

Teaming with Wildlife **Investing in our Future**

Campaign Plan 2007



TEAMING WITH WILDLIFE
a natural investment

NATIONAL STEERING COMMITTEE

AMERICAN FISHERIES SOCIETY • ASSOCIATION OF ZOOS AND AQUARIUMS • CONGRESSIONAL SPORTSMEN'S FOUNDATION
ASSOCIATION OF FISH AND WILDLIFE AGENCIES • IZAAK WALTON LEAGUE OF AMERICA • NATIONAL AUDUBON SOCIETY
NATIONAL WILD TURKEY FEDERATION • NATIONAL WILDLIFE FEDERATION • THE NATURE CONSERVANCY • THE WILDLIFE SOCIETY
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Background

Teaming with Wildlife is a coalition of more than 5,000 organizations, agencies, and businesses working to prevent wildlife from becoming endangered by supporting increased state, federal, and private funding for wildlife conservation and related education and recreation. This coalition includes wildlife biologists and managers, conservationists, hunters, birders, and anglers, businesses, and many others who support the goal of restoring and conserving our nation's wildlife.

During the late 1990's, Teaming with Wildlife highlighted the critical need to invest in proactive efforts for wildlife and vital natural areas. Congress responded by creating the State Wildlife Grants Program in 2000, which provides federal money to every state for conservation aimed at preventing wildlife from becoming more rare and more costly to protect. This program has become the nation's core program for preventing wildlife from becoming endangered, leveraging more than \$600 million to conserve wildlife and their habitat and receiving strong bipartisan support on Capitol Hill and within President Bush's Administration.

Through the State Wildlife Grants Program, Congress required each state to produce a state wildlife action plan that identifies species and habitats of greatest conservation need and outlines steps we need to take to conserve all wildlife and vital natural areas for future generations. By January of 2007, each state wildlife action plan had been approved by the U.S. Fish and Wildlife Service, and the Teaming with Wildlife Coalition is now working to secure adequate and reliable funding for their implementation through federal, state, and private mechanisms.

Campaign Goal: The Teaming with Wildlife Coalition will build, strengthen, and mobilize a core network of key individuals, organizations, agencies, and associations in order to support funding dedicated to fish and wildlife conservation, outdoor recreation and conservation education in every state. The recently completed state wildlife action plans will help guide efforts to prevent wildlife from becoming endangered in every state and Teaming with Wildlife supports the funding needed for their full implementation.

The Teaming with Wildlife Campaign is national in scope, but organized on a state level. The State Teaming with Wildlife Coalitions are organizing in all fifty states in conjunction with the National Teaming with Wildlife Steering Committee.

Building the Teaming with Wildlife Coalition

Strategy #1

Cultivate an effective leadership base among national and state Teaming with Wildlife members.

National Teaming with Wildlife Steering Committee

Tactic #1

Hold regular meetings of the National Teaming with Wildlife Steering Committee to discuss national strategies for funding state wildlife programs and to organize national campaign activities.

Tactic #2

Organize national forums and one-on-one briefings for conservation groups, agencies and other potential coalition members in Washington, DC.

Tactic #3

Identify and cultivate state Teaming with Wildlife Coalition leaders.

State Teaming with Wildlife Coalitions

Tactic #1

Identify non-governmental organizations to serve as co-chairs with state fish and wildlife agencies in working to build the coalition, promote visibility of the wildlife action plans, and advocate for wildlife funding.

Tactic #2

Identify a core group of organizations, agencies, and businesses that will help foster a larger state wildlife coalition. The core group will fulfill tactical needs by contributing staff time or other significant resources to the effort, and fulfill strategic needs by bringing influential groups on-board or mollifying potential opposition. (http://www.teaming.com/ctk/Step_by_Step_Guide.pdf). Key groups to include in this effort are:

- Affiliates of Teaming with Wildlife National Steering Committee Members;
- Stakeholders who helped develop your State Wildlife Action Plan;
- Groups benefiting from State Wildlife Grants; and
- Key members of other state conservation coalitions and advisory committees

Strategy #2

Develop a communications center to disseminate information and tactics and to grow the coalition.

