
ARIZONA SPORTING CONSERVATION HANDBOOK



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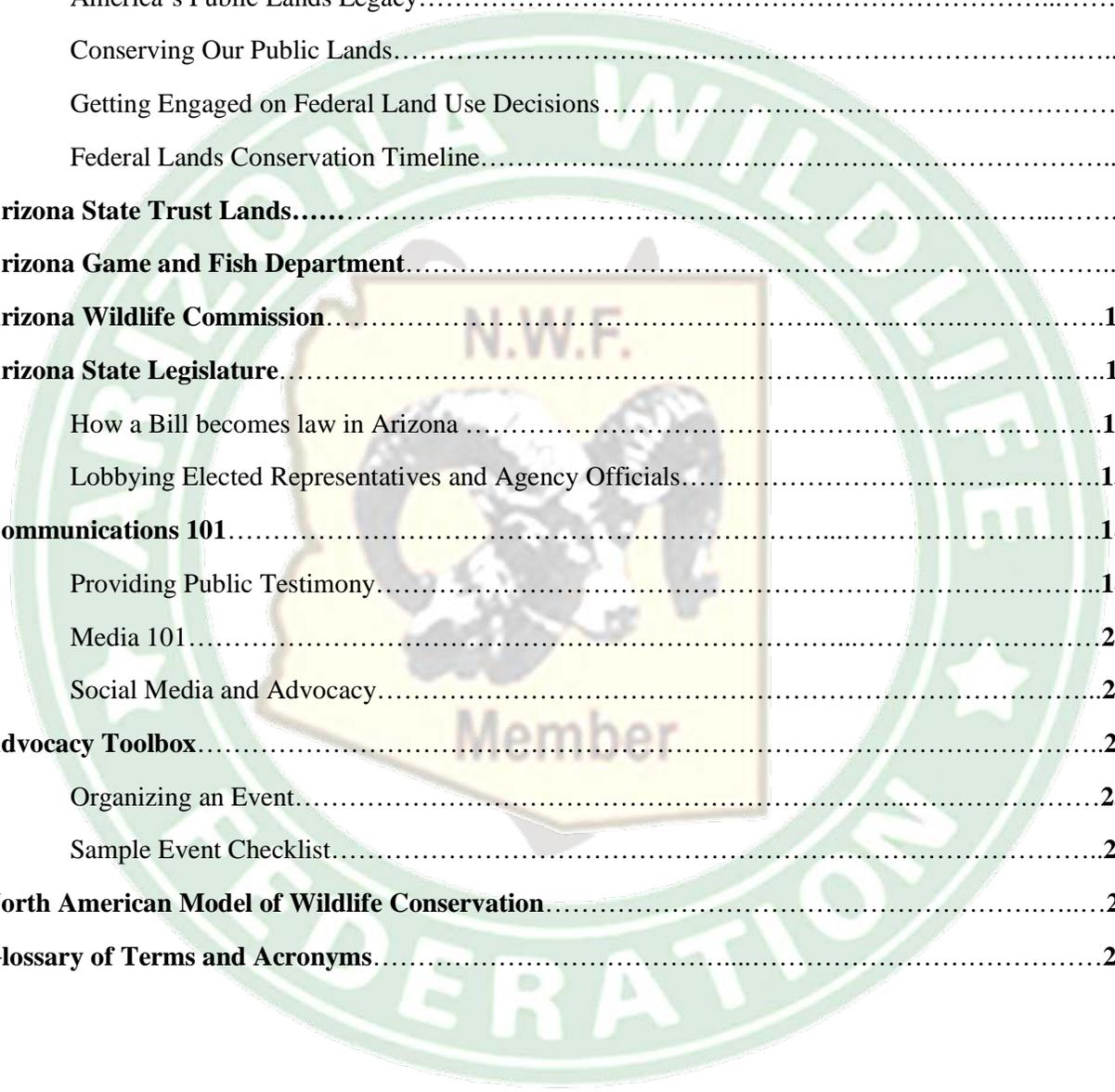
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From the Field to the Capitol

By Aaron Kindle, National Wildlife Federation

Camo at the Capitol – what the heck is that? You likely know that hunters and anglers are some of the most trusted, enduring, and effective voices in American conservation. You also know there’s no shortage of threats to the lands and waters where anglers and hunters spend much of their time. And you also likely know that hunters and anglers usually prefer the quiet of the woods and waters over the bustle of city life and the tedium of meeting rooms.

It’s no wonder, then, that those who know these land and water issues best are often the last ones in the room when the critical decisions are being made. But if we aren’t advocating for conservation policies to conserve the natural habitats that give us so much, we are relinquishing our duties as the guardians of these treasured public lands.

Sportsmen and women care passionately about maintaining the health of the critical habitats found on our public lands. With the privilege of enjoying these lands, comes the obligation to speak out for their protection.

“Camo at the Capitol” is born of that spirit using a rather simple but brilliant idea – get sportsmen and women to the capitol to talk with their lawmakers about the importance of conservation. It’s a program designed to give hunters and anglers a comprehensive crash course about how they can become better advocates for wildlife and habitat issues.



You’ll learn about the most pressing matters that face the sporting community. You’ll be taught how to share your story in order to make the biggest impact with lawmakers and the media. And you’ll spend time with your fellow sportsmen and women to share a few hunting stories and build community. It’s about nurturing our sporting conservation culture and giving back, all while having some fun.

By participating in Camo at the Capitol, you’ll become part of an enduring sporting ethos that has been the seminal force for protecting our fish and wildlife heritage for more than 100 years. Camo at the Capitol is a growing movement across this country, working to make sure lawmakers hear the important voices of hunters and anglers when considering land and water issues.

So head to the capitol with your hunting and fishing buddies, wear your camo proud, and represent the best of what our community is: hard-working, dedicated, and committed to ensuring our traditions will remain strong long after we’re gone.



Introduction to the Arizona Camo at the Capitol Program

The Camo at the Capitol program is part of the Arizona Wildlife Federation's mission to conserve wildlife, habitat, and outdoor opportunity. Our members, partners and volunteers are the boots on the ground in local communities. They know best the land and wildlife conservation issues and activities in their area.

The purpose of the Arizona Camo at the Capitol program is to activate the sporting community in an effort to foster a rich culture of wildlife conservation. Participants will be looked to as the voice and resources for conservation of resources, wildlife policy, and to work directly with decision makers.

This handbook is designed to help people better engage in the public processes that conserve our wildlife, habitat, and outdoor heritage in Arizona. By participating in these efforts to improve or conserve wildlife and habitat, promote better science and the understanding of wildlife conservation, volunteer to improve landscapes for wildlife, or work for better access to the outdoors, you are a "Conservationist".

Getting Started: Know your Area, know your community.

Get out there. Take a walk, glass the ridges, fish the creeks, hunt, and camp. There is no better way to be an advocate than to feel ownership of a place. The feeling of ownership comes from having a need for the land. A need for not just the experiences but also what it provides. By fishing, hunting doves, quail, cottontails or big game, you are providing for yourself and family. By making the wild places part of your life throughout the year, your knowledge and stewardship for these places will build. Just as quickly, you will find those in your community who also make a life from healthy, intact habitats. Every community in Arizona has a group of people who collectively care about wildlife conservation. In fact, 80% of Arizona residents identify as having a conservation ethic; you are not alone. Reach out to your local rod and gun clubs, and species-specific clubs like: Arizona Antelope Foundation, Arizona Elk Society, Arizona Mule Deer Organization, the Wild Turkey Foundation, and Quail Forever. You will find conservation minded people in these clubs.

Arizona has a huge diversity of landscapes. When thinking about where you live, consider the lay of the land and how it is managed. Where is the public land? Where is the private land? Who manages the public land - the state, the US Forest Service, US Fish and Wildlife Service, National Park Service or the Bureau of Land Management? How is the wildlife doing in your region? Get to know the local biologist from these management agencies. The Arizona Game and Fish Department will be the best place to start in order to understand herd health, threats, disease, and habitat issues.

Background on Key Issues, Laws, Policies and Land Management Agencies:

America's Public Lands Legacy

Public lands are essential to the American story – we all have access to 640 million acres of federal, public land where we can hunt or fish or backpack or canoe, or do whatever it is we love to do outdoors. These lands might be in our home state or across the country, but every American has the opportunity to get out and enjoy these lands.



