



National Wildlife Federation Campaigns Team & Field Update

April-June 2023

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.

Here are some of the highlights and resources from our interconnected work in Q2 of 2023.

NATIONAL



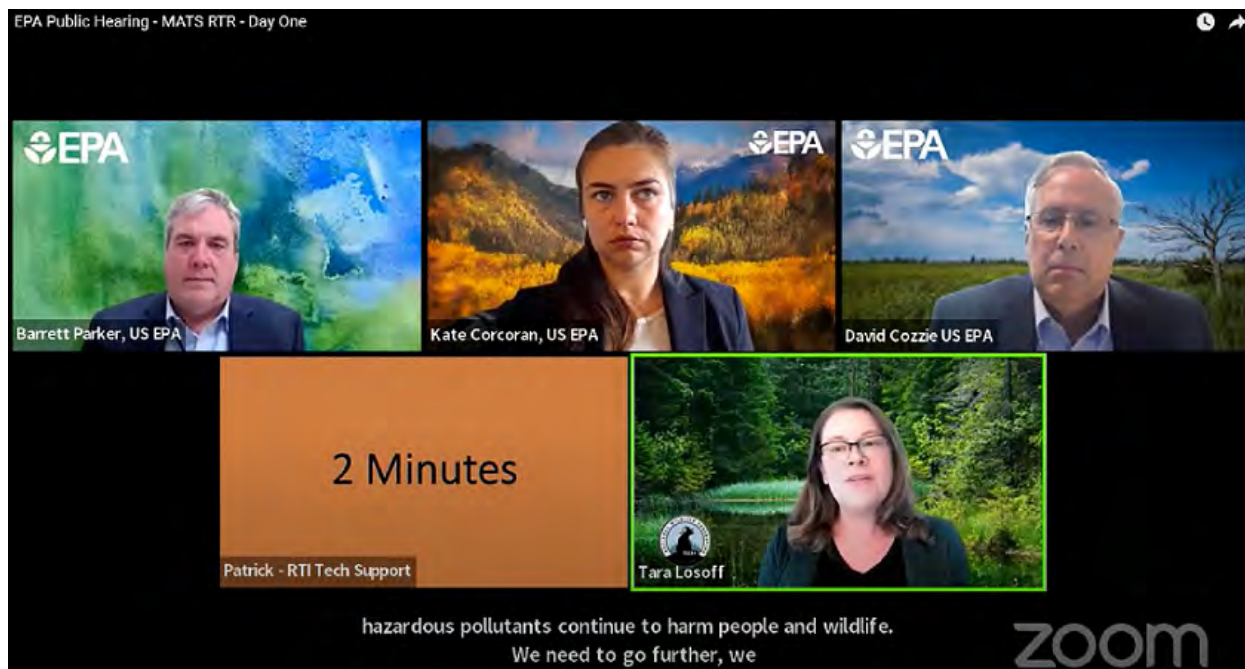
*Top Left: Elise Lange of the Arizona Wildlife Federation meeting with Rep. Grijalva.
Top Right: Russell Kuhlman of the Nevada Wildlife Federation meeting with Rep. Lee.
Right: Annie Regan of PennFuture at the Capitol.*

CLIMATE ACTION CAMPAIGN FLY-IN

On June 13 and 14, Elise Lange, Communications Manager of the Arizona Wildlife Federation, Russell Kuhlman, Executive Director of the Nevada Wildlife Federation, and Annie Regan, Campaigns Director of PennFuture participated in a DC fly-in with coalition partners from their states and around the country through the Climate Action Campaign. They took part in a full day of training



on topics ranging from communications to volunteer mobilization to digital organizing. On day two, they went to the Hill to meet with Senator Kelly (AZ), Senators Rosen and Cortez Masto (NV), and Senators Fetterman and Casey (PA). Folks also met with Rep. Grijalva (AZ), Reps. Lee, Horsford, and Titus (NV), and Reps. Scanlon and Evans (PA).



Tara Losoff, Associate Vice President of Organizing and Campaigns testified at the EPA's public hearing on the proposed updates to the Mercury and Air Toxics Standards. You can read her full testimony [here](#).

ADMINISTRATIVE RULEMAKINGS

As part of our work with the Climate Action Campaign, NWF has helped generate over 36,000 comments for three administrative rulemakings over the past few months. The Federal Energy Regulatory Commission's proposed rulemaking will revise how clean energy transmission projects are permitted by reducing wait times and giving greater consideration to community and wildlife impacts. The Environmental Protection Agency proposed updates to the Mercury and Air Toxics Standards (MATS) to further cut deadly mercury and other pollution that threatens our health, air, water, and wildlife. The EPA also proposed a new rule on carbon pollution that will limit carbon dioxide emissions from existing coal, existing gas, and new gas power plants.

