Campaigns & Field Roundup

Summer 2024

Updates & highlights from the National Wildlife Federation's Campaigns Team's national program and field activity across the country.

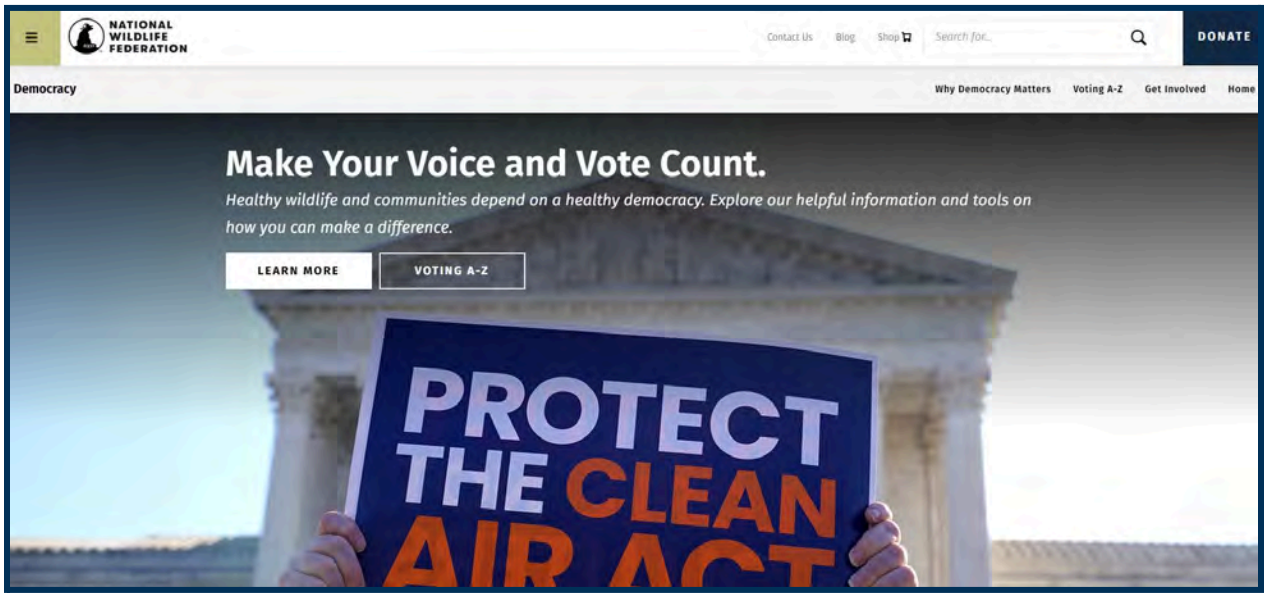
The Campaigns Team is dedicated to supporting National Wildlife Federation staff, partners, and impacted communities in achieving lasting, equitable, and just federal policies that conserve, restore, and improve the resilience of America's wildlife and communities leading to transformational change. We achieve this vision by mobilizing national and local action, growing civic and political power, advising on the development of campaign plans and strategies, building the organizing skills and competencies of the Federation through training, and deepening our relationships with activists and partners through consistent, long-term, and intersectional organizing.

DEMOCRACY & CIVIC ENGAGEMENT

This summer, one of the Campaigns Team's biggest focuses was our work to promote the Federation's efforts on democracy and civic engagement.

At this year's NWF Annual Meeting, our Deputy National Director, Sam Lockhart, was a speaker on the Wildlife and Our Democracy: Nonpartisan Civic Engagement in 2024 panel where she talked about the work our team and the Federation as a whole are doing to promote civic engagement across the country and protect our democracy for people and wildlife. At the panel, Sam shared a video from NWF CEO, Collin O'Mara, who spoke about why NWF is working on civic engagement and democracy issues. Wildlife needs us to speak up and participate in democracy and our government - whether it's by calling or emailing decision-makers, commenting on agency rules, raising your voice at rallies or, of course, voting. That is why from our founding, the National Wildlife Federation has paired strong policies driven by science with a commitment to civic engagement. The next generation of conservationists must also be the next generation of voters, advocates, and activists. As conservationists, we are committed to sound science and to delivering accurate information to our followers and supporters regardless of the politics and this includes information about our democratic processes.