Half of the nation's blue-ribbon trout streams and eighty percent of the best elk habitat are found on federal public land. Even if we live in the city or suburbs halfway across the country, we all own a part of this land, and as long as it remains public and properly managed, we can depend on always having special places full of healthy fish and game.

Public lands are a boon to the nation's economy – more than \$1 trillion annually is pumped into the economy from outdoor recreation, natural resource conservation, and historic preservation of public lands. More than 85 percent of voters in every state agree that public lands are important to their state's economy.

The federal government manages roughly 28% (640 million acres) of the 2.27 billion acres of land in the United States. Four major federal land management agencies administer 610.1 million acres of this land (as of September 30, 2015). They are the Bureau of Land Management (BLM), Fish and Wildlife Service (FWS), and National Park Service (NPS) in the Department of the Interior (DOI) and the Forest Service (FS) in the Department of Agriculture. In addition, the Department of Defense (excluding the U.S. Army Corps of Engineers) administers 11.4 million acres in the United States (as of September 30, 2014), consisting of military bases, training ranges, and more. Numerous other agencies administer the remaining federal acreage.

The lands administered by the four major agencies are managed for many purposes, primarily related to preservation, recreation, and development of natural resources. Yet the agencies have distinct responsibilities. The BLM manages 248.3 million acres of public land and administers about 700 million acres of federal subsurface mineral estate throughout the nation. The BLM has a multiple-use, sustained-yield mandate that supports a variety of activities and programs, as does the FS, which currently manages 192.9 million acres. Most FS lands are designated national forests. Wildfire protection is increasingly important for both agencies. The FWS manages national wildlife refuges over 89.1 million acres of the U.S. total, primarily to conserve and protect animals and plants. The National Wildlife Refuge System includes wildlife refuges, waterfowl production areas, and wildlife coordination units. In 2015, the NPS managed 79.8 million acres in 408 diverse units to conserve lands and resources and make them available for public use. Activities that harvest or remove resources from NPS lands generally are prohibited¹.

Conserving Our Public Lands

Around the turn of the 20th century, our nation's thought leaders began to recognize the great need to set aside and properly manage our national lands to ensure their health and vitality over the long run. The frontier had largely been settled and it was then necessary to create a framework for managing the vast acreages of land acquired through war, conquest, and purchase over the subsequent century.

President Teddy Roosevelt was acutely aware of these needs, perhaps better than any president in history, before or after. During his presidency, Congress created the U.S Forest Service in 1905 with the president's aid and the Antiquities Act in 1906, which allows presidents to declare national monuments. President Roosevelt also created the nation's first fish and wildlife refuge in 1903 and in 1909 created 26 bird reservations (refuges). His leadership set the stage for numerous actions that followed, which were designed to improve management of national lands, conserve fish and wildlife, and ensure that the frontier mentality that allowed individuals and corporations to essentially do as they please was brought

¹ Federal Land Ownership: Overview and Data. Congressional Research Service. Vincent, C. Hanson, L. Argueta, C. March, 2017: <https://fas.org/sgp/crs/misc/R42346.pdf>



under control. In the following years Congress passed laws that governed grazing, timber cutting, mining, commercial development activities, and water and wildlife conservation activities on public lands.

In 1916, Congress passed the Organic Act, which created the National Park Service or NPS. The NPS now manages all of the national parks and several national monuments. In 1937 Congress passed Federal Aid in Wildlife Restoration Act (Pittman-Robertson Act), the seminal Act of sporting conservation. The Act makes federal funds available for state wildlife protection and propagation. The funds are derived from taxes on rifles, archery equipment and ammunition, and are used for purchasing game habitat and conducting wildlife research. In 1940, the U.S. Fish and Wildlife Service was created by combining the Bureau of Fisheries and the Bureau of Biological Survey within the Department of Interior. The agency now manages more than 150 million acres and 560 wildlife refuges. In 1946 the Bureau of Land Management was created by President Truman. The BLM manages about 1/8 of the U.S. land mass, most in the Western U.S. These landscapes were places nobody wanted to inhabit. The often dry, treeless expanses were very difficult to farm or settle upon yet contained, and still do, abundant wildlife habitat and unique natural treasures. These lands have been increasingly targeted for energy development.

The Land and Water Conservation Fund (LWCF) was established by Congress in 1964 to fulfill a bipartisan commitment to safeguard our natural areas, water resources and cultural heritage, and to provide recreation opportunities to all Americans. The fund invests a percentage of the royalties paid to the U.S. Treasury from offshore oil and gas leasing to help acquire recreational access, create parks and trails, and to conserve special natural areas. To date, more than 40,000 state and local projects and acquisitions have been completed and more than 2.5 million acres have been protected through the LWCF.

Congress passed a myriad additional laws in the 1960's and 70's, mostly to address widespread pollution and habitat destruction, such as the Wilderness Act, the Wild and Scenic Rivers Act, the Clean Water Act, and the Federal Lands Policy and Management Act (FLPMA). One of the most important pieces of legislation to pass was the National Environmental Policy Act, commonly known as NEPA. This Act passed in 1970 and paved the way for modern conservation. **NEPA requires that all uses be considered and that the public is given the right to comment during the decision making process regarding management actions on federal lands.** NEPA set the stage for increased public engagement and much more transparent processes regarding actions on federal public lands.

During the past decade or so, many additional gains have been made to protect our public lands legacy and to modernize lands management. Initiatives such as BLM Planning 2.0., Master Leasing Plans (MLPs), the Roadless Rule, the Sage Grouse Conservation Plans, and the Waters of the U.S. (WOTUS) protections under the Clean Water Act were great strides towards properly managing public lands and waters. These initiatives were designed to increase public input, enhance management, update outdated practices and procedures, and conserve some of the last, best remaining habitat.

Unfortunately, many of these most important gains have come under attack as of late, along with a new movement to remove the “public” from public lands. It is our job as the eyes and ears on the ground to give back to the resources that sustain our sporting traditions.



Getting Engaged In Federal Public Land Use Decisions

The National Environmental Policy Act, or NEPA, ensures that all citizens have the right to be notified and participate in the decision making process for any management change or permitted activities on public lands.

For every action there are typically a few steps in the process where citizens can engage. Federal land management agencies such as the BLM, the USFS and the USFWS will always issue a notice in the federal register when they are beginning new management or permitted activities. This notice is usually also published in local news outlets. The process will occur in one of two ways. The shorter, faster version is through an EA or Environmental Assessment. The second is a longer, more involved and detailed process called an Environmental Impact Statement (EIS). Either process will include the steps described below.

After the notice is issued, they will begin “scoping”. Scoping is just as it sounds. It is where the agency gathers all the pertinent information about what should be considered while making the decision on the action. At this point the public is allowed to provide input on what issues they think should be considered in the process.

Once scoping is complete, the agency will issue a draft proposal. The proposal will usually have at least three alternatives. One being “no action” while the others will have various degrees of conservation, extraction, etc. Again, there will be a comment period where citizens are allowed to offer input. This is a critical stage where you should provide data, anecdotal accounts to support your preferred action.

The last step is the final draft where the agency has chosen an alternative. Citizens are again allowed to comment, but usually the agency has made a vast majority of all decisions at this point so comments at this point are less effective.

For the BLM, they seek input at a few key junctures. First, the BLM handles all mineral leasing for the federal estate. Any extraction of oil, gas or minerals from public lands is administered by the BLM. Each time mineral leases are sold, the BLM will publish a notice of intent. Lease sales are held quarterly. Each time a lease sale is held, citizens have the right to comment on the planned sale. These comments are analyzed by the BLM and incorporated by their relevancy into the lease sale.

The other key junction where the BLM seeks public input is during revision of their Resource Management Plans, or RMPs. RMPs are the guiding documents that determine the overall management of BLM field offices for a period of 20 years. This process will help determine which areas in these landscapes will be prioritized for energy development, recreation and preservation, to name a few potential priority uses. These processes usually take a one to three years to complete and are critical to determining where certain activities will be allowed. If there is an important, high value elk calving area, for instance, it is essential that the sporting community provide detailed information to the BLM about how they value that resource.