National Teaming with Wildlife Steering Committee

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Tactic #1

Continually update www.teaming.com to serve as the central communication hub for the national campaign.

Tactic #2

Use e-mail discussion lists for coalition-leaders and for communications contacts.

Tactic #3

Use Teaming with Wildlife Steering Committee organizations' publications to get the word out about the Teaming campaign.

Tactic #4

Participate in coalition member and other target audiences' meetings/events in order to speak on behalf of the Teaming campaign. See Appendix C.

State Teaming with Wildlife Coalitions

Tactic #1

Develop and regularly publish an e-news update to keep state coalition members informed, engaged and ready to take action for the Teaming campaign. This can be as simple as forwarding emails from the national steering committee.

Tactic #2

Develop a web site and other materials to recruit coalition members; facilitate communication with state coalition members; provide useful tools for media and policy makers; and promote state wildlife action plans. Each state web site will be linked to www.teaming.com.

Strategy #3

Create a broad based network of advocates to form the base of the Teaming with Wildlife Coalition.

National Teaming with Wildlife Steering Committee

Tactic #1

Engage the affiliates, chapters, partners, and allied organizations of the National Teaming with Wildlife Steering Committee.

Tactic #2

Target the following four constituencies in outreach aimed at expanding the coalition:

- Sportsman's groups
- Tourism industry (outdoor retailers, wilderness guides, eco-tourism businesses etc)
- Resource users (ranchers, timber companies, energy companies, etc)
- Land trusts

Tactic #3

Provide support to state coalition-leaders in growing their Teaming with Wildlife Coalition through the combination of new and existing "toolkit" resources on [teaming.com](http://www.teaming.com)'s new "coalition tools" page: <http://www.teaming.com/ctk>

State Teaming with Wildlife Coalitions

Tactic #1:

Set a goal for recruiting new coalition members and develop a list of potential coalition members.

- Existing coalition members
- Wildlife action plan stakeholders
- State Wildlife Grants recipients
- State and local organizations, especially:
 - Sportsmen's groups
 - Tourism industry
 - Resource users
 - Land trusts

Tactic #2

Reach out to potential coalition members through mailings, follow up phone calls, presentations, and briefings (done with support from the core group) on Teaming with Wildlife.

Tactic #3

Hold a wildlife summit to engage existing members, attract new members, and gain media attention of the need for wildlife funding. See http://teaming.com/ctk/Wildlife_Summit_Guide.pdf for step-by-step information on how to organize a wildlife summit.

Tactic #4

Get Resolutions of Support

(http://www.teaming.com/ctk/Sample_Resolution.doc) from key state and local opinion leaders, elected officials, associations and organizations, including:

- Governors
- Mayors

- Counties
- Cities and Towns
- State Legislative Sportsmen's Caucuses
- State and Local Hunting and Fishing Groups

Tactic #5

Use coverage in organization newsletters and mainstream media to attract new coalition members and bring new partners to the table.

Strategy #4

Use the implementation of the wildlife action plans as a platform for expanding the Teaming with Wildlife Coalition.

National Teaming with Wildlife Steering Committee

Tactic #1

Reach out to national organizations/associations that represent new interests brought to the table through the wildlife action plans (agricultural interests, land conservation groups, local government agency associations, etc).

Tactic #2

Include the Teaming with Wildlife initiative and messages in outreach materials and presentations related to implementation of the wildlife action plans.

State Teaming with Wildlife Coalitions

Tactic #1

Invite every organization that participated in the development of the state wildlife action plan to formally join the state Teaming with Wildlife coalition.

Tactic #2

Integrate coalition-building activities into state wildlife action plan implementation meetings, workshops, and summits.

Tactic #3

Include the Teaming with Wildlife initiative and messages in all outreach materials and presentations related to implementation of the wildlife action plans.

