



National
Wildlife Refuge
Association

refugeassociation.org

FUNDING IN FALL TOOLKIT



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Thank you for your willingness to help the National Wildlife Refuge Association during these difficult times. With the stresses of the world, your dedication is an inspiration to all of us. Please use this toolkit as a way to market and promote the Refuge Association's 2020 Funding In Fall Campaign.

Founded in 1975, the mission NWRA is to conserve America's wildlife for future generations through programs that protect, enhance and expand the National Wildlife Refuge System and the landscapes beyond its boundaries.

NWRA vigilantly advocates against government policies and legislation that undermine the integrity of the Refuge System, while promoting those that advance wildlife conservation. The NWRA addresses Refuge System funding, management, and strategic growth, while also supporting other programs, including outreach to Refuge Friends groups, and other partners nationwide, that maximize the system's conservation impact.

The first national wildlife refuge, Pelican Island NWR (5 acres), was established by Theodore Roosevelt in 1903 and has grown to 568 national wildlife refuges totaling 850 million acres of lands and waters (marine monuments). Not just for wildlife, these lands are also for wildlife dependent, compatible recreation.

National Wildlife Refuges
are the gateway for connecting people with wildlife.

We appreciate your support and help during this Fall Campaign. Thank you for helping us reach our \$50,000 goal!

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Sending Your Own Letters and Emails!

If you would like to send your own letters or emails, please use the template below. Feel free to edit and include why you care about the National Wildlife Refuge Association and the National Wildlife Refuge System. Click to download

Dear <Friend of Family's name>,

We all know the importance of public lands. From coast to coast, south to Puerto Rico, north to Alaska, and out into the Atlantic and Pacific marine national monuments, the National Wildlife Refuge System provides open lands and waters to enjoy. Especially now, wildlife refuges are providing space for people to go explore outdoors, enjoy fresh air, and connect – or reconnect – with nature. Some refuges have been busier than ever! Hundreds of Friends Group volunteers are finding ways to support their local refuges and help provide visitation practices compatible with COVID-19 safety precautions.

We have seen some amazing legislative advances for the Refuge System in recent months. The passage of the Great American Outdoors Act provides full and dedicated funds for the Land Water Conservation Fund and provides up to \$95 million each year to the Refuge System to tackle the \$1.4 billion maintenance backlog. The House of Representative's FY2021 Interior Appropriations Bill includes an \$8 million increase for the Refuge System Operations and Maintenance budget.

Yet at the same time, vitally important individual national wildlife refuges around this country are under attack. The Northeast Canyons and Seamounts Marine National Monument, the only marine national monument in the Atlantic Ocean, was reopened for commercial fishing this summer. Alaska's Arctic National Wildlife Refuge has been opened to oil and gas development and we are awaiting a lease sale. In San Bernardino National Wildlife Refuge in Arizona, water is being drawn from refuge aquifers to make concrete for the border wall that's disrupting protected habitat for threatened and endangered species. Barbaric wildlife-killing methods newly allowed at Kenai National Wildlife Refuge in Alaska mock the practice of ethical hunting.

Throughout all these challenges, the National Wildlife Refuge Association continues fighting every day to protect, promote, and enhance the National Wildlife Refuge System. As public lands are becoming more popular, we need to ensure that the Refuge System receives adequate funding. Right now, Friends Groups and volunteers help fill some of the gaps, but they aren't able to fill all of them.

I know that everyone is right now facing challenging and difficult circumstances. Perhaps you can support the Refuge System by staying informed about refuge issues and contacting decision makers through the National Wildlife Refuge Association's Action Alerts or by volunteering with a local Friends group. If your situation allows, please consider a donation to the Refuge Association by visiting their website at www.refugeassociation.org/donate. The National Wildlife Refuge Association can't protect, promote, and enhance the Refuge System without people like you – thank you for your support.

Sincerely,
<Your Name>





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Fundraising Through Facebook!

Go to: <https://www.facebook.com/fundraisers/>

Click: Raise Money for a Nonprofit Organization

Select: The National Wildlife Refuge Association

Title of your fundraiser: Help Us Help us raise money for the National Wildlife Refuge Association

Why are you raising money?:

Want to join me in supporting a good cause?

I'm raising money for National Wildlife Refuge Association and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps.

Thank you for your support. I've included information about National Wildlife Refuge Association below.

The mission of the National Wildlife Refuge Association is to conserve American wildlife for future generations by protecting, promoting, and enhancing the National Wildlife Refuge System and the wildlife habitats beyond its boundaries that secure its ecological integrity. Give wildlife a voice by helping us advocate for the National Wildlife Refuge System.

How much money do you want to raise:

This is completely up to you! \$200 is the standard amount.

Create!: Be sure to share our daily posts while fundraising for the NWRA to give your audience updates during the campaign!



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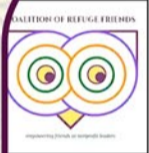

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Become A Refuge Advocate



Click on each part of the series below to watch it!

The National Wildlife Refuge System
Updates and Actions for Friends

Presenting a Strong Case to Your Elected Officials

Presented by Joan Patterson
& Caroline Brouwer

Making Sure Your Message Stays in Front of Your Legislators

Presented by Joan Patterson
& Caroline Brouwer



Participate On Social Media!

Funding in Fall Campaign Hashtags:

#ProtectWildlifeRefuges #WildlifeRefuge #PromoteWildlifeRefuges
#EnhanceWildlifeRefuges #FundingOurWildlifeRefuges!

Sample Facebook Post:

This Fall we are #FundingOurWildlifeRefuges! I am giving wildlife a voice by donating to the National Wildlife Refuge Association. @RefugeAssociation works tirelessly to be the leading advocate and voice for @USFWSRefuges, please join me in supporting them during their Fall Campaign!

Sample Twitter Post:

This Fall we are #FundingOurWildlifeRefuges! The Refuge Association works tirelessly to be the leading advocate and voice for @USFWSRefuges, please join me in supporting them during their Fall Campaign!

Sample Instagram:

- 1) Make sure to follow us on Instagram @RefugeAssociation
- 2) Share any of our posts through your favorite Instagram reposting App with the hashtag #FundingOurWildlifeRefuges

[FIND GRAPHICS HERE!](#)



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