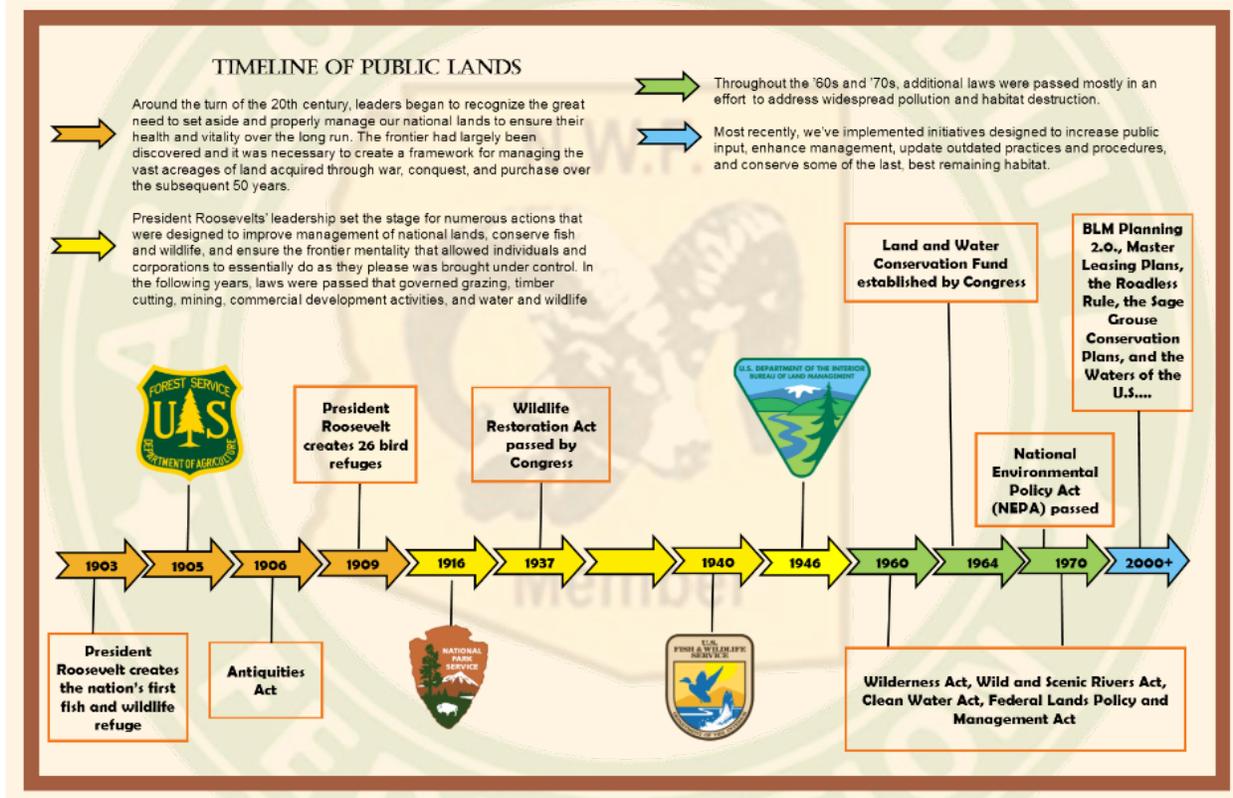
The United States Forest Service or USFS also seeks public input for large scale actions on their lands. They will do this for site specific action such as building a ski lift, mine or powerline on their lands, for instance. The USFS, like the BLM, also have 20 year plans known as Forest Plans. At roughly 20-year intervals they will revise these plans and seek public input. As you might imagine, a lot can change in 20 years. The USFS may have only small amounts of information about changes on the landscapes so again, this is a crucial time for citizens to engage.



As for the United States Fish and Wildlife Service (USFWS), they do not seek public input at regular intervals. If the USFWS does decide to alter management or engage in large scale development, etc on the lands they manage, they will go through a process similar to the BLM and USFS as outlined above.

For each of these agencies and the activities that occur on their lands, there are numerous stakeholders. These stakeholders include local governments, permit holders such as grazers, ski resorts or outfitters. Each of the stakeholders has varying levels of power and influence. A key way to be an effective advocate is to get to know these parties and their interests and to collaborate with them to find solutions that satisfy as many of the desires of all parties as possible. Part of being a great advocate is being known and respected by all stakeholders and engaging at all levels of these processes.

Federal Lands Conservation Timeline





Arizona State Lands

Mission Statement:

To manage State Trust lands and resources to enhance value and optimize economic return for the Trust beneficiaries, consistent with sound business management principles, prudent stewardship, and conservation needs supporting socio-economic goals for citizens here today and future generations. To act in the best interest of Trust for the enrichment of the beneficiaries and preserve the long-term value of the State's Trust lands.

Goals:

- To implement a progressive asset management process, to improve the quality and efficiency of the Department's decision making, and to meet the requirements of the Growing Smarter and Growing Smarter Plus Acts.
- To enhance revenue production.
- To improve efficiency in processing revenue production activities.
- To incorporate environmental protection into the Department's management actions to enhance the future productivity of the Trust's land and assets.
- To continue an effective land conservation of appropriate State lands while ensuring continued economic benefits to the Trust.
- To improve the availability of information and to increase the analytical capabilities of the Agency.
- To continue to develop and implement measures to improve internal and external customer service.
- To improve internal and external communication.

History:

On February 24, 1863, by an Act of Congress, the Territory of Arizona was established. The Congressional Act reserved Sections 16 and 36 of each township for the benefit of the common schools. The State Enabling Act, passed June 20, 1910, allowed the Territory of Arizona to prepare for statehood. In addition to the previously designated Sections 16 and 36, the Enabling Act assigned Section 2 and 32 of each township to be held in Trust for the common schools. The need of other public institutions were also considered by Congress, and through the Enabling Act, more than 2 million additional acres were allocated to be held in Trust for the benefit of the identified public restrictions.

Background:

Arizona has approximately 9.28 million surface acres and 9 million subsurface acres of Trust lands. Scattered throughout the State, the Trust lands are extremely diverse in character, ranging from Sonoran desert lands, desert grasslands, and riparian areas in the southern half of the state, to the mountains, forests and Colorado Plateau regions of northern Arizona. The majority of the Trust lands are located in rural areas of the State with more than one million acres located within or adjacent to urbanized areas. The Trust lands constitute approximately 13% of land ownership in Arizona.

State Trust lands are often misunderstood in terms of both their character and their management. They are not public lands but are instead the subject of a Public Trust created to support the education of our children. The Trust accomplishes this mission in a number of ways, including, through its sale and lease of Trust lands for grazing, agriculture, municipal, school site, residential, commercial and open space purposes. In both rural and urban contexts, Trust lands also provide the substantial added benefit of creating critical local economic stimulation.



There are many levels of Trust land management pursued by the Land Department that are directly related to conservation and stewardship, including programs for environmental protection, forest health and fire suppression, and range land management. Even the Trust law requirement that Trust lands be sold or leased for their highest and best appraised use to the highest bidder at public auction creates no danger that these land will disappear. Beyond the supply of Trust land being secure under this mandate, open space comprises a substantial portion of the uses that create a critical, increasing and dedicated source of funding for Arizona's schools.

Divisions:

The Arizona State Land Department is organized into six major Divisions. Each Division consists of a number of Sections. In addition, a five-member Board of Appeals approves all sales and commercial leases for State lands.

Real Estate Division: Provides the support for Trust Lands in sales, commercial leasing and rights of way. The Division analyzes and makes recommendations concerning the sale or lease of State Trust Lands, with a responsibility to maximize revenue for the Trust beneficiaries. The Real Estate Division is responsible for the planning, engineering, appraisal and disposition functions of the Department.

Natural Resources Division: Administers all-natural resource-related leases, natural resources conservation districts and any natural resource issue affecting State Trust Land

Land Information, Title, and Transfer Division: ensures the integrity of the State's land ownership title, manages public records, coordinates applications and prepares leases, permits and other contracts associated with the surface use of the state's 9.3 million acres of Trust land. The Division is also responsible for coordinating administrative appeals, hearings, Board of Appeals and litigation issues. It also administers the Arizona Preserve Initiative Program (API).