Teaming with Wildlife Funding Advocacy

Strategy #1

Activate coalition membership by distributing educational materials that make the connection between increased involvement and increased funding for state wildlife programs.

National Teaming with Wildlife Steering Committee

Tactic #1

Distribute brochures, videos, and displays to state Teaming with Wildlife coalitions for use in outreach activities.

Tactic #2

Issue regular Teaming with Wildlife updates to national and state partners, and hold conference calls to keep grass-tops membership informed and inspired.

State Teaming with Wildlife Coalitions

Tactic #1

Use the national Coalition Toolkit (www.teaming.com/ctk), including logos, messaging, and templates to help steer state-level efforts.

Tactic #2

Use and distribute brochures, fact sheets, videos, and other public education materials focusing on the success of the state wildlife action plan and need for new and greater funding to potential allies at the state and local levels.

Tactic #3

Issue regular Teaming with Wildlife e-mail updates to state coalition members keeping them informed of national and state legislation, aware of wildlife action plan progress, and inspired to take action of behalf of Teaming with Wildlife.

Strategy #2

Conduct an aggressive media campaign to promote state wildlife action plans, as well as the need for increased funding from federal, state, and private sources for their implementation.

National Teaming with Wildlife Steering Committee

Tactic #1

Work with each other, states and conservation partners to ensure a consistent and cohesive message is conveyed during the media campaign

Tactic #2

Celebrate reaching our 5,000 member organization goal through a press release and national press event. This will be followed by media tours and field trips to watch wildlife or participate in conservation projects throughout the year.

Tactic #3

Develop relationships with national newspaper columnists, outdoor writers, fish and wildlife magazine staffers, editorial boards and other news outlets to elicit articles, op-eds, and editorials promoting the Teaming with Wildlife effort.

Tactic #4

Produce timely press pieces that also will serve as templates for op-eds and letters-to-the-editor for distribution to state Teaming with Wildlife coalitions.

Tactic #5

Train state-based activists on how to conduct editorial board meetings and how to generate press for their campaigns.

<http://www.teaming.com/ctk/communications.html>

State Teaming with Wildlife Coalitions

Tactic #1

Use core messages developed by the Teaming with Wildlife Steering Committee to ensure a unified message is conveyed throughout the campaign. Additional state level research through polling and focus groups may be undertaken to perfect core messages in individual states.

Tactic #2

Promote the Teaming with Wildlife campaign with a press release and media-generating event focusing on state wildlife action plan success or milestones in the coalition's growth.

Tactic #3

Place timely op-eds and letters-to-the-editor in newspapers and magazines and conduct editorial board meetings to elicit editorials in support of state wildlife funding and implementation of state wildlife action plans.

Tactic #4

Conduct field trips for the media and elected officials to watch wildlife or participate in conservation projects funded by the State Wildlife Grants Program or related to the state wildlife action plan throughout the year.

Tactic #5

Organize a large scale media blitz during National Wildlife Week (April 22nd -30th) and other key national and state holidays and outdoor recreation events. These may include:

- Earth Day (April 22nd)
- National Wildlife Week (April 22nd – 30th)
- International Migratory Bird Day (May 13th)
- Memorial Day Holiday (May 27th - 29th)
- Outdoor Recreation Month (June)
- National Fishing and Boating Week (June 3rd – 11th)
- Fourth of July Weekend (July 1st – 4th)
- Labor Day Weekend (September 2nd – 4th)
- National Hunting and Fishing Day (September 23rd)

Strategy #3

Secure federal and state funding for wildlife diversity programs

National Teaming with Wildlife Steering Committee

Tactic #1

Influence the federal budget and appropriations process in Congress for the benefit of State Wildlife Grants.

Tactic #2

Meet with federal Administration officials, including staff from the Office of Management and Budget, Council on Environmental Quality, and Department of the Interior.

Tactic #3

Develop policy proposals and build champions among members of Congress for dedicated and adequate state wildlife funding

Tactic #4

Organize and recruit for the Teaming with Wildlife Fly-in Day.

