



# 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



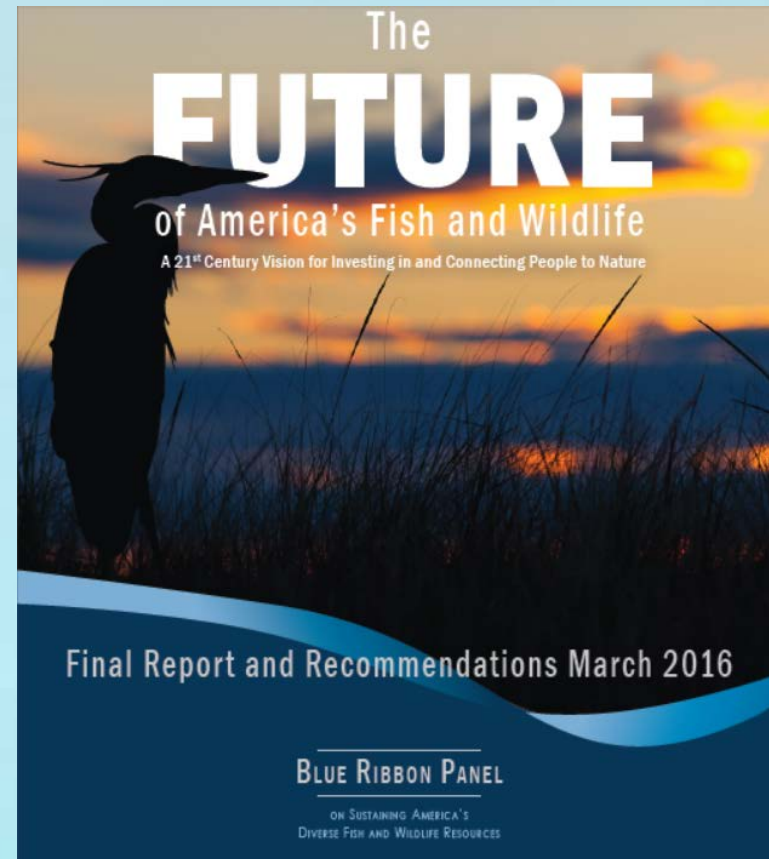
# BLUE RIBBON PANEL

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

# 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.



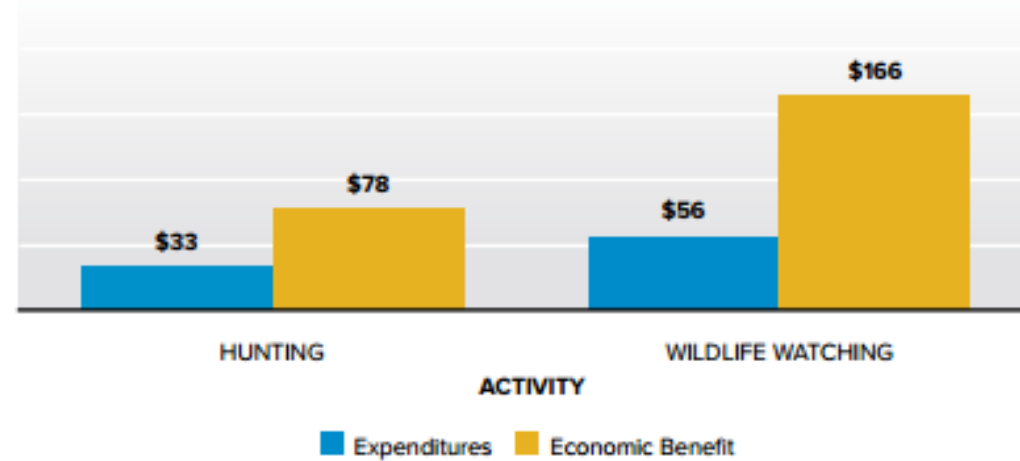
*“There can be no greater issue than that of conservation in this country.”*

*~ President Theodore Roosevelt*

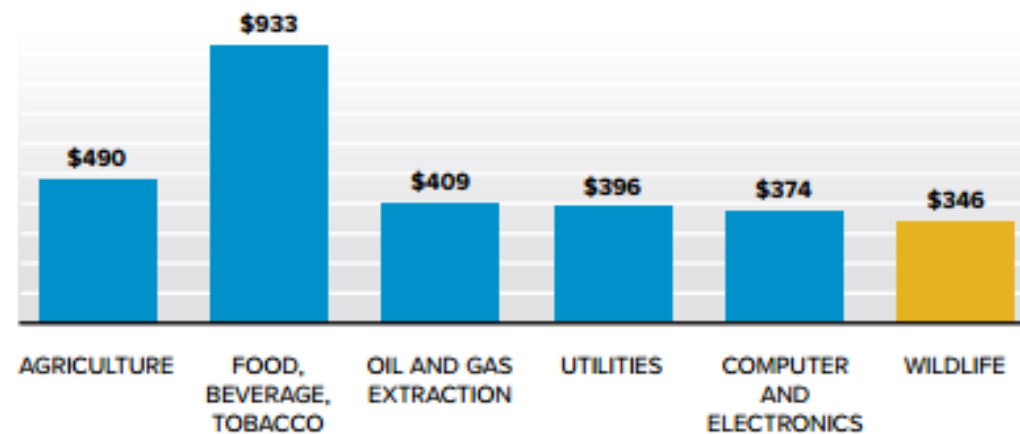




### Total Household Expenditures and Economic Benefit US\$ 2015 (Billions)



### 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](mailto:ssaville@fishwildlife.org)**