Information Systems and Resource Analysis Division: manages the Department's information systems including its business systems and Geographic Information System (GIS). The Division also provides state wide support for development and implementation of GIS in Arizona through the ALRIS program and the State Cartographer's Office.

Board of Appeals: Approves all sales and commercial leases for State lands and also serves as an Administrative Review Board. Arizona Revised Statute §37-215 requires all land sales and commercial leases to be approved by the Board of Appeals.

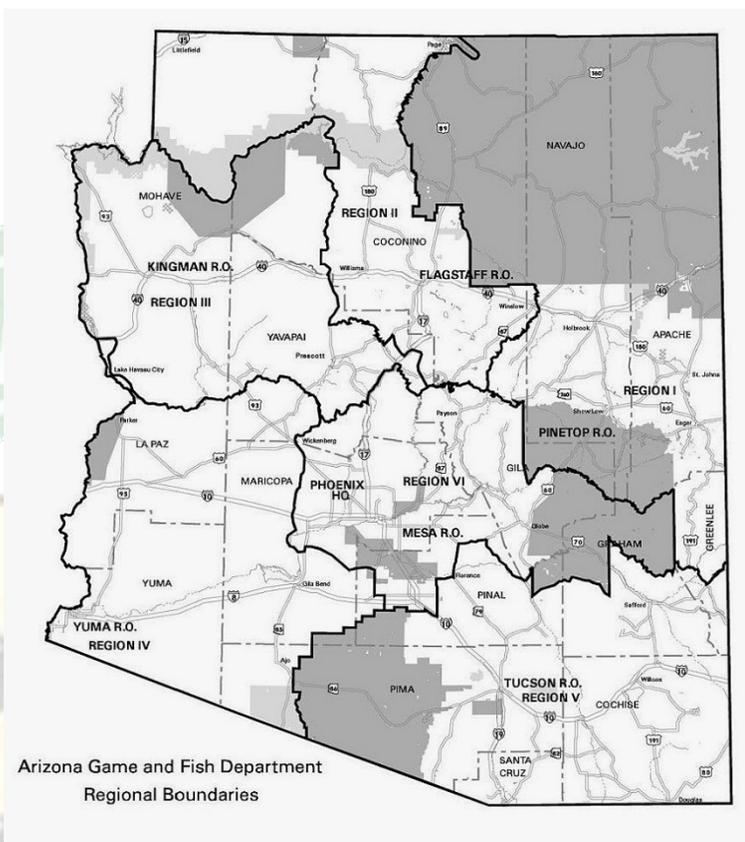
Administration: Oversees the administrative functions of the Department including budget development and implementation, personnel, fiscal monitoring and reporting, accounting, purchasing, risk management and space management.



Arizona Game and Fish Department

The State of Arizona’s wildlife is managed by the Arizona Game and Fish Department (AZGFD). Its mission is to “*Conserve, enhance and restore Arizona’s diverse wildlife resources and habitats through aggressive protection and management programs, and to provide wildlife resources and safe watercraft and off-highway vehicle recreation for the enjoyment, appreciation, and use by present and future generations*”. The AZGFD has statutory authorities related to wildlife, watercraft and off-highway vehicles.

Under the provisions of the Arizona Revised Statutes 17-231, the Arizona Game and Fish Commission establishes policy for the management, preservation and harvest of Arizona’s 800+ species of wildlife. The Commission makes rules and regulations for managing, conserving, and protecting wildlife and fisheries resources and regulated watercraft and off-highway vehicle operations for the benefit of the citizens of Arizona.



Arizona Game and Fish Department
Regional Boundaries

The Commission is composed of five members appointed by the Governor pursuant to ARS 38-211. The Commission appoints the Director and the Director serves as secretary to the Commission and as chief administrative officer provides general supervision and control of all AZGFD functions and activities. No more than one commissioner may be from any one county. No more than three may be from the same political party. Each commissioner serves a five-year staggered term. Commissioner customarily serve as chairpersons during their fifth and last year on the Commission.

Wildlife 20/20 is the AZGFD’s strategic plan and describes the Department’s guiding principles and defines the Department’s diverse roles and functions. It is intended to be a living document that conveys policy direction that the Arizona Game and Fish Commission has provided to the Department to guide work into the future. All Arizonans have a stake in the continued health and diversity of wildlife populations and are encouraged to participate in ensuring wildlife for tomorrow. In developing the Wildlife 20/20 plan, the Department welcomed public involvement. At the same time, the Department uses this plan to convey the short and long-term nature of its mission to the public, including the conflicts inherent in managing resources for a public that is diverse in its needs and desires. The Department considers this plan to be an important communication tool for sharing the Department’s goals and perspectives with customers, the public, partnering agencies, organizations and employees.



The AZGFD is organized into 5 sections:

Director's Office supports the Commission and oversees general operations of the Agency, including legal counsel and personnel matters. Additionally, the Office approves budget recommendations, and agreements; and administers planning. It also coordinates development of rules, policies and procedures, and conducts risk management, loss prevention and internal audits.

Field Operations Division is comprised of six regional offices, the Law Enforcement Branch, and Aviation Services. The Regional offices are in Pinetop (I), Flagstaff (II), Kingman (III), Yuma (IV), Tucson (V) and Mesa (VI). The division implements program objectives that pertain to wildlife management, watercraft/off-highway vehicle (OHV) outreach and education, and law enforcement. Each Regional office provides a full-service Department facility to serve local communities. The Law Enforcement Branch provides program direction, assistance and administrative support.

Wildlife Management Division is comprised of the Aquatic Wildlife, Terrestrial Wildlife, Habitat Evaluation and Lands, Wildlife Contracts and Research branches. The Aquatic Wildlife and Terrestrial Wildlife branches protect and manage Arizona's aquatic and terrestrial wildlife populations and their habitats, while also working to provide wildlife recreational opportunities for present and future generations. Wildlife Contracts, Research, and Habitat Evaluation and Lands branches inform and facilitate the conservation of wildlife and their habitats through the collection and development of the best available biological and social data and research for the current and future management of wildlife and habitat in Arizona.

Information, Education and Recreation Division works with the legislature through government affairs and is also comprised of four branches. The Information Branch is responsible for public communication including website, social media, Arizona Wildlife Views TV and magazine, and media relations. The Education Branch is responsible for the Department's public education programs, including the coordination of classes in hunter safety, aquatic education, boating and OHV safety. The Education Branch also produces environmental education curriculum and resources for school children and adults and manages the Department's Wildlife Center. The Shooting Sports Branch develops, operates and supports shooting ranges and recreational shooting programs statewide. The Wildlife Recreation Branch coordinates the Department's hunting and shooting retention, recruitment and reactivation efforts, manages the Department's Wildlife Viewing Program and supports the development of new customer engagement resources.

Support Services Division comprises five branches; The Development Branch is primarily responsible for water development, engineering, construction, boating access and facilities maintenance. The Information Systems Branch provides computer and network support, telephone systems, management of customer database, draw processing and new software development. The Procurement Branch procures contracts for and procures goods and services, provides fleet vehicle maintenance operations and Department mail services. The Budget and Accounting Branch manages the Departments budget by developing the Department's budget submission process, payroll and travel activities, accounts payable and receivable and manages contractual activities. The Customer Service and Sales Branch is responsible for policies and procedures that set the Department standard for providing world-class customer service, sales of licensing products, watercraft registration and draw processing.



Arizona's Wildlife and Habitats:

Arizona's Wildlife is rich in biological diversity, ranking among the top five states in the nation for the number of native bird, reptile and mammal species, and in the top ten for overall diversity of vertebrates. Many species have been present for a long time, while others have appeared only in recent years. Some non-native species were established intentionally, as is the case with rainbow trout, while others have arrived as unwelcome or invasive species, such as quagga mussels and yet others appeared as they expanded their range. A number of species, like the Mexican gray wolf, California Condor, Black Footed Ferret, Gould's Turkey, Black Tailed Prairie Dog, River Otter and Elk, were extirpated in Arizona but have been re-established through reintroduction programs.

