



Alliance for America's Fish and Wildlife

Building the Campaign to Secure Conservation Funding for the
Future of All Fish and Wildlife

BLUE RIBBON PANEL

ON SUSTAINING AMERICA'S DIVERSE FISH & WILDLIFE RESOURCES



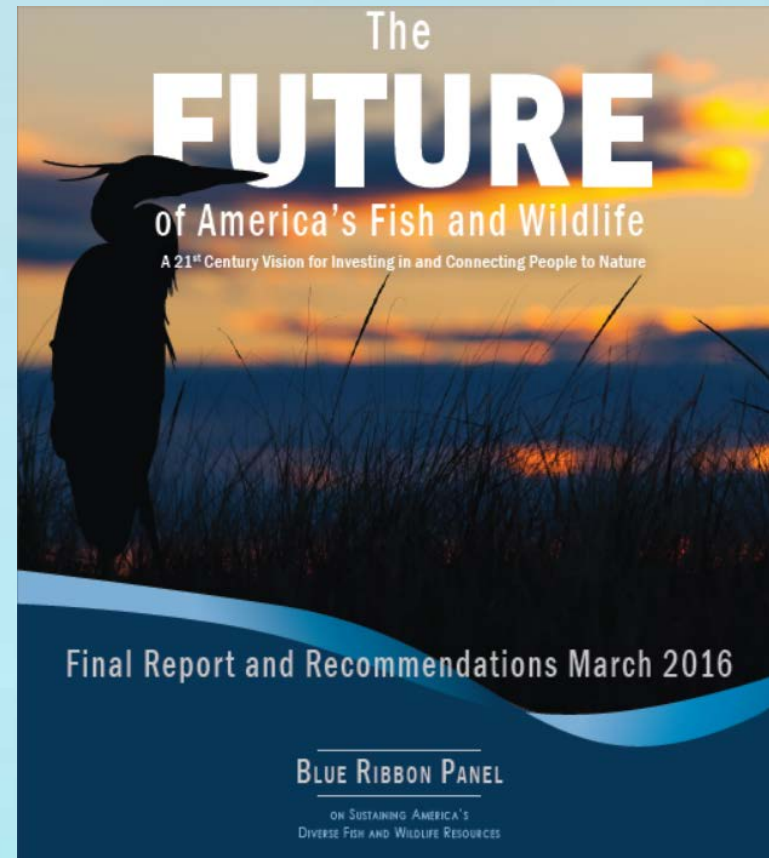
BLUE RIBBON PANEL

ON SUSTAINING AMERICA'S DIVERSE FISH & WILDLIFE RESOURCES

RECOMMENDATION #1

RECOMMENDATION 1

Congress dedicate up to \$1.3 billion annually in existing revenue from the development of energy and mineral resources on federal lands and waters to the Wildlife Conservation Restoration Program (16 U.S.C. 669b(a)).



Campaign Development



Historic opportunity to build a big tent partnership

Well positioned with new administration and congressional leaders

Sophisticated PR campaign to build political will and public support

Why?

NEVER

STOP

QUESTIONING

Don't stop thinking
and aspire to

FISH AND WILDLIFE ISN'T AN OPTION

Part of what makes America great is its wild heritage. It's the beautiful vistas of a national park. It's the lakes, trees, and mountains. It's seeing a moose or riding a horse for the first time. Protecting America's natural resources is about saving that wild heritage for future generations. Most importantly, we don't think this is something we can compromise on; we believe it is a necessity.

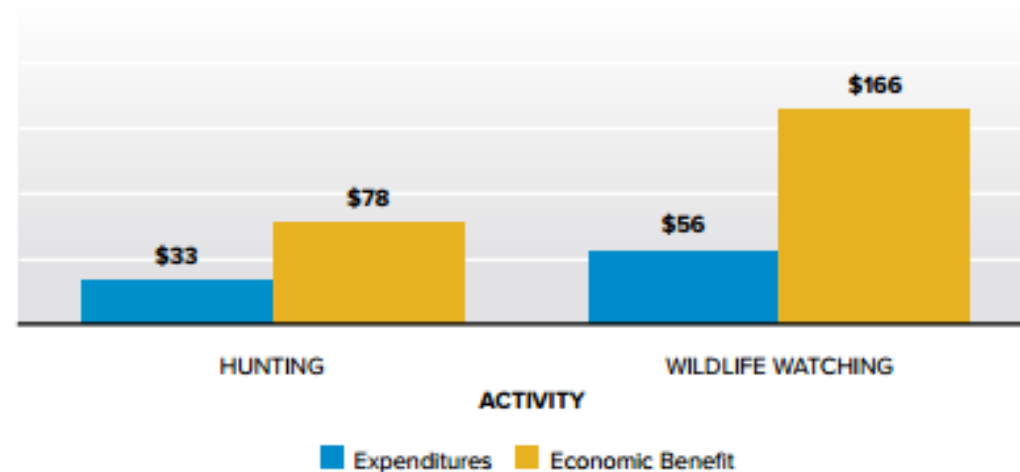


*“There can be no
greater issue than
that of conservation
in this country.”*

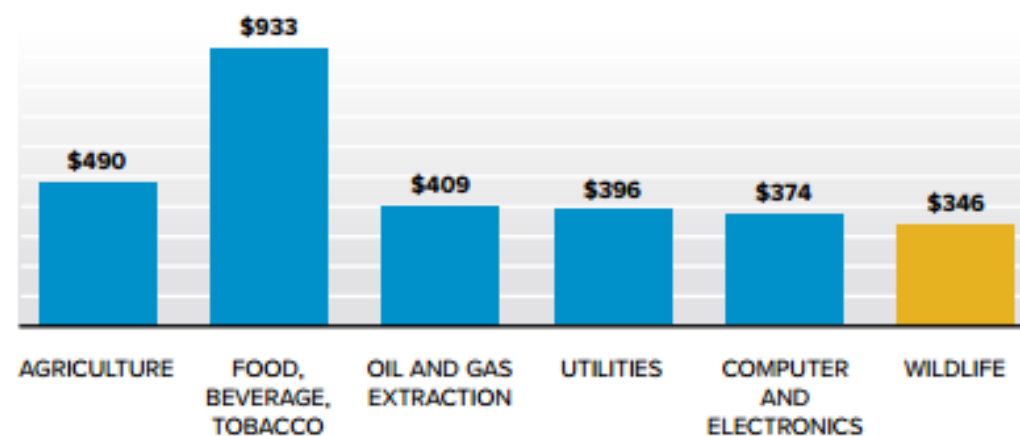
*~ President
Theodore Roosevelt*



Total Household Expenditures and Economic Benefit US\$ 2015 (Billions)



Comparison of Economic Sector GDP and Total Economic Impact of Wildlife in US\$ 2015 (Billions)



Next Steps Toward Outcomes: Spring 2017

- **Steering Committee created to advise campaign strategy**
- **Branding Campaign—Messaging, Marketing, Fundraising**
- **State and national messaging**
- **Bond Moroch PR campaign launch and ongoing execution**
- **Bill re-introduction in House**
- **Strategic partnerships developed and engaged in advocacy**
- **Advocacy Fly-in/Lobby Day planning (May)**
- **BRP meeting—focus on marketing strategy, advocacy, developing business partners (coincide with fly-in)**
- **Senate bill introduced (summer/fall)**

Sean Saville

Alliance for America's Fish & Wildlife

Campaign Manager

AFWA

Washington, DC

202-838-2561

ssaville@fishwildlife.org