Tactic #5

Encourage national organizations to support federal and state level wildlife funding.

State Teaming with Wildlife Coalitions

Tactic #1

Participate in National Teaming with Wildlife Steering Committee federal advocacy efforts, including the Teaming with Wildlife Fly-in Day, “Dear Colleague” letters, and congressional champion-building.

<http://www.teaming.com/ctk/federal.html>

Tactic #2

Encourage state level funding initiatives to help secure more funding for wildlife conservation. <http://www.teaming.com/ctk/state.html>

<h2 style="text-align: center;">Wildlife Action Plan Outreach Support</h2>

Strategy #1

Conduct outreach to other agencies and organizations in order to support wildlife agencies in involving those partners. Encourage the integration of wildlife action plans into NGO and federal/state agency planning processes.

National Teaming with Wildlife Steering Committee

Tactic #1

Conduct coordinated outreach to other organizations, associations, and agencies at a national level to encourage their active involvement in wildlife action plan implementation.

Tactic #2

Track the amount of funding and volunteer hours being leveraged through partners in order to implement wildlife action plans.

Tactic #3

Support MOUs & MOAs between the state fish and wildlife agencies and other agencies and organizations that will facilitate the use of wildlife action plans in cooperative conservation efforts.

State Teaming with Wildlife Coalitions

Tactic #1

Conduct outreach to other organizations, associations, and agencies at a state level to encourage their active involvement in wildlife action plan implementation within the state.

Tactic #2

Track amount of funding and volunteer hours leveraged through partners in order to implement wildlife action plans.

Tactic #3

Discuss MOUs & MOAs with other agencies and organizations that will facilitate the use of wildlife action plans in cooperative conservation efforts.

Strategy #2

Support strong public policies to enhance implementation of the action plans by leveraging funding and programs in other agencies and organizations.

National Teaming with Wildlife Steering Committee

Tactic #1

Influence legislative proposals to support integration of the wildlife action plans into the planning and management activities of other agencies and encourage those agencies to work closely with their state fish and wildlife agencies.

Tactic #2

Meet with federal Administration officials, including staff from the Office of Management and Budget, Council on Environmental Quality, Department of Agriculture, and Department of the Interior to express support for coordinated implementation.

Tactic #3

Influence regulatory/administrative proposals to support integration of the wildlife action plans into the planning and management activities of other agencies and encourage those agencies to work closely with their state wildlife agencies.

State Teaming with Wildlife Coalitions

Tactic #1

Influence legislative proposals to support integration of the wildlife action plans into the planning and management activities of other state agencies.

Tactic #2

Meet with agency officials at the state level to urge support for coordinated implementation.

Tactic #3

Influence regulatory/administrative proposals to support integration of the wildlife action plans into the planning and management activities of other agencies at the state level.

Appendix A: Teaming with Wildlife Contacts

Contact information will be continually updated on the Teaming with Wildlife website.

National Teaming with Wildlife Steering Committee Contacts:

http://www.teaming.com/national_contacts.pdf

State Wildlife Agency Coalition/Advocacy Contacts:

http://www.teaming.com/pdf/coalition_contacts.pdf

State Wildlife Agency Teaming with Wildlife Communications and Public Education Contacts:

http://www.teaming.com/pdf/communications_contacts.pdf

State Wildlife Agency Wildlife Action Plan Implementation Contacts:

http://www.teaming.com/pdf/implementation_contacts.pdf

State Wildlife Agency Wildlife Diversity Program Managers:

http://www.teaming.com/pdf/wildlife_diversity_contacts.pdf

Appendix B: 2007 Campaign Timeline

March — Teaming with Wildlife Fly-In Day and the Need for Funding

- February 27 to March 1: Fly-in day brings Teaming with Wildlife advocates to DC to speak with Congress about State Wildlife Grants and new and greater funding for wildlife conservation, and to celebrate reaching 5,000 member goal.
- State coalitions circulate sign-on letters on State Wildlife Grants appropriations, Global Climate Change legislation, and stand-alone wildlife funding legislation.
- State coalitions set 6 month goal for growing their coalition membership.

