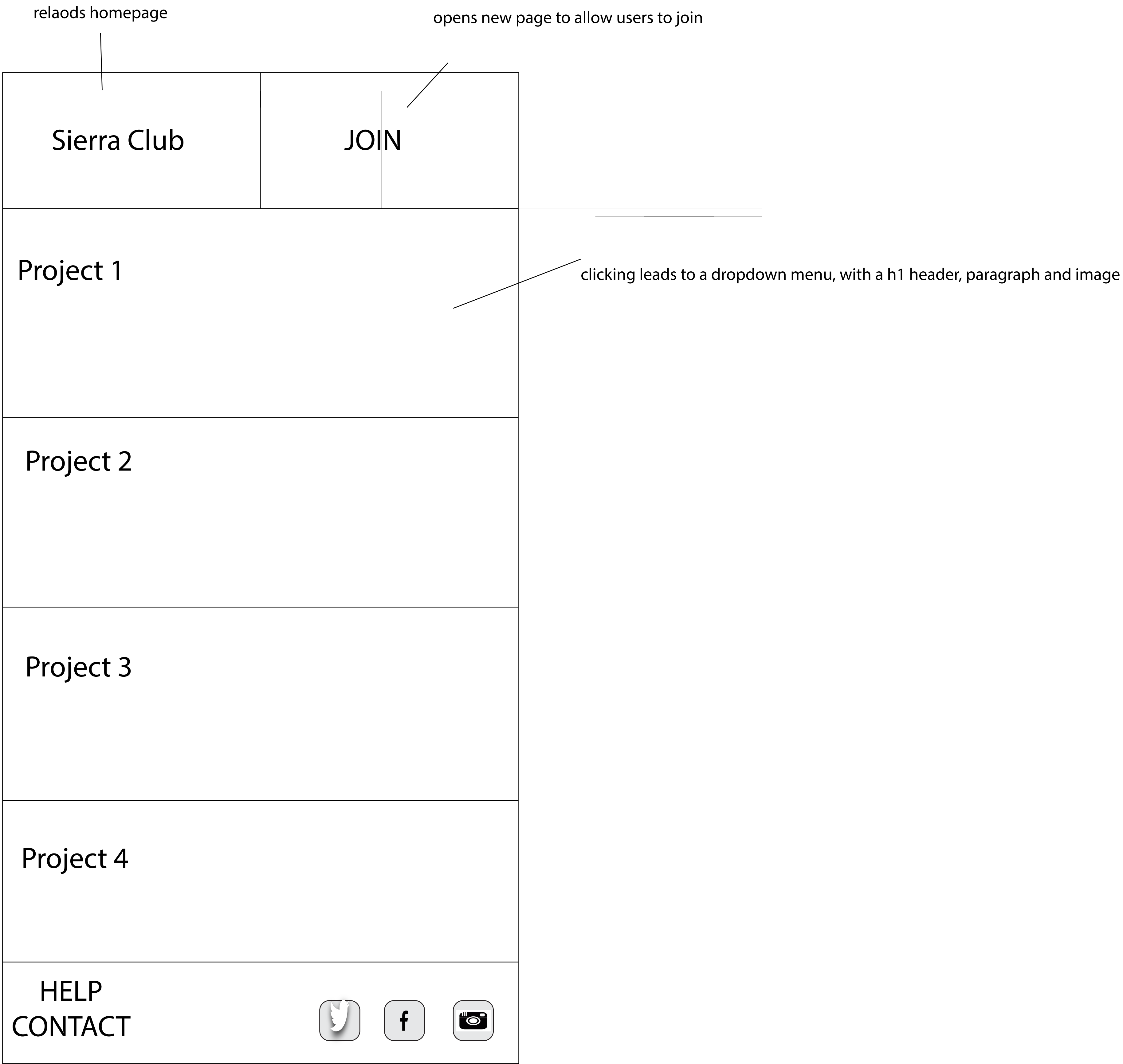
HELP
CONTACT

leads to the help page or contact info

white



social media links



Sierra Club

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Sierra Club

Started in 1892, The Sierra Club's founding mission was to protect wild, ecological communities and the earth as a whole, after its founding members, namely John Muir, saw the looming environmental destruction the industrial revolution had catalyzed. They are unquestionably the largest, oldest and most powerful environmental group in America. They have about 10,000 members. They have four program areas, Health & Environment, Protecting Biodiversity, Atmosphere & Energy and Transitions to a Sustainable Economy.

"We can do more with a little than most ever do with much"

SWOT Analysis

STRENGTHS 1. deep history 2. loyal subscribers 3. strong media force

WEAKNESSES 4. small public knowledge 5. poorly designed website 6. social perception that it doesn't often make a difference 7. no organized way of attracting members

THREATS 8. There are many looming environmental organizations that have more resources 9. bad economy has started a reduction in donations 10. their marketing attempts are not compelling 11. dwindling member base

OPPORTUNITIES 12. Could test out viral advertising methods 13. Have the opportunities to build new identity because it has become less well-known 14. Encourage volunteer work from its members, rather than money.

WORDLIST

Clean Green Minimal Effective Singular Donations \$\$\$