Arizona's Habitats: The State of Arizona contains approximately 73 million acres. The state is diverse topographically, vegetatively and geologically. Elevations range from about 75 feet above sea level (near Yuma) to 12,643 feet (San Francisco Peaks near Flagstaff). Precipitation ranges from less than 3 inches to more than 30 inches per year, depending on elevation and location. Environments range from the hot, dry deserts of southern Arizona; through grasslands and woodlands in mid-elevations; continuing to cold, moist forests at higher elevations, and up to alpine tundra at the highest elevations. The Commission and Department have management authority for all wildlife in the state but share the management responsibility for habitat with many partners. A multitude of state, federal, tribal and local agencies and private landowners manage Arizona's land areas. Arizona shares its borders with California, Nevada, Utah, New Mexico, Colorado and Mexico. The Department therefore partners with these entities on wildlife, land and water management projects to further its Mission

Arizona's Wildlife Funding and User Participation Rates:

The Department receives no Arizona general tax funds. Funding received by the Department to support wildlife management and recreation, shooting sports, watercraft and OHV management is linked to expenditures of the public's discretionary spending. Revenues, whether from the purchase of licenses, tags or stamps, lottery tickets, gaming, watercraft registrations or OHV decals are a result of discretionary purchases by the public. The Department must manage operations consistent with revenue. Although valuable and contributory to local economies, other forms of wildlife related activities provide little direct revenue for the Department. Tied to these trends is the increasing interest in providing input in how wildlife is managed.

Wildlife conservation is important to U.S. residents. More than 90 million U.S. residents (16 years old and older) participated in some form of wildlife-related recreation in the most recent report¹. Wildlife recreation accounts for approximately 1% of the National Gross Domestic Product, or \$145 billion. In Arizona, there were 2.1 million residents who recreated in a wildlife-associated activity. Therefore wildlife conservation directly impacts 1 of 3 Arizonans (32%). In the most recently available data, 637,000 residents fished, 269,000 hunted, and 1.6 million participated in wildlife watching (about half making trips for the specific purpose of wildlife watching).

Annually, anglers have direct economic expenditures of \$755 million, hunters spend \$338 million and wildlife viewers spend \$936 million in Arizona. The total economic benefit of hunting and fishing equates to an inflation adjusted \$1.56 billion or \$4.2 million a day. Hunting and fishing annually contribute \$69 million to the state tax fund. Fishing directly supported 14,500 jobs and anglers; hunting supported 6,700 jobs, many impacting rural economies. OHV recreation had an economic impact of \$5.6 billion, supported nearly 37,000 jobs, and contributed \$245 million to annual state tax revenues.



More information on Arizona's wildlife programs and resources can be found on the Department's Web site, azgfd.gov

Arizona Wildlife Commission

The Arizona Wildlife Commission serves as the policy making board of the Arizona Game and Fish Department and is responsible for the direction and supervision of the Director of the Arizona Game and Fish Department and through the Department provides an adequate and flexible system of control, propagation, management and protection and regulation of all wildlife in Arizona. Five members are appointed by the Governor for five -year terms with Senate confirmation. Not more than three members shall be of the same party (W.S. 23-1-201). Districts for AZGFD No two commissioners may come from the same county.

The Arizona Game and Fish Department's Commission is the citizen voice in the decisions that the Department makes. Whether it is speaking about season setting, decisions on hunting regulations, or even the voice in large scale multi agency project like recovery of a species, the commission's duty is to represent the hunters and anglers of the State of Arizona and make decisions that are reflective of the best available science (referencing both biological science, social science, and political science). If hunters and anglers attend the meetings (schedule can be found here:www.azgfd.com/agency/commission) there is always a section for public comment to be heard. Writing to your Commissioner can help you get an item on the agenda. It is always encouraged to reach out and get to know your commissioner.

Arizona State Legislature

The Arizona Legislature is a 90-member citizen legislature, meaning the members elected serve part-time and this is typically not the members' primary occupation. The Legislature is broken into two parts; the Senate with 30 elected seats and the House of Representatives with 60 elected seats. Arizona remains one of the few states that have a true part-time citizen legislature. While the part-time nature of the institution allows members to stay in close contact with their constituents, it also means that they do not enjoy the same accommodations provided to full-time legislators in larger states, such as personal staff. You can find a districting map and information here (<https://www.azredistricting.org/>).

Legislative Leadership

After every general election in even-numbered years, legislators hold party caucuses to elect legislative leadership for each party for the upcoming biennium (two-year period). Leadership elected in the caucuses includes the President, Vice President, Majority Leader, Minority Leader, Minority Whip and Minority Whip in the Senate and the Speaker of the House, Speaker Pro Tempore, Majority Leader, Majority Whip, Minority Leader, Minority Whip in the House. These members of leadership begin serving in January after the general election.

Legislative Calendar

Arizona's Legislature meets annually, beginning on the second Monday of January. The General Session is limited to 100 legislative days. Special sessions may be called at any time by the Governor or the Legislature.



Legislative Committees

A great deal of the Legislature's work is accomplished year round through the efforts of legislative committees. Each legislator serves on several different committees.

Standing Committees

House

- Appropriations
- Commerce
- Education
- Federal Relations
- Government
- Health and Human Services
- Judiciary
- Land and Agriculture
- Military and Veterans Affairs
- Natural Resources, Energy & Water
- Public Safety
- Regulatory Affairs
- Rules
- State & International Affairs
- Technology
- Transportation
- Ways & Means

Senate

- Appropriations
- Commerce
- Education
- Finance
- Government
- Health and Human Services
- Higher Education & Workforce Development
- Judiciary
- Natural Resources & Energy
- Rules
- Transportation & Public Safety
- Water & Agriculture

How a Bill Becomes a Law in the Arizona Legislature

1. The bill is filed for introduction. House bills are filed with the House chief Clerk, Senate bills with the Senate Secretary. Only members of the Legislature can file bills. They can be co-sponsored by any number of members, but the first-named sponsor on a House bill must be a Representative and on a Senate bill a Senator. The first-named sponsor is the principal sponsor and controls the bill.

Arizona Wildlife Federation

Educating, inspiring, and assisting individuals and organizations to value, conserve, enhance, manage, and protect wildlife and wildlife habitat.

P.O. Box 51510, Mesa, AZ 85208



2. The bill is introduced (also called “First Reading”)
3. The bill is referred to standing committee(s). They are called “standing” committees because they remain in place from Legislature to Legislature unless they are removed by changing the rules. House bills go to House committee(s). Senate bills to Senate committee(s). In the House the speaker decides which bills go to which committees; in the Senate the President decides. Bills can be referred to committee either on First Reading or Second Reading. If they are referred on First Reading, the Second Reading is a formality, does not advance the bill and is done later, on the fly. These “readings”—there are three, the Third Reading being the actual vote to pass the bill—are required by the state constitution.
4. The committee(s) meet, take testimony on the bill, and vote whether to recommend that the bill “do pass” as is or that it be changed (“do pass as amended”).
5. The committee recommendations are read to the House (or the Senate). These are called “committee reports”.
6. If no amendments have been recommended, the leadership can put the bill on the “consent calendar” by which the members by common consent agree not to debate the bill on the floor. If no member objects within a stated period to a bill being on the consent calendar (even one objection will take it off), the bill will bypass floor debate and advance directly to the vote (called “third Reading”) that will send it to the second house.
7. For a bill not on the consent calendar, the whole House (or whole Senate) meets to discuss the bill and the recommendations that have been made by the standing committees. This is the famous “COW”—for “Committee of the Whole” (whole House or whole Senate). During COW, individual members can offer amendments directly; these are called floor amendments and are approved (or disapproved) by voice vote as they are offered.
8. After all amendments have been voted on, the bill’s principal sponsor makes a motion that the COW recommends that the bill be passed.
9. If the COW vote is in favor of recommending the bill, the bill is reprinted with the COW approved amendments, if any, incorporated into the original text. This new version is called the House (or Senate) engrossed bill. The COW votes only by unrecorded voice votes. A voice vote can be verified by a standing head-count called a “division.” If the division goes against the bill there is a roll call vote. If the roll call goes against the bill, the bill reverts to its pre-COW status—available for debate—but except in rare cases it is in fact dead and is not brought up again.
10. If approved by COW, the bill is voted on (this is the “Third Reading” required by the constitution). If it passes, it goes to the second house (i.e. if it is a House bill it now goes to the Senate).
11. In the second house, steps 1 through 10 are repeated, this time with the bill going to the second house’s committees, consent or COW calendar and Third Reading. If it passes the second house it comes back to the first house (its “house of origin”).
12. If the second house did not amend it, the bill now goes to the governor.