April — Raising the Teaming with Wildlife Campaign Profile with Coalition Members and Media

- State coalitions develop and regularly publish an e-news update to keep state coalition members informed, engaged and ready to take action for Teaming with Wildlife.
- Op-Ed and editorial placement in newspapers and magazines on the need for wildlife funding and the impact of climate change on wildlife (continue for next several months).
- April 22-30: Coalition uses National Wildlife Week to undertake a coalition endorsement drive and highlight the need for new and greater funding for wildlife conservation with the media.

May — Getting New and Greater Support

- Coalition focus on recruiting new members from four target audiences: sportsmen's groups, land trusts, resources users, tourism industry
- Get resolutions of support from key state and local elected officials, associations and organizations.
- May 28- June 1: *Teaming with Wildlife Fly-Out Day* brings members of Congress, their staff and local media together with state Teaming with Wildlife coalitions on exciting field trips to wildlife action plan project sites and wildlife areas.
- Markup of Interior Appropriations bill in U.S. Congress

June – August — Outreach to Partners and Policymakers

- States hold wildlife summits and other coalition events to bring partners together to help implement wildlife action plans, maintain a high level of energy for the Teaming Campaign, and continue media coverage.
- Use and distribute brochures, videos, and table-top displays at state fairs, wildlife watching events and partner meetings.
- Field trips with members of Congress during the August recess to visit wildlife action plan project sites and to highlight pro-active and cost-effective nature of the plans.
- Floor vote on Interior Appropriations bill in U.S. Congress

September-December — Moving Forward

- State coalitions celebrate meeting their 6 month membership goals set in March.
- President signs Interior Appropriations bill

Appendix C: 2007 Conference Participation by Teaming with Wildlife

January 27-30: **Outdoor Retailers Spring Expo**, Salt Lake City, UT.
<http://www.outdoorretailer.com/or/index.jsp>

March 20-24: **North American Wildlife and Natural Resources Conference**, Portland, OR.
<http://www.wildlifemanagementinstitute.org/NAWNRC/index.cfm>

March 28-29: **Southeast Land Trust Conference**, Seabrook Island, SC.
http://www.lta.org/training/lct_se.htm

April 20-21: **Northeast Land Trust Conference**, Kerhonkson, NY.
http://www.lta.org/training/lct_ne.htm

April 22-25: **Northeast Fish and Wildlife Conference**, Groton, CT.
<http://www.neafwa.org/conference.htm>

April 26-29: **Midwest Regional Land Conservation Conference**, Indianapolis, IN.
http://www.lta.org/training/lct_mw.htm

May: **Organization of Wildlife Planners Annual Conference**, Blacksburg, VA.
<http://www.owpweb.org/AnnualConf/>

May 17-19: **Northwest Land Trust Conference**, Missoula, MT.
http://www.lta.org/training/lct_nw.htm

July 8-13: **Association of Conservation Information**, Lenox, MA.
<http://www.aci-net.org/conferences.htm>

July 11-13: **Izaak Walton League National Convention**, Big Sky, MT.
<http://www.iwla.org/index.php>

September 5-9: **Society of Environmental Journalists**, Palo Alto, CA.
<http://www.sej.org/confer/index1.htm>

September 16-21: **Association of Fish and Wildlife Agencies Annual Meeting**, Louisville, KY.
<http://fishwildlife.org/annualmeet.html>

September 22-26: **The Wildlife Society Annual Conference**, Tucson, AZ.
<http://www.wildlife.org/conference/index.cfm>

October 3-7: **Land Trust Alliance Rally**, Denver, CO.
<http://www.lta.org/training/rally.htm>

Mid November: **American Farmland Trust Annual Meeting**.
<http://www.farmland.org/news/events/2006conference/default.asp>