



*Campaign to preserve New Jersey's parks, natural areas, clean water, farmland, and historic treasures*

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## **Sustainable Funding Campaign: Preservation and Stewardship of New Jersey's Natural Areas, Parks, Farmland and Historic Sites**

NJ Keep It Green, a coalition of over 160 conservation, park and recreation, agricultural and historic preservation groups, mounted successful campaigns to pass statewide bond measures in 2007 and 2009 generating \$600 million for state preservation programs. Funds from the 2009 bond measure will be fully allocated this year, creating an urgent need to replenish funding for Green Acres and the state farmland and historic preservation programs.

NJ Keep It Green is working to secure legislative and voter approval of a November 2012 ballot measure to provide long-term, dedicated funding for state preservation programs, as well as to ensure better stewardship of preserved lands to fully protect their natural, historic and recreational values for our children and grandchildren. **A May 2012 survey of 600 likely voters found that 75% would support dedicating \$200 million annually over the next 30 years for these purposes!**

### **Our Goals:**

- Secure \$200 million annually in dedicated funds for at least twenty years to provide stable funding to create and develop parks, preserve farmland and historic sites, and protect critical lands and waters in the Highlands, Pinelands, Barnegat Bay, Delaware Bayshore, and throughout New Jersey.
- Create a new financial and institutional commitment to the stewardship of parks and preserved lands to better care for these lands for the benefit of the public and future generations.

### **Our Strategy:**

- Secure bipartisan leadership from the Administration and the Legislature to refer a long-term funding measure for preservation and stewardship to the November 2012 ballot.
- Plan and execute an effective public campaign to secure voter approval of the ballot measure.

### **Resources Needed:**

**\$1,250,500**

In 2009, NJ Keep It Green raised and spent \$750,000 to secure voter approval of the \$400 million bond measure. **Every \$1 raised returned over \$500 in conservation funding, but our victory was narrow and hard-fought.** With the high turn-out expected in the 2012 Presidential Election, a continued difficult economic and fiscal climate, and the likelihood of better-funded opposition, we must raise considerably more money in order to reach the approximately 1.9 million voters we'll need to win and ensure success.

Campaign Staff and Consultants	\$ 78,500
Polling and Focus Groups	\$ 45,000
Voter Communications (direct mail, tv ads, new media, printing)	\$1,127,000

***With your financial support, you can play a leading role in the most significant land preservation and stewardship funding initiative in New Jersey's history, and leave a lasting conservation legacy for future generations!***