



National Wildlife Federation Campaigns Team & Field Update

July-September 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 Q3 of 2023.

NATIONAL



CLIMATE ACTION CAMPAIGN - CAPITOL HILL VISIBILITY RALLY

NWF partnered with the Climate Action Campaign coalition to sponsor a visibility rally on Capitol Hill organized by the Campaigns team. We invited DC-area activists and NWF staff to join us on September 21st at the Capitol to urge Congress to defend the

funding and resources we need to confront the climate crisis head-on. We asked attendees to share their powerful stories about how extreme weather has affected them and amplified their voices for change. We also distributed handouts to passersby and Congressional staff as they entered House office buildings. Special thanks to Tatiana Eaves, our Community Engagement Manager, for organizing the event!



DEMOCRACY & CIVIC ENGAGEMENT

Campaigns team staff play a leading role in NWF's civic engagement and democracy protection work and its coordination with other environmental partners on these issues. In August, our Deputy National Director, Sam Lockhart, published a blog celebrating the 60th anniversary of the March on Washington and reminding us of the urgent need to protect the right to vote. We cannot protect wildlife, fight climate change, or achieve environmental justice without protecting the right to vote for all Americans, especially those targeted by both voter suppression and environmental injustice. Read more from the blog [HERE](#). You can also check out our new NWF microsite, [Why Democracy Matters](#).



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NWF ORGANIZING TRAININGS

The NWF Organizing Training Team, led by staff from the Campaigns team, is continuing to offer “Virtual Re-Runs” of the 2023 WildlifeUnite Learning Sessions. This is an opportunity to learn from our incredible network of staff and affiliate leaders on a range of topics that you might have missed if you weren’t able to join their sessions in Tahoe this past June!

On August 22nd, we hosted a re-run of “Imagine a Fenceless Landscape! Virtual Fences in Washington State”. We heard from Associate Director of Conservation Northwest, Jay Kehne, about how ranchers and wildlife are benefiting from Virtual Fence projects in Washington. They explained Conservation Northwest's ground game, outreach, and multiple funding sources used to drastically reduce or eliminate barbed-wire fences using virtual Fence technology on over 600,000 acres of private, federal, state and tribal lands. Virtual Fences are helping ranchers and land managers economically recover from fires, protect endangered species, and connect critical habitats.

Upcoming Annual Meeting Virtual Re-runs

- **Farm Bill Conservation Priorities:** Join us in a discussion of the federation family’s 2023 Farm Bill platform, the priorities we are elevating that many affiliates have helped develop, updates from Congress, and how we can continue to work together.
 - **When:** Wednesday, October 11 from 2-3pm ET
 - **Where:** [Register Here](#) to get Zoom link and calendar invite
- **Effective Media Relations:** If you want to connect with the media, you have no choice: You have to think like a reporter. And not all reporters are the same. This session will take a deeper dive to help you think about media outlets, audiences, angles, interests—and the unexpected opportunities that might unlock a fantastic news story highlighting your work!
 - **When:** Tuesday, October 17 from 4-5pm ET
 - **Where:** [Register Here](#) to get Zoom link and calendar invite
- Stay tuned for future offerings including re-runs of Pride Outdoors, Hidden Figures, and DEIJ in Coalition Building

The Organizing Training Team also continued its regular offerings of **Campaign Planning Toolkit** trainings, this time on campaign messaging. We reviewed some of the questions, considerations, and strategy employed by communications professionals when determining the right messages to win campaigns. Check out the [Zoom recording](#) in case you missed the training. View our toolkit and resources [HERE](#).

ARIZONA

Arizona Wildlife Federation, NWF Affiliate

The Arizona Wildlife Federation, in partnership with the Nevada Wildlife Federation and NWF, hosted a virtual roundtable looking at where investments from the Inflation Reduction Act have hit the ground and what we need to consider in order to ensure future renewable energy projects are done responsibly. They discussed how the Bureau of Land Management is undertaking large-scale planning to meet the opportunity provided by the IRA and striving to find a balance between natural resources and energy needs.

Rural Arizona Engagement (RAZE) and Audubon Southwest, State Partners

The Campaigns team is partnering with two Arizona groups to build up their organizational capacity to work on water issues in the state. With this additional funding, RAZE has hired a field organizer who assisted with their outreach in three rural Arizona counties. RAZE knocked on 150,000 doors, had 19,000 door conversations, and sent 730,000 texts. Audubon Southwest hired a new policy manager who also serves on Arizona's Water Infrastructure Finance Authority Water Conservation Grant Fund committee, which has thus far awarded \$41 million in water conservation grant funding. Audubon Southwest has signed up almost 4,000 folks for the Western Rivers Action Network in Arizona and will continue to work on their goal of signing up 10,000 total.

MAINE

Natural Resources Council of Maine, NWF Affiliate

In partnership with Maine Audubon and Sierra Club Maine, NRCM hosted a boat tour of the Block Island Wind Farm in Rhode Island. This September 20 event brought together legislators, clean energy advocates, and other supporters of offshore wind development to see a working wind project. NRCM Climate & Clean Energy Director, Jack Shapiro attended and had great conversations with other attendees.



NEVADA

Nevada Wildlife Federation, NWF Affiliate and Natasha Majewski, Consultant

The Nevada Wildlife Federation hosted a webinar of experts to discuss topics regarding wildfires and the upcoming wildfire season in Nevada. Panelists included a senior meteorologist, a research ecologist, and a local fire chief. NVWF emphasized the importance of taking action to help adapt to our changing climate and pointed to investments made through the Inflation Reduction Act as vital to these efforts. [The event was covered by the local news.](#)

NEW YORK

NWF Northeast Regional Center and Environmental Advocates NY, NWF Affiliate

Lucy Evert, our Eastern Regional Field Director, worked closely with the NWF Northeast Regional Center and Environmental Advocates NY on promoting the [New York Tropical Deforestation-Free Procurement Act](#) during NYC Climate Week. This state-level legislation would ensure that state and local government procurement in New York does not drive tropical deforestation, forest degradation, or associated abuses of the rights of indigenous people and local tropical communities around the world. NWF staff and partners participated in the Hoop Bus Climate Justice Bus Tour that made a stop outside the Governor's office to deliver over 650,000 comments. Dr. Mustafa Santiago Ali, NWF Executive Vice President, spoke on a panel about this legislation along with the lead sponsor of the bill, Senator Kruger and other climate activists.



PENNSYLVANIA

PennFuture, NWF Affiliate

PennFuture hosted an anniversary event in Philadelphia celebrating the passage of the Inflation Reduction Act. Rep. Evans spoke at the event and promoted the clean energy and climate benefits the IRA has already brought to the state.



Dwight Evans
@DwightEvansPA



The advocacy of @PennFuture and other organizations is so very helpful as we in Congress work to address #climate change. The Inflation Reduction Act was just the beginning and together we can make a difference.

PennFuture @PennFuture · Aug 12

Thank you @RepDwightEvans for your climate leadership & helping us bring the Inflation Reduction Act over the finish line a year ago today! Pennsylvania has already received \$197.1 million in clean energy investments from the Inflation Reduction Act to tackle the climate crisis



2:20 PM · Aug 12, 2023 · 1,015 Views

WASHINGTON

Wild Salmon Center, State Partner

The Campaigns team is partnering with the Wild Salmon Center (WSC) to build up their organizational capacity around sustainable fisheries issues in Washington and the North Pacific. WSC is holding strategy meetings to identify a federal policy pathway that would result in more equitable, sustainable, and climate smart fisheries. WSC plans to hire two policy managers next quarter to lead this effort.

WISCONSIN

Jordyn Perr, Consultant

Jordyn organized an Inflation Reduction Act anniversary event in Milwaukee. Congresswoman Gwen Moore, Mayor Cavalier Johnson, and Aaron Zeleske of Harbor District, alongside local climate leaders, spoke about Milwaukee's climate resilience and the future impact of federal funding on the Living Breakwater, a natural infrastructure solution that will protect Milwaukee's harbor and provide additional habitat for fish and wildlife.