The Campaigns team also shared a **Request for Proposals** for NWF affiliates to collaborate on **c3 civic engagement work** surrounding the 2024 election cycle. We received many amazing submissions and are excited to announce that we are partnering with the Montana Wildlife Federation, Planning and Conservation League, and West Virginia Rivers Coalition on their campaigns to promote civic engagement and get out the vote in their respective states.



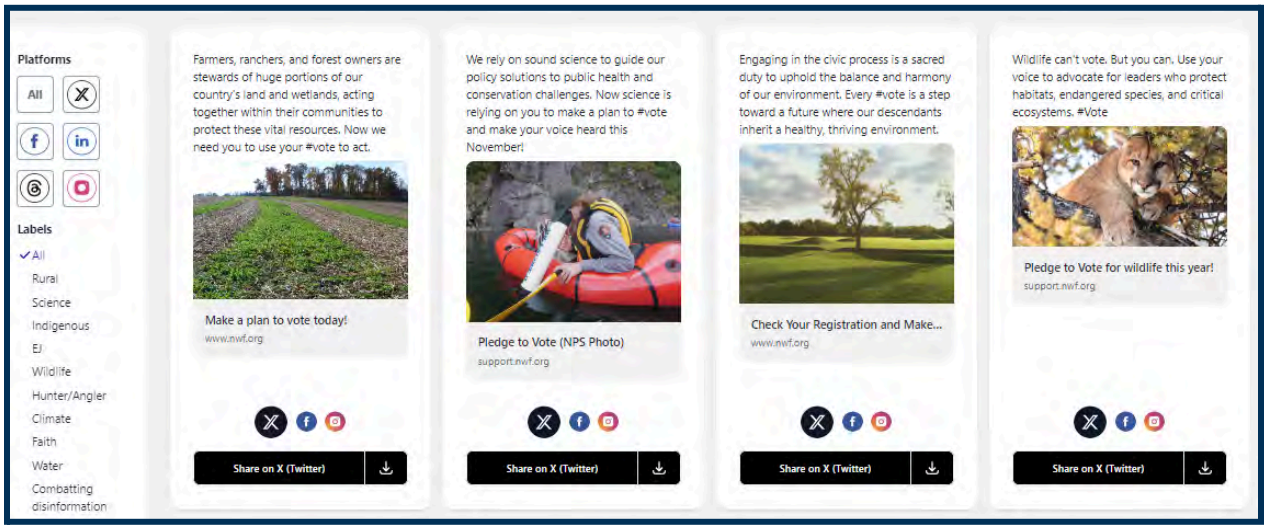
We also launched the **NWF Civic Engagement microsite** at www.nwf.org/democracy

This is an online home to showcase NWF's democracy and civic engagement work and provide links to resources around voting and taking action with us to increase access to the ballot. The site will be updated with new content and materials over time.

This website houses resources on:

- Why a healthy democracy matters for our work as conservationists
- NWF's history of civic engagement work
- How to take action to protect our democracy during election season and all year long
- Where to find your polling place and how to preview your ballot
- How to make a plan to vote whether it's on Election Day, early, or by mail, and more!

Please share this resource widely with your networks as we hope that this can be a tool for our partners to utilize as well as a venue to amplify the amazing work happening across our community at the intersection of the environment and conservation with civic participation and democracy.



We'd also like to announce the launch of the **[NWF Democracy and Civic Engagement Toolkit](#).** This toolkit is intended for organizational (or activist) partners to both directly share social media messages and to use the extensive talking points document to create additional content – whether that's email communications, other social media posts, blogs, OpEds or to serve as background for when you speak to activists or others about this work in the context of the environment and conservation. While much of the content now is focused on voting given the upcoming election, we created much of this content to be evergreen so that we can continue to talk about the importance of civic engagement and democracy in the context of our issues and audiences over the long-term.

