



National Wildlife Federation Campaigns Team & Field Update

October-December 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 Q4 of 2023.

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CLIMATE ACTION CAMPAIGN - CAPITOL HILL VISIBILITY RALLY

On November 29th, the Campaigns Team partnered with the Climate Action Campaign coalition to host a visibility rally on Capitol Hill to urge Congress to defend the funding and resources we need to confront the climate crisis head-on. Senator Carper of Delaware stopped by for a photo!



SACRED GROUNDS GREAT LAKES: CIVIC ENGAGEMENT AND ENVIRONMENTAL ADVOCACY PANEL

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. **Tatiana Eaves**, our Community Engagement Manager, is collaborating with the NWF Great Lakes Regional Center's Community Engagement and Justice Team to increase civic engagement and advocacy skills within the region.

The pilot project of this collaboration was a panel on engaging faith communities in advocacy and campaigns held on November 9th. The event focused on participants of the NWF's [Sacred Grounds](#) program in the Great Lakes region, where we leverage the grassroots capacity of houses of worship to act as environmental and social change agents in their communities. Faith leaders from Cleveland and Toledo joined us for an entry-level conversation on engaging their communities in advocacy and campaigns on the local, state, and federal level. This was a conversation-focused event, with time to hear from multiple panelists and larger group shares. Our panelists came with diverse expertise:

- **Emily Bacha** highlighted work in Cleveland, focusing on environmental health and democracy's vital role.
- **SeMia Bray** showcased the Black Environmental Leaders Association's work at the intersection of environmental justice, climate action, and community education.
- **Sonia Flunder-McNair** emphasized equitable urban spaces and community-driven initiatives like Tatum Park in Toledo.
- **Reverend Michael Howard** emphasized connecting congregations with communities through social justice and resource access projects.

- **Bob Clark-Phelps** discussed advocacy efforts focused on climate change and federal policies.

The panelists emphasized:

- **Trust** as crucial for community involvement amid societal shifts.
- **Democracy's protection** in addressing environmental concerns.
- **Empowerment through local initiatives** utilizing available resources.
- **Community accountability** and the transformative power of grassroots projects.

Insights were shared on:

- The challenges of accessing funds for community organizations.
- Initiatives aiding in grant acquisition and organizational support.
- Faith-based groups and collaborations fostering engagement and resources.
- Public involvement in policy decisions shaping environmental outcomes.

The conversation highlighted:

- Creative approaches to fundraising and resource allocation.
- Ensuring funds reach grassroots organizations and empowering community members.
- Bridging the gap between larger institutions and grassroots efforts.
- Attendee engagement spanned topics on native ecosystems, soil testing, and unconventional uses of sacred spaces for environmental initiatives.

The panel's depth and insights emphasized the importance of community-driven actions, collaborative partnerships, and helping individuals remember their personal power to effect positive change in their neighborhoods. View the [recording](#) to delve into this rich discussion and explore pathways for meaningful engagement!

The poster features a green background with white and yellow text. On the left, a light blue circle contains the event title and description. In the center, a yellow play button icon is next to the word 'LIVE', followed by the date and time. A QR code is positioned to the left of the text 'Register Today!'. On the right, four circular portraits of the panelists are arranged in a 2x2 grid, each with their name and affiliation below. At the bottom left, the National Wildlife Federation logo and the 'SACRED GROUNDS' logo are displayed.

Sacred Grounds Community Dialogue & Panel

Join Ohio faith leaders for an entry-level conversation on engaging your communities in advocacy and campaigns on the local, state, and federal level!

This will be a conversation-focused event, with time to hear from panelists and small-group sharing in breakout rooms.

Engaging Your Faith Community in Advocacy & Campaigns

LIVE
NOV 9, 2023
 6:30 - 8:30 pm

Register Today!

SoMia Bray
 The Black Environmental Leaders Association

Rev. Michael Howard
 Living Water Association, ONE UCC

Sonia Flunder-McNair
 Urban Wholistics

Bob Clark-Phelps
 Citizens' Climate Lobby

Emily Bacha
 Ohio Environmental Council

NATIONAL WILDLIFE FEDERATION

SACRED GROUNDS

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!

Farm Bill Conservation Priorities (Oct. 11)

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.

Effective Media Relations (Oct. 17)

This session aims to help you think about media outlets, audiences, angles, interests—and the unexpected opportunities that might unlock a fantastic news story highlighting your work!

Pride Outdoors 2.0 (Oct. 26)

This session explored how queer ecology can enhance scientific outcomes while building a powerful and inclusive conservation movement
No recording is available to be shared broadly for safety reasons.

Hidden Figures (Oct. 30)

This session, hosted by staff members from NWF’s Black Employee Resource Group, explored how being in a place that embraces diversity makes a stronger society.
[Recording](#) - *Please respect participants by not sharing beyond those receiving this email.*

Incorporating DEI into Coalition Building (Nov. 16)

Learn how NWF’s water coalitions are incorporating DEI in their advocacy and programming with their staff and leadership. Explore best practices and solutions to build a more inclusive and powerful network of advocates. [Recording](#)

The Organizing Training Team also hosted a new training this quarter!

Social Media Advocacy Landscape (Nov. 15)

It can be so difficult to determine how best to allocate resources and invest in social media for advocacy. Which platforms make the most sense for my audience or my goals at any given moment? What type of investment does it take to have an impact in these spaces? Learn from NWF digital advocacy expert Meg Morris about the current state of play and what you need in order to set your organization up for success for each of the major social media platforms. [Power Point Slides](#)

ARIZONA

Arizona Wildlife Federation, NWF Affiliate

In November, Arizona Wildlife Federation and NWF co-hosted a transmission workshop in Phoenix. Folks gathered to talk about transmission and build the foundation for future work together in the state and region. Transmission is a complicated and important topic as the nation looks to upgrade and expand its energy grid. NWF and our affiliates are well-positioned to bring advocates and decision makers together on this topic as we strive to support smart-from-the-start planning and do our best to support a new energy grid that works for everyone. Check out [NWF's Transmission Policy Platform](#) for more information!



AWF Executive Director, Scott Garlid



NWF Clean Energy Transmission Policy Specialist, Veronica Ung-Kono leads the workshop.



The Campaigns Team's own TJ Brown and NWF Climate and Energy Team staff Veronica Ung-Kono and Jack Meyer helped pull this event together.

NEVADA

Nevada Wildlife Federation, NWF Affiliate and Natasha Majewski, Consultant

In December, Russell Kuhlman, Executive Director of the Nevada Wildlife Federation visited Senator Jacky Rosen to present her with a Climate Change Maker Award and thanked her for advocating for cleaner air and growing the clean energy economy in Nevada and across the country.



PENNSYLVANIA

PennFuture, NWF Affiliate

PennFuture participated in the League of Women Voters of Pennsylvania's Shale and Public Health Conference in Pittsburgh in November. Senior Director of Energy and Climate, Rob Altenburg, spoke about the public health consequences of shale gas development and emphasized the importance of strong methane rules.