Alliance for America’s Fish and Wildlife

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

- Hunting: Expenditures $33, Economic Benefit $78
- Wildlife Watching: Expenditures $56, Economic Benefit $166

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

- Agriculture: GDP $490, Economic Impact $933
- Food, Beverage, Tobacco: GDP $409, Economic Impact $396
- Oil and Gas Extraction: GDP $374, Economic Impact $346
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)
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