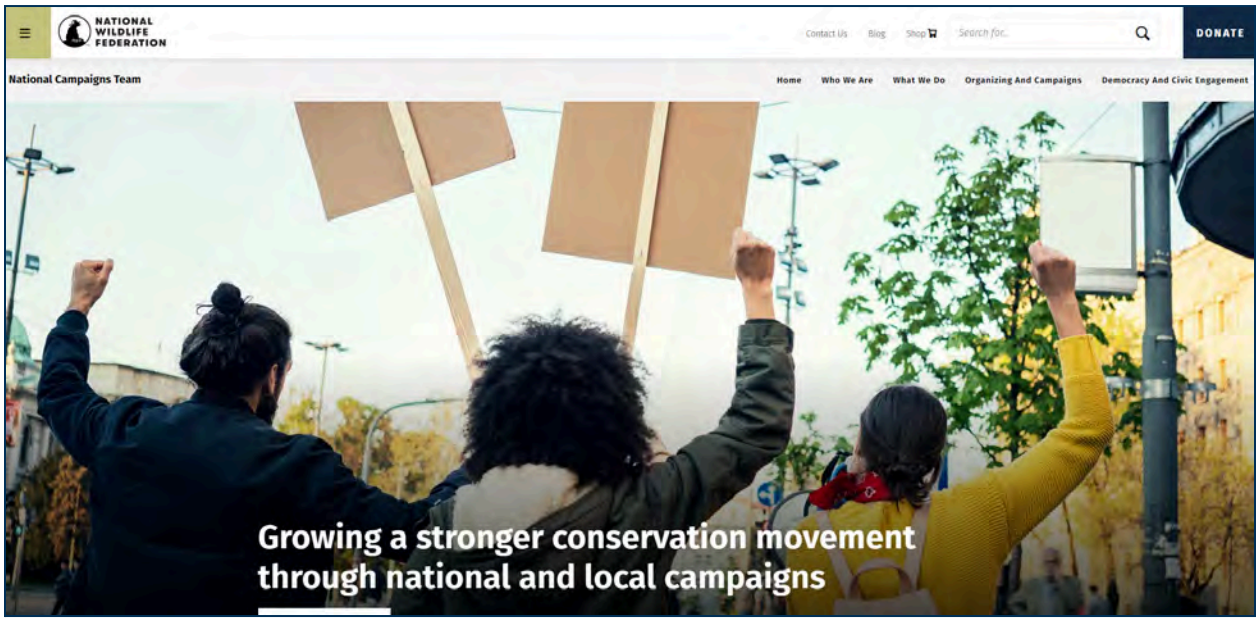
We created talking points and messages to connect the dots between civic engagement and:

- Wildlife
- Youth
- Combating Election Disinformation
- Clean Water
- Rural Voters
- Environmental Justice
- Climate Change
- Science
- Faith
- Hunters and Anglers
- Indigenous communities

We plan to continue to add content to this toolkit over the coming months as we work to create graphics and additional materials! Please reach out if you have questions or feedback for us on how to improve on this resource and make it useful for our partners and friends throughout the Federation and the broader movement.

PROGRAM UPDATES

The Campaigns team has a microsite! Learn about the team & our work & stay tuned for new tools & resources coming soon at: https://www.nwf.org/National-Campaigns



TRAININGS AND WEBINARS

On September 6th, we hosted a briefing for staff, affiliates, and Board members on the recent Supreme Court ruling in *Loper Bright/Relentless,* which overturned the **Chevron doctrine**, and how it may impact our work at the National Wildlife Federation and throughout the environmental and conservation movement.

- Natural Resources Council of Maine Blog on the Chevron Doctrine ruling
- NWF Action Alert: Return Wildlife and Environmental Decisions to the Experts
- NWF Press Release: Supreme Court Undermines Science, Experts' Role in Implementing Essential Public Health, Environmental Laws

This year's "Virtual Re-Runs" of the learning sessions from the National Wildlife Federation's 2024 Annual Meeting continued this summer with **Strategies to Reach Spanish Language Media** on August 15th and **Diverse by Nature: The Truth About Sexuality in Wildlife** on September 19th. In the Spanish Language Media presentation, Maria Luisia Rossel, NWF Press Secretary for Spanish Language Media, and Mike Saccone, NWF Vice President of Communications, discussed why it is important for our organizations to communicate their priorities to Spanish language media and shared several strategies to get started. In Diverse by Nature, we heard from NWF Assistant Naturalist, Braelei Hardt, who spoke about how sexual behavior in wildlife challenges the idea of heterosexuality/cisgenderism as the 'normal, natural'

condition in animals. Through evidence-based discussions and role-play, this session aimed to equip participants with the ability to refute harmful misconceptions and support a more inclusive perspective on wildlife behavior.