NWF ORGANIZING TRAININGS

The NWF Organizing Training Team is a group of experienced staff members (made up of folks from NWF's Campaigns Team and others from across the organization) with expertise in organizing and advocacy who collaborate regularly to create training content aimed at providing our staff, affiliates, partners, and supporters skills and knowledge to build on their advocacy around the issues we care about. Over the past few months, the team was instrumental in putting together several virtual events for activists and organizers across the country.

- **Campaign Planning Trainings**

Continuing our introductory campaign planning series, Campaign Planning Part II ([recording](#)) and Part III ([recording](#)) took place on April 19 and April 26. This training series is aimed at those who are asked to build out a campaign strategy - this means program or campaign managers or leaders. However, it is useful to understand this framework for anyone that engages with organizing or advocacy! Part II is focused on concepts like power-mapping, asset mapping, identifying challenges and obstacles, and tactics. Part III is focused on ground-truthing campaign plans and takes a deeper look at power-mapping. You can view our full Campaign Planning Toolkit [HERE](#).

- **Entering the Community**

On May 24, the team offered a training ([recording](#)) on “entering the community”. When developing any campaign, it is important to first understand the people that have an interest in or will be impacted by your campaign. This training is intended to help you understand the importance of thinking critically and carefully on how to enter a community when developing your campaign plan. It is during this period that an organizer can align campaign goals with community needs and begin to build key relationships that are essential to campaign success.

PROTECT OUR WATERS CAMPAIGN

Lucy Evert, Eastern Regional Field Director on the Campaigns Team, has been doing a lot of work over the past few months with the Clean Water for All Coalition on the Protect Our Waters campaign which aimed to galvanize the public around clean water protections in response to the Sackett v. EPA Supreme Court decision.

The coalition updated the [Protect Our Waters page](#) to compile timely information and media, as well to capture the information for advocates who want to stay engaged on this issue.

Several virtual events were also offered to the press and community members:

- [Virtual presser](#) with Coalition leaders and legal experts to speak to the media on the ramifications of the decision in order to ensure they hear from those who can speak to the impacts of this decision on water quality, communities, wildlife, and ecosystems.
- A [rapid-response community briefing on the day of the decision](#) to provide an overview of action opportunities in the near, medium, and long-term, and to answer questions about the talking points shared and immediate response to the case.
- A more [in-depth briefing](#) a few weeks following the decision.

ARIZONA

Arizona Wildlife Federation, NWF Affiliate

The Arizona Wildlife Federation continued its outreach to the hunting and angling community on climate issues by sharing [this article](#) on their [social media](#). “Hunters and anglers have long been sensitive to climate change effects, whether so named or not. We have a deep connection with our environments, spending days or weeks becoming one with a space, absorbing the stillness and movement, exploring and examining the landscape and how it all works together—or doesn’t.”

NEVADA



Nevada Wildlife Federation, NWF Affiliate and Natasha Majewski, Consultant

On June 15, the Nevada Wildlife Federation hosted an in-person roundtable of experts and local elected officials at the local Patagonia store to discuss topics regarding climate and sustainability issues impacting Nevada. The panel focused on climate wins in the area, and how individuals, companies and agencies are working towards solutions to our changing climate and its impact on Nevada. On April 17, the NVWF and NWF Outdoors brought together a panel of sportsmen and women to discuss Nevada’s renewable energy future and how the sporting community must engage to help influence how renewable energy is developed on public lands.

OHIO

Tracy Sabetta, Consultant

Tracy Sabetta joined with the Blue Green Alliance to meet with Erica Krause, Northwest Ohio Regional coordinator for Senator Sherrod Brown. The meeting

included a discussion about including a climate and clean energy panel in the Senator's upcoming annual Women's Leadership Conference that will be held in Toledo on September 9, 2023.

PENNSYLVANIA

PennFuture, NWF Affiliate

Through its work with the ReImagine Appalachia coalition, PennFuture helped launch an Electrifying Transit issue paper highlighting one of the unique opportunities from the federal climate infrastructure package - greening buses, creating jobs, while increasing the health and wealth of our communities. They hosted a [press conference and educational webinar](#) highlighting key findings from the report as well answering questions to the research and recommendations. They also held a [Farm Bill Policy Roundtable](#) which highlighted priorities including a strong modernized Civilian Conservation Corps, expanding nutritional benefits for families and making them easier to access, improving soil health to reduce flooding, and providing more opportunities for small farmers and women and minority owned farmers.

WISCONSIN

Jordyn Perr, Consultant

On May 17, Jordyn Perr organized a press conference at Haas Park in Oak Creek, Wisconsin where speakers urged implementation of the EPA's proposed carbon rules and called upon the agency to enact even stronger standards to limit climate change and protect those living in frontline communities that bear the brunt of toxic pollution from coal and gas plants.