13. If the second house did amend it, the house of origin votes on whether to accept the second-house version of the bill.
14. If the house of origin accepts the second house's changes, it votes on the bill again (it's called "Final Reading"), and if the bill passes, it goes to the governor. This second vote is required because the house of origin never has voted on this version of the bill.
15. If the house of origin rejects the second house's changes, its presiding officer (speaker in the House, president in the Senate) appoints a few members, usually including the principal sponsor, to a committee to meet with a few members from the second house appointed by that house's presiding officer and resolve the differences. This is called a conference committee.
16. The conference committee usually recommends approval of one of three versions of the bill: 1) As it passed its house of origin, 2) As it passed the second house, or—and this is common—3) With new amendments that create a version of the bill that neither house has voted on.
17. The conference report (the version of the bill recommended by the conference committee) is submitted to both houses. A voice vote in each house and then a final vote in at least one house must approve it: If the conference committee recommended the House version, then the Senate must vote a final time (because it never voted on the House version); if it recommends the Senate version then the House must vote a final time; and if it recommends a brand-new version, both houses must vote a final time.
18. After approval of the conference report and all required final votes, the bill is sent to the Governor by its house of origin.
19. The Governor must act on the bill by a prescribed deadline. If the Governor does not sign the bill into law or veto it, the bill is filed into law automatically.

Lobbying Elected Representatives and Agency Officials

What is Lobbying?

Lobbying is simply the act of attempting to influence decisions made by officials and representatives in the government. Lobbying however has a very defined legal definition. In short if you are representing yourself and expressing your opinion on legislation you are NOT lobbying in the legal sense. However, if you identify that you are representing an organization or corporation (ex. Arizona Wildlife Federation) you are lobbying. Anyone who is lobbying is required to file with the Secretary of State's office.

It is always a best practice to simply note who you are and that you "belong" to certain organizations but that you are not representing them.

Here are a few items to consider before meeting with Legislators:

Before Your Meeting:

1. **Schedule your meeting:** First, you need to know who you need to influence before you can have a meeting, so get that sorted out first. You don't want to waste your or other people's time meeting



about an issue over which they have no control. Once you know who you need to meet with, call and email to set up a meeting. Make sure you think about the appropriate time to meet. Is the issue salient right now? Or should you wait to meet at a more appropriate time? And make sure to let them know what specifically what you want to talk about and the purpose of the meeting.

2. **Do your homework:** Like most things in life, you win meetings before they begin through your preparation. Know as much as you can about the person you're meeting with. Where are they on your issue? What do they care about?
3. **Determine who should attend:** Who should they hear from? It's not about who you want to bring, it's about who you think will have the most influence over the person with whom you are meeting. It's also always helpful to bring someone who can tell a powerful personal story about the issue, and a technical expert who can answer questions.
4. **Craft "ask" and core message:** What specifically do you want them to do? It's not enough to ask for generic support for an issue, make sure you are asking them to do something specific that will help your cause, like voting for a particular piece of legislation, or deferring specific oil and gas leases in a migration corridor.
5. **Prepare your "leave-behind":** It's a good idea to bring something you can leave behind after your meeting that includes basic information about the issue, repeats your ask, has contact information if they want to follow up with you, and ideally makes an impression on your audience (like a bottle of filthy water from a creek you want them to clean up).
6. **"Soften" your target:** If possible, it's helpful to inform the person with whom you'll be meeting about your issue in advance to make them more amenable to what you're going to say. You can do this by having key community leaders call them in advance, or by activating the community to send them a pile of emails a week before your meeting. You can also send them briefing materials in advance (just keep them short and don't assume they'll read them as most elected representatives and agency staff are very busy!).
7. **Confirm meeting:** A day or two before your meeting make sure you circle back and confirm the date, time, location, and attendees of the meeting.
8. **Meet before the meeting:** And perhaps most importantly, make sure you have a pre-meeting with everyone who is going to attend the meeting where you walk through your agenda and how you want the meeting to flow. This can be as simple as a 5 minute discussion and will go a long way to helping you have a successful lobby visit.

During Your Meeting:

1. **Arrive early:** Make sure you respect their (and your!) time by arriving at least 5 minutes early, and never, ever, ever be late.
2. **Introduce yourselves:** Take a quick minute to introduce yourselves and thank them for their time.
3. **Confirm time and agenda:** Confirm how much time you have for your meeting – do NOT assume – tell them what you would like to talk about, and ask if there's anything else they would like to discuss, but don't let them derail you from discussing what you came there to discuss (this is a common tactic used by elected representatives who want to avoid talking about controversial issues).
4. **Tell your stories:** Just as you would if you're giving public testimony, open with agreement, use values and emotion, and tell your stories.
5. **Make your ask:** Many people are afraid that it's impolite to make a direct ask. Remember that the purpose of your meeting is to secure support for your issue. It is appropriate and expected that you will make an ask at your meeting. The key is to make sure that your ask is clearly articulated and actionable by the person with whom you're meeting. Keep in mind that your ask should be timely and consistent with the political process. It is usually not enough to ask for generic support for an issue or cause, rather make a direct and specific ask that is tied to pending political activity (if possible).



6. **Keep it simple, stupid (KISS) and stay “on message”:** Be clear about why you are there, why they should care, and what you want. Focus on your story, the 3 points you want to make and your ask.
7. **Have your facts straight:** Know your facts, NEVER make anything up as you will lose all credibility, and make sure you have facts to counter what your opposition is saying (they might have already spoken with the person you’re lobbying).
8. **Ask what you can do:** Make sure to directly ask what would be helpful for you to do to build support, both with them and with their persuadable colleagues. Elected representatives often offer helpful advice that can help shape your strategies moving forward. Think about asking, “What would make this easy for you?” or “What would make this easy for XXX?” Also, try to figure out what their barrier is to supporting what you want them to do – why won’t they do it? Sometimes they won’t tell you, but it doesn’t hurt to ask.
9. **OK to say, “I don’t know”:** If they ask you something you don’t know, that’s OK, you don’t need to know everything, just acknowledge it and make sure you get back to them with whatever they asked about after the meeting.
10. **Say “Thank you.”:** Close by stating your key points again, confirming any info you promised you’d send as follow up, provide contact info, give them your “leave-behind” and say thank you again (even if they are not supporting your issue).

After your meeting:

1. **Note what you learned:** Write down what you learned from your meeting as soon as you leave as it’s easy to forget. Take a few minutes to jot down your impressions and any specific statements of support or opposition they made. What are the key takeaways that will help us moving forward?
2. **Follow up (say thank you again!):** What happens after a meeting is almost as important as the meeting itself. Send a ‘thank you’ letter after the meeting that not only expresses appreciation but reinforces your ask and key points, and offer to be a resource if they would like additional information. If you promised during the meeting to get back in touch with additional information, be sure that you do so. Failure to follow up on your promise will call your credibility into question.
3. **Report back:** Make sure to tell your team what happened as this knowledge can help your team figure out what we need to do next. It’s as important for you to share with your team what you learned in your meeting as the meeting itself.
4. **Hold accountable:** Make sure you note what the person you met with promised to do and hold them accountable for doing it. If they do not, follow up. If they still don’t do it, politely ask for an explanation. This will show that you are professional and that they must take you seriously.

