

TEAMING WITH WILDLIFE



CRITICAL ACTION PLAN

Here is a list of the priority actions needing immediate attention from State Coalitions. The Funding Initiative is at a critical point.

BY SEPT. 9 -- INCREASE AND DIVERSIFY COALITION

100 groups now endorse the Initiative. We need to diversify and expand on that number. The goal is to obtain at least 15 new endorsements from each State by September 9, when IAFWA has its annual meeting. The following categories should be represented in these new endorsements. They are listed by priority of need, with recreation and retailers currently under-represented and therefore most needed. Conservation groups are listed last merely because many are already represented and they are the easiest to get on board.

1. **Recreation** (hikers, paddlers, nature photographers, scuba divers, downhill & cross-country skiers)
2. **Retailers** (stores that sell camping, bird feeding, photo/optical, canoe/kayak, scuba, ski equipment)
3. **Tourism** (Chamber of Commerce, tour companies, whale-watchers companies, outfitters, guides)
4. **Environmental Educators and Interpreters**
5. **Conservation** (sportsmen, Audubon, garden & nature clubs, birders)

(Consider following up the new endorsements with a state news-release.)

BY SEPT. 30 -- ONE HUNDRED LETTERS TO EACH "TOP 10" COMPANY

September is Letter Writing Month!

The goal is to have each State generate at least 100 letters from individuals, as customers, to each of the "Top 10" companies on the attached list by September 30. By doing that, each of the "Top 10" companies will receive 5,000+ letters during the month of September. We need to capture their attention, so be sure to get at least the minimum number of letters sent. (The "Top 40" company list is also included for those who wish to write more companies, but please focus on the "Top 10" as essential.)

★ ★ ★ ★ OCTOBER AND NOVEMBER ★ ★ ★ ★

Only if we are able to get enough industry support can we look ahead to November as moving into the legislative stages. During October, we would need to firm up the support of several major companies. That is why the letter writing campaign during September is absolutely essential.

We recognize that some states have stronger coalitions than others to assist in these actions. However, we still need to ask that every state try to meet the above agenda. Our strength, as well as our legislative timeline, depends on how well each state can contribute to a diverse coalition list and effective industry outreach.

***** ACTION ITEMS FOR THE TEAMING WITH WILDLIFE COALITION *****

ORGANIZATION _____
ADDRESS _____
CONTACT PERSON _____
PHONE/FAX # _____

Actions our organization is willing to undertake:

- Become active members of our state-level Coalition.
- Inform and energize our membership about the Initiative by putting an article in our newsletter and/or publication.
- Present slide show at our next membership meeting. (Please call state contact to borrow slide show.)
- Activate our membership to write letters to the "Top 10" companies from which they purchase outdoor-related products.
- Write a letter of support on behalf of our organization to the "Top 40" companies.
- Make presentations to the following conservation and outdoor recreation groups to gain their support for the Initiative.
NAME OF ORGANIZATIONS: _____

- Arrange meetings with outdoor recreation companies. We have contacts with the following members of the industry:

- Designate staff time to work on the Initiative.
PERSON'S NAME AND EXPERTISE _____
- Other Actions: _____

WHAT FURTHER INFORMATION WOULD YOUR ORGANIZATION LIKE?

- Brochures -- general information brochures for the targeted audience of conservationists and outdoor recreationists. Amount: _____
- Talking Points on the Initiative.
- Key Messages for Targeted Audiences, including: Outdoor Recreationists, Bird Watchers, Backyard Wildlife Enthusiasts, Hunters and Anglers, and Nature Photographers.
- Points to make to allay Industry's Concerns
- Other Information: _____

Please return upon receipt. Thank you.