FIELD HIGHLIGHTS

NEW YORK - CLIMATE WEEK NYC

Our team's Eastern Regional Field Director, Lucy Evert, worked with the NWF Northeast Regional Center and our NY affiliate, **Environmental Advocates NY**, to organize support for the ***NY TREES Act*** at Climate Week NYC this month.

NWF and EANY cosponsored a panel, From Albany to the Amazon: How New York State Can Halt Tropical Deforestation, which brought together local and global leaders to discuss combating deforestation through New York State policy and sustainable supply chains. Critical collaboration among policy makers, frontline and Indigenous leaders in tropical forest regions, the responsible investment community, supply chain traceability experts, business leaders, NGOs and hard-hitting investigative reporting can generate cumulative impact to halt deforestation. Highlighting the immediate opportunity of the NY TREES Act in ensuring state purchasing does not contribute to the destruction of tropical forests, panelists discussed how the state can align procurement with state climate goals to address the climate emergency and advance human rights.

GEORGIA & NEW YORK - GET OUT THE VOTE TEXTING

The Campaigns team contracted with Winning Connections to conduct a Get Out the Vote texting campaign to reach young voters under the age of 35 who did not vote in the 2022 elections. We reached **over 24,000 young voters in Georgia and over 16,000 young voters in New York** with our messaging. Thanks to the Digital team for helping us with this effort!

PENNSYLVANIA

NWF Affiliate **PennFuture** participated in Penn State's Ag Progress Days, the state's largest outdoor agricultural exposition. PennFuture's Advocacy Manager, Michael Mehrazar, presented "The Environmental Benefits of Conservation Agriculture" with a panel of experts and state officials. Topics included best management practices such as no-till farming, cover crops, crop rotations, stream bank fencing, and integrated pest management.

NEVADA

This summer, **Nevada Wildlife Federation and NWF consultant Natasha Majewski** worked together to organize and host a community event in Reno - Nevada Wildfire Panel and Trivia Pint Night. The evening started off with a panel of experts who shared their predictions about the 2024 Nevada wildfire season, strategies, inter-agency cooperative efforts, and the impact of climate change on wildfire in our area. About 50 community members showed up to attend the panel and stayed for a heated game of trivia about wildfire facts.

WISCONSIN

NWF consultant, **Jordyn Perr,** organized an Eco Printing climate visibility event at Cathedral Square Park in Milwaukee. Attendees used leaves and flowers as stamps to paint upcycled tote bags, t-shirts, and more. One tote bag was signed by all attendees and will be delivered to Rep. Gwen Moore's office at an upcoming event.

PHONEBANKING

The Campaigns team organized several phone banks this summer. In May, 900 calls from constituents were patched through to Sens. Cassidy, Kennedy, and Murkowski in support of **Recovering America's Wildlife Act** with a patch through rate of 20.61%. In August, 1,740 calls from constituents were patched through to Senators Brown, Casey, Collins, Fetterman, Grassley, Manchin, Sinema, and Tester in support of the **Onshore Oil and Gas Leasing Rule** with a patch through rate of 20.36%.

RESOURCES

Microsites

- Campaigns Team Microsite
- Civic Engagement Microsite

Toolkits

- Democracy & Civic Engagement Social Media Toolkit
- Waters Storytelling Toolkit
    - This toolkit aims to help our affiliates and other state groups leverage the public's longstanding concern for clean water to generate local media coverage of the issue, with an ultimate goal of passing or protecting strong state laws safeguarding these waters since the Supreme Court's Sackett decision revoked much of the country's water protections.

NWF Blogs

- Defending Democracy for Wildlife and Our Communities

NWF Press Releases

- NWF Press Release Archive

Coalition/Partner Toolkits

- Climate Action Campaign Hurricane Helene Messaging Guidance
- Climate Action Campaign Severe Weather Toolkit
- Clean Water for All Toolkit for Freshwater Challenge