Do NOT:

1. **Go “off-message”:** You must deliver a unified message during your meeting. Sending different messages or discussing unrelated subjects will only undermine your ability to secure support.
2. **Make threats:** While it may be tempting to tell an elected representative who has rebuffed your request that "you'll never vote for him/her again" or that "you pay his/her salary," such discourtesy only ensures that your arguments will be discounted, now and in the future.
3. **Be late:** Time is a valuable and scarce commodity for everyone, especially elected representatives. Punctuality conveys professionalism and demonstrates your commitment to your issue, which is after all the reason for the meeting. Arrive early and if you are meeting as a group allow time to calm nerves and make a final review of the talking points and message.
4. **Get too comfortable:** As a constituent you will likely be accorded respect by an elected representative and their staff. Don't mistake this respect for agreement. Don't let the comfortable nature of the exchange deter you from making your ask. And, don't mistake "concern" for your issue with support for your position. Make sure you ask them clearly for exactly what you want them to do.



5. **Forget to follow up:** We're all super busy, but remember that the follow up is as or more important than the meeting itself.

Communications 101

Effective Communications: Keep it Simple

All politics is moral. Communications, media and the tools we use to communicate are all changing. In a crowded and fluid information environment, we have to use every tool available to reach our audience.

In order for your message to stand out from the crowd, it must be simple, memorable, and connect to your audience's emotions – their personal, human, hopes, fears and dreams. It is up to you to learn the audience's lifestyle and motivation, what influences them, what they want and what they need.

Start with why you do what you do, and articulate the morals and values behind your advocacy. Then think about your audience. What does your audience care about, and why should they listen to you?

The audience is more likely to connect with you if your advocacy is linked to broadly held values with which they already agree. When describing your values and connecting with your audience, remember that insider jargon and excess information is confusing. Stick with plain language, and don't offer any more than three ideas.

Key Points:

- All politics is moral
- It's about the audience
- Open with agreement
- Tell your story
- Use emotion
- Stick to 3 things
- Keep it simple

Providing Public Testimony

What does powerful and compelling public testimony look like?

1. **Define Your Audience:** Who is your audience? To whom are you speaking? Who are you trying to influence? The answer to these questions may not always be the decision maker. A decision maker might already be solidly on one side of an issue and you need to help sway members of your community to build power, or get a journalist in the room to quote you in their next piece about the issue.
2. **Know Your Audience:** It is up to you to learn the audience's lifestyle and motivation, what influences them, what they want and what they need. A common mistake is to think about what you want to say instead of what your audience needs to hear to be swayed. Focus on your audience and their values, not yours. In addition, one of the quickest ways to lose an audience is to talk above or below their level of knowledge, so know at what level you should speak so they can relate to what you're trying to say. To help understand your audience and what they need to hear, consider:



- a. What do they know or believe in that I can build on?
 - b. What do they know or believe that I have to overcome?
 - c. What do I want them to know by the end of my testimony?
 - d. What do I want them to feel by the end of my testimony?
 - e. What do I want them to do? You have to say this explicitly.
3. **Open with agreement:** Many people are skeptical of advertising claims, even if the “advertising” is advocacy for a cause. Your goal is to connect and persuade. If you start with what you think the audience should do or care for, they will tune you out. The way to get past skepticism is to invite people into the conversation, by offering a values statement that they already agree with. After your audience is listening, then you can go into details about the issues and what you’re asking them to do. And remember to introduce yourself!
4. **Use values and emotion:** Start with why you do the work you do. What brought you to this work and why do you care about it? Connect your “why” to broadly held values like freedom, opportunity, protecting wildlife, and ensuring future generations of Arizonans will have the opportunity to hunt and fish. Don’t be afraid of moral absolutes. For example: “We should manage wildlife based on facts, data, and science, not political platitudes.” Use your “why” to illuminate the facts so that they stand out.
5. **Tell your story:** It’s an art, not a science. Use your instincts and what you know in your gut to be true. Experiment. Explain why you care about the issue in plain language, and make sure your story has a point that will stick with the audience. You’ll know by watching your audience whether your message is working. Refine and revise based on what works with your audience – toss out whatever isn’t connecting, and repeat whatever works.
6. **Make Your Case:** A strong personal story is necessary but not sufficient to make your case. Your story is a way to bring a large issue down to ground level where people can get their minds and hearts around them. But after you have told your story, you must back it up with the facts and rationale that prove you have more than one story to tell.
7. **Helpful Hints:** In addition, it’s helpful to:
- a. Strive for clarity,
 - b. Pick three things or less on which to focus,
 - c. Introduce complexity to issues that have become polarized, and to
 - d. Ask rhetorical questions that make your audience members consider their personal relationship to the subject.
8. **Closing Strong:** Repeat your main takeaways. Tell them what you already told them so it sticks in their brains. Thank them for their time.
9. **Delivery:** Research shows that the overwhelming majority of communications isn’t what you say, it’s how you say it. Therefore it’s important to:
- a. Make eye contact
 - b. Watch your voice tone & speed (don’t talk too fast)
 - c. When you need a moment to think or gather your thoughts, silence can be powerful
 - d. Consider your body language
10. **Things to Avoid:** If you follow these basic guidelines, you’ll provide powerful public testimony and ideally influence your target audience. To make sure you stay on the right track, do your best to avoid:
- a. Ranting, yelling, or personal attacks. This is the easiest way to lose your audience, and will likely make it challenging (if not impossible) for you to work with or influence anyone in the room moving forward.
 - b. Pre-packaged generic talking points. They come off as inauthentic and will not help you relate to your audience.
 - c. Too much information. Remember, keep it simple. People get overwhelmed when you bombard them with information.



- d. Not being prepared. Know what you're going to say, otherwise you appear unprofessional and as if you don't really care about the issue.

Media 101

"News is what somebody somewhere wants to suppress; all the rest is advertising." -- Lord Northcliffe, newspaper magnate.

Fair? Or Spin?

Traditional journalists will strive for objectivity. Opinion-style media will work their spin. The media is neither friend nor enemy. The media's job is to get the most interesting story, in a limited amount of time with a limited number of words.

Your only job is to deliver your message, and then stop.

Staying On Message: Repeat, Pivot and Repeat

It's an art form. Staying on message isn't easy. It requires practice and discipline. That said, conversation is not a science (or a lecture) but an art. Use your training and your instincts to guide the conversation towards your strengths and main messages.

GOAL: Your only goal is to deliver the most persuasive message to the audience, and then stop.

STOP: Stop talking. Don't ramble on at length. Sometimes the best answer is just one sentence.

PIVOT: The answer to any question can be pivoted back to your main message.

DISCIPLINE: Only talk about what you want to talk about. Use good humor, and pivot to turn the conversation back to your main message.

NOT A DEBATE: Don't get trapped into a point-counterpoint argument. This is not a debate.

CONTROL: You control the conversation. You don't have to say anything that you don't want to say.

REPEAT: If you want people to remember, then remember to repeat. Our brains are wired to believe whatever is repeated.

MEDIA INTERVIEW CHECKLIST:

PIVOTS:

1. Use phrases like these to get back to your main message.
2. It's important to remember that...
3. The bottom line is that...
4. What people really need to know is...
5. The thing that convinced me is...
6. We haven't heard that, but...



ASK AHEAD:

1. When is the reporter's deadline?
2. Is the interview live or taped?
3. Will there be a photographer, do they need visuals?
4. Who else are they talking to?
5. What, specifically, do they need a comment on?

DO YOUR HOMEWORK:

1. What's the hook? Why should we care about this issue right now?
2. What type of stories does this reporter usually cover? Have they covered this issue before? Pull up and read any prior coverage.
3. Who else is knowledgeable on the issue, and would they be a good resource for the reporter?
4. Is the issue complicated? Provide a short summary, with links, that explains any background information the reporter might need to know.

TIPS:

1. No jargon. Always use plain language.
2. Take some time to gather your thoughts. Call the reporter back if you need to. A few moments of silence is better than a long "um" or a defensive answer.
3. Don't get angry. Deflect hostile questions with good humor.
4. If you don't know, say you don't know.
5. Choose your best spokesperson -- it may not be you.
6. For TV: Appearances matter. What is the compelling visual?
7. For radio: If possible, use a landline in a quiet room.
8. For print or web: Remember to repeat
9. By email: Everything is on the record

Pro-Tips (for those who want to take things to the next level):

1. For public events when a reporter pulls you aside and wants a quote.
 - a. Be prepared to say everything you need to say in one minute, but have a three and five minute version ready in case they want to spend time more time talking.
 - b. Have a fact sheet ready to give them with a link to more information.
 - i. List other credible voices from your issues on the fact sheet.
2. Developing a relationship with reporters
 1. It is entirely acceptable to call a reporter and ask to have coffee.
 2. Pick the reporter who most often covers the suite of issues you're interested in.
 - i. Have solid, concise information prepared on several subjects the reporter covers.
 - ii. Also, be prepared to discuss the opinions of key decision makers and authorities regarding your subject matter. This will demonstrate that you understand the scope of the issue and who will make the decisions. They have to cover decision makers and authorities. Doing this makes their job easier.
 - iii. Have anecdotal information to add color to the story i.e. a neat story about the person, place or thing you are discussing, a connection to a larger story, or historical relevance, for instance.



- b. Put together a half page of links and interesting items on your subject matter and send them to the reporter on a regular basis with an offer to meet, talk on the phone, and provide a source.
 - c. Monitor the reporters writing and send them sources whenever you can, even for subjects you are not interested in. This will build rapport and they will look to you in the future.
 - d. Ask to take a look at your quotes before they print them to insure the represented you correctly. Not all reporters will grant this request but the ask doesn't hurt and misquoting does happen.
 - e. Essentially, it is your job to be a good source and make the reporter's job easier. If you do this, you will be quoted and your point of view will make the press.
3. * **A television caveat.** For TV, you must have concise and interesting soundbites that you repeat over and over. If you make the cut for TV, it will likely only be a five second soundbite so make sure that they run what you wanted to convey. You can and should repeat your best soundbites even if it feels awkward. Most people won't do TV interviews but if you do, don't forget these rules. The same is generally true for local radio with the possible exception of public radio. In the case of public radio, have roughly five minutes worth of material prepared.

Social Media and Advocacy

1. Researchers know it influences how we think and what we believe. It reinforces our worldview and helps us bond with people that think like us. Reinforces BONDING NETWORKS. That's a good thing most of the time but it has negative consequences. It doesn't do much to build a BRIDGING NETWORK, which would bring together people who are more diverse in how and what they think.
2. Social media can be useful but you have to understand its limitations and its strengths in order to utilize it most effectively.
3. Reaching people who are politically disengaged or have a different political outlook is not a game to play on a computer.

Social Media Rules

1. **Limit meme and quote posting.** Memes can be funny but also are a waste of time. How many memes did you see today and how many of them do you remember? It is important to understand that your *most valuable political resource you have is your attention*. It is a resource that is limited. You only have so much of it to give. This is especially true in any Facebook group you are a part of.
2. **Don't go on rants.**
3. **Add value to content you share.** We usually share articles because we think people should read them. Some of the best content I've read has been from Facebook posts. If you want more people to click and read try personalizing it. Why is that article important to you? Do you have something to add to it, an insight or a personal story that puts it into perspective? Is there a particularly compelling quote you can copy into your post?
4. **Treat every interaction on social media as if that person were standing directly in front of you.** Facebook is a computer-mediated experience, which inherently changes how we interact with each other. There are reasons humans have evolved complex systems of nonverbal communication; these signals clarify our intent and our emotional state. Much of that clarity is lost in our digital interactions and misunderstandings happen all the time. Ask yourself, "Would I say this to a stranger in this particular way?" before you hit the post button.



5. **Manage your expectations.** Social media can be powerful, but it will never replace face-to-face conversations. Focus more of your time on building your network and community with personal interactions rather than digital ones. The more you strengthen relationships off social media the more useful your social media efforts will be.
6. **If you are going to depress people, give them something to do about it.** People don't need any help feeling helpless and hopeless. Sharing articles or educating people about problems without giving them something they can do to help tends to feed the cycle of despair. If you are going to raise awareness take the time to figure out something people can do about it and let them know what it is.
7. **Be aware of political overload.** If you frequently post about a lot of different issues people will start to tune you out thinking you are someone who is just angry at everything. Is that fair? No. Will it happen? Yes. We care about a lot of different issues and advocate for them but it's important to understand where your sphere of influence is strongest. Ask yourself these questions before you post something: Why am I posting this right now? Is there something I can ask of my social network that will help move the ball forward on the issue? What is the best possible outcome of posting about this issue and how do I get there?
8. **Be yourself.** Be genuine and real. People respond to that.
9. **Reciprocate.** This is very important. Ask yourself this: How many times have you seen someone crowdfunding for a project and you just kept scrolling? How many times have you seen an event invitation or a page invitation and ignored it? Probably a lot. Part of the reason is that there is so much content that we get overwhelmed, but the other part is that we tend to look at Facebook as a way to reach our own goals instead of using it to strengthen and develop reciprocal relationships. If you are in the social media game for only yourself and your organization that is how it comes across. If you are using talking points people can feel they are being sold something and tune out.

Advocacy Toolbox

Organizing a Local Event

Local events are the bread and butter of advocacy at the State level. They are a way to engage your community and help bring awareness and action to many different issues while also building a network of engaged citizens. Think creatively and find a few that work for you.

Some examples of types of events

- Social event with food and drink (pint night or other)
- Field to table event (wild game fundraiser)
- Letter writing party (house party or in a social space)
- Hikes, runs, or tours on places to bring awareness
- Wildlife and Conservation Trivia night
- “How to” trainings (beginners fly fishing, archery, fly-tying, butchering an animal, filleting fish, write a letter to the editor or an opinion editorial)
- Film screenings
- Work with your local Game and Fish office for a volunteer project

Some Tips for Events:



1. Set a goal- what is the desired outcome of the event (examples: fundraising, action, awareness, fun and informative!)
2. Choose the timing wisely, some events work better during the week and others during the weekend. Check local papers for events scheduled on the day of your event-in small communities too many things going on at once can limit attendance to all.
3. Make it fun for you. Recruit a couple friends for the planning - it's more fun with a crowd.
4. If you'd like a lot of people to attend your event, cast a wide net and then do a personal one-on-one follow up. A few ways to spread the word include: e-invites, Facebook events, phone calls, posters, leaflets at local businesses, media stories, postcard invitations, radio ads.
5. Make the "ASK". Typically, people are coming to an event to learn more about an issue or cause and to engage in it. Make it easy for them. At the end of the event hold a brief Q and A and let folks know how they can get involved (write a letter to a congressman, sign a petition, etc...) Always end with an ask for them to become a member if they are not already.
6. Invite a variety of people. Think about more than just friends and family. When applicable invite local press and send invites to local elected officials and your AZGFD commissioner. Put posters in break rooms of Federal and State offices for example: Game and Fish offices, BLM offices, and USFS offices, DEQ, and State Land offices.
7. Continue the momentum after the event - Send photos and a short write up about the issue and your event to local media contacts as well as to AWF. Be sure to include why folks in your area care about this issue and how people can get more information and what they can do to help.

***Lean on us!** If you need help or have questions please contact us. We'd be happy to answer questions or give you a hand in planning preparations.*

***Get Creative!** If you have other ideas for how to get people involved in the movement let us know! Don't afraid to think out of the box and rope us in so we can see how we can help you out.*

Sample Event Task List

4-6 Weeks Before Event

- Choose event date
- Research and reserve venue
- Put together event budget
- Meet with organizing committee to divvy up tasks and decide logistics
- Put together and print advertising materials
- Email AWF to acquire your AWF event kit
- Explore possible event speakers

2-3 Weeks Before Event

- Send media advisory to local media, bloggers, etc.
- Put event on community calendars
- Send AWF information to create a Facebook Event Page
- Work with AWF to create posters, invites/handbills
- Print and distribute posters and handbills
- Invite local elected representatives



- Call venue to double check reservation and talk about details. Make sure venue has things you need. (AV equipment/projector)

1 Week Before Event

- Follow up with personal calls to local media
- Send a reminder invite out and /or follow up with phone calls to key attendees

2-3 Days before Event

- Print off copies of sample Senator/Representative letters, sign-in sheets, and any other materials
- Buy a box or two of pens
- Send final reminder invite

Day of Event

- Gather Supplies
- Set up venue (put poster on door, materials on display near door, etc..)
- Enjoy Event
- Clean up and settle up with venue

Follow Up

- Send sign-up sheet and all gathered contacts to AWF contact
- Mail signed letters, photos and a quick synopsