



National
Wildlife Refuge
Association

refugeassociation.org

SPRING CAMPAIGN FUNDRAISING TOOLKIT



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Thank you! The world needs more people like you!

Your willingness to support the National Wildlife Refuge Association helps give wildlife the voice they so desperately need on Capitol Hill.

The National Wildlife Refuge Association is the leading advocate and voice for the National Wildlife Refuge System. The 567 units of the Refuge System cross all 50 states and allows us to conserve and preserve important wildlife.

During these upcoming months, the Refuge Association will be giving wildlife a voice on Capitol Hill.

We promote adequate Refuge System funding, sound management, and strategic growth, while also advocating for other policy provisions and programs that help maximize the System's conservation impact.

We appreciate your support and help during this Spring Campaign.
Thank you for helping us reach our \$30,000 goal!

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Sending Your Own Letters and Emails!

Would you prefer to send letters or emails to your friends to help our campaign?
Use the template below to help us with our spring campaign!

Dear <Friend of Family's name>,

As spring has sprung and we are enjoying the beauty of the refuges, think about what life would be like without them. We need to do everything we can to preserve these natural resources. Help by supporting the National Wildlife Refuge Association so we can fight for money that needs to be allocated to our Refuges. We will be the voice that needs so badly to be heard. I have already supported the organization, and I hope you can do the same.

The National Wildlife Refuge Association is the leading advocate and voice for the National Wildlife Refuge System. The 567 units of the Refuge System cross all 50 states and allow us to conserve and preserve important wildlife. During these upcoming months, the Refuge Association will be giving wildlife a voice on Capitol Hill. We promote adequate Refuge System funding, sound management, and strategic growth, while also advocating for other policy provisions and programs that help maximize the System's conservation impact.

The President's recent budget allocated \$509.5 million towards operations and maintenance of the National Wildlife Refuge System, which would be the most ever allocated and a great start. But budget reconciliation is a rough-and-tumble process, so there's no guarantee that allocation will hold! In fact, even that amount doesn't meet many of the Refuge System's basic needs. We are asking Congress to approve funding of \$586 million which will:

- Hire more biologists and more federal wildlife officers to replace those lost to tight budgets;
- Expand environmental education programs;
- Expand the Urban Wildlife Refuge Program;
- Reduce the maintenance backlog by repairing buildings and replacing outdated equipment.

Refuge staff cannot advocate for increased funding, and of course the wildlife can't plead their case – but we at the Refuge Association can tell their story.

Any size gift, from \$25 to \$2500, makes a tremendous difference. You can support the National Wildlife Refuge Association at <insert fundraising website>. Thank you for supporting an organization I feel very passionate about.

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: Giving Wildlife a Voice

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.

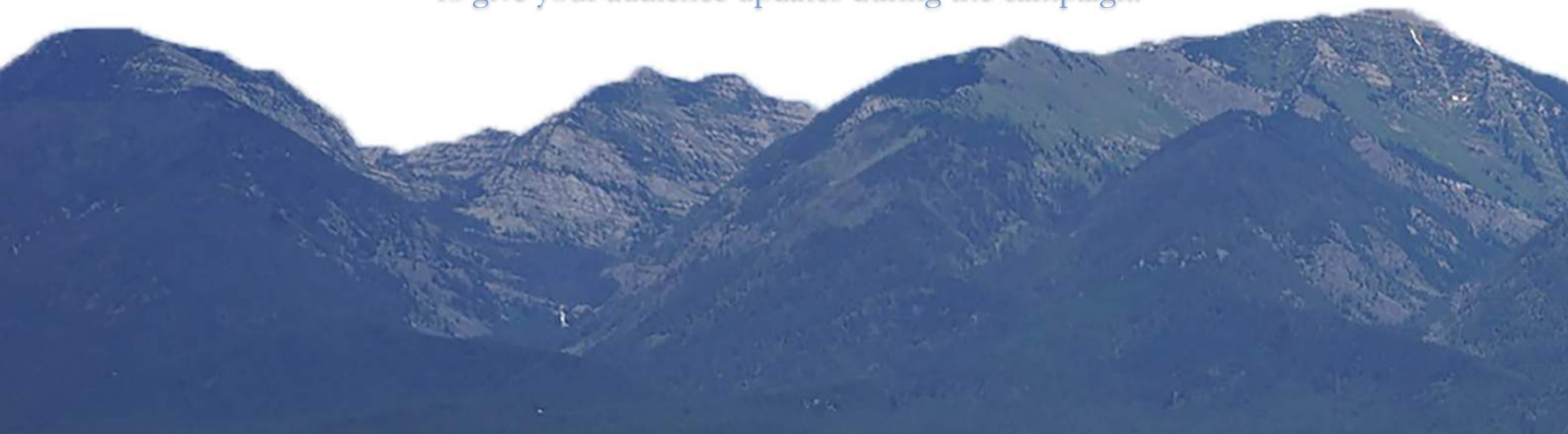
Thank you for your support. I've included information about National Wildlife Refuge Association below.

The mission of the National Wildlife Refuge Association is to conserve American wildlife for future generations by protecting, enhancing and expanding 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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Reach Out To Us!

NWRA Spring Campaign Hashtags:

#FundOurRefuges #WildlifeRefuge #SpringOnWildlifeRefuges #GivingWildlifeAVoice

Sample Facebook Post:

#SpringOnWildlifeRefuges is such an exciting time! Wildflowers are blooming, baby animals are learning from their parents and major habitat restoration is being done by @USFWS. This year, I am giving wildlife a voice by donating to the National Wildlife Refuge Association. The Refuge Association works tirelessly to be the leading advocate and voice for @USFWSRefuges, please join me in supporting them during their Spring #FundOurRefuges Campaign!

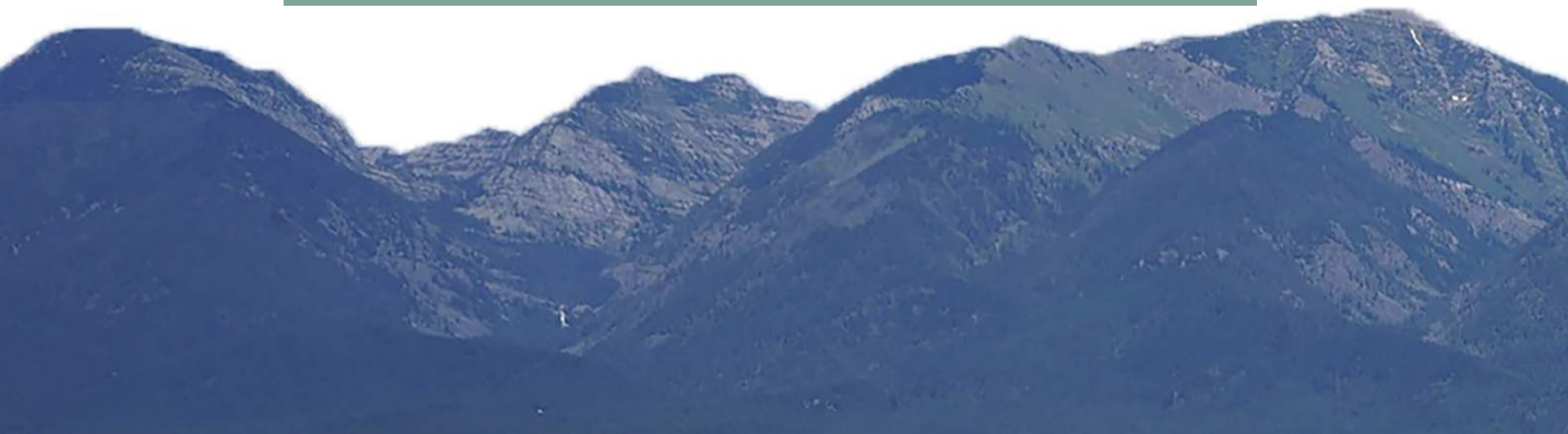
Sample Twitter Post:

#SpringOnWildlifeRefuges is such an exciting time! The Refuge Association works tirelessly to be the leading advocate and voice for @USFWSRefuges, please join me in supporting them during their Spring #FundOurRefuges 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 #FundOurRefuges

FIND GRAPHICS HERE!





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