



# National Wildlife Federation Campaigns Team & Field Update

## *January-March 2023*

The Campaigns Team is dedicated to supporting National Wildlife Federation staff, partners, and impacted communities in achieving lasting, equitable, and just federal policies that conserve, restore, and improve the resilience of America's wildlife and communities leading to transformational change. We achieve this vision by mobilizing national and local action, growing civic and political power, advising on the development of campaign plans and strategies, building the organizing skills and competencies of the Federation through training, and deepening our relationships with activists and partners through consistent, long-term, and intersectional organizing.

Here are some of the highlights and resources from our interconnected work in Q1 of 2023.

### NATIONAL



NWF Campaigns Team staff Tatiana Eaves, Samantha Lockhart, and Lucy Evert helped deliver public comments to the EPA.

**NWF Campaigns Team staff** participated in several events in DC last month. We showed up with coalition partners from the Climate Action Campaign to deliver public comments on the soot pollution rule to the Environmental Protection Agency. NWF supporters submitted over 11,000 comments in favor of these stronger protections from toxic soot pollution that will help both people and wildlife. Campaigns team staff also supported and participated in the screening of [“Dear Tampa Bay.”](#) a climate change storytelling film from NWF’s Gulf team at the DC Environmental Film Festival.

The **NWF Organizing Training Team** is a group of experienced staff members (made up of folks from NWF's Campaigns Team and others from across the organization) with expertise in organizing and advocacy who collaborate regularly to create training content aimed at providing our staff, affiliates, partners, and supporters skills and knowledge to build on their advocacy around the issues we care about. In March, the team was instrumental in putting together several virtual events for activists and organizers across the country.

- **Capitol Hill Insider Virtual Briefing**

This year, Congress has the opportunity to enact meaningful legislation to boost support for wildlife crossings and corridors, help recover wildlife populations in decline, and enable farmers, ranchers, and foresters to adopt practices that restore habitat for wildlife and safeguard clean water. We invited activists to hear directly from our policy and government relations experts about the path for success to pass pro-wildlife legislation and the role folks can play to help get us there. You can watch the briefing on [Youtube](#).

- **Administrative Rulemaking Training:**

Oftentimes we send out action alerts, or ask grassroots and grasstops activists to comment on rulemakings without fully explaining why it is important, or how these impact the administrative process. This training was designed to help demystify this process, and show how administrative action is used as an important avenue for environmental action and civic engagement.

- **Campaign Planning Trainings**

[Campaign Planning Part I](#): This training took place on March 29th. The first half of the training covered concepts like Goals, Strategies, Targets, and Milestones. The second half of the training dived deeper into a targeting exercise to provide examples and practice in how to effectively target campaigns.

## ARIZONA

### **Arizona Wildlife Federation, NWF Affiliate**

Michael Cravens, AWF Advocacy and Conservation Director, wrote an op-ed on the strength of hunter and angler voices in enacting strong methane solutions like those proposed by the Bureau of Land Management and the Environmental Protection Agency. This op-ed was published in the [Arizona Daily Sun](#), [Arizona Capitol Times](#), and [Williams-Grand Canyon News](#). This work leaned heavily on successful messaging NWF developed to defend a past BLM Methane Rule in 2017. AWF also promoted on social media [an article](#) on why hunters and anglers should care about nature-based climate solutions.

### **Rural Arizona Engagement (RAZE) and Audubon Southwest, State Partners**

NWF has partnered with two Arizona based organizations to build up their capacity to develop support for sensible groundwater management policies in the state--particularly among rural and conservative constituencies. RAZE has hired an organizer and begun outreach and dialogues with stakeholders in rural counties. Audubon Southwest has hired a policy manager to support their water policy work and is in the early stages of planning an advertising campaign and educational webinars.

## MAINE

### **Natural Resources Council of Maine, NWF Affiliate**

NRCM held a [press event](#) following the unveiling of a bill that would boost the development of responsibly sited floating offshore wind in the Gulf of Maine by requiring a competitive procurement of 2.8 GW of floating offshore wind over the next 12 years, enough to power 980,000 homes with renewable energy. This was reported on by multiple media outlets including the [Associated Press](#) and the [Portland Press Herald](#).

## NEVADA

### **Nevada Wildlife Federation, NWF Affiliate and Natasha Majewski, Consultant**

Russell Kuhlman and Natasha Majewski of the Nevada Wildlife Federation organized and hosted a virtual [air pollution panel](#) which brought together local officials and experts to talk about air quality in the region. The event was reported on by the [local tv news](#).

## PENNSYLVANIA

### **PennFuture, NWF Affiliate**

PennFuture worked to put together several events this quarter including a [press conference/rally outside of Philadelphia City Hall](#) where local and state officials and community members spoke about climate action and federal solutions for pollution. PennFuture, through its work with the ReImagine Appalachia coalition, also put on a webinar for Appalachian communities to learn about environmental justice and how the White House's Justice40 Initiative impacts funding coming to their communities.

## WISCONSIN

### **Jordyn Perr, Consultant**

Our organizer in Wisconsin, Jordyn Perr, hosted a [virtual webinar](#): “Love Our Lungs Health Equity Panel”. Speakers included grassroots leaders from the community who discussed soot pollution. Jordyn encouraged participants to submit comments on the EPA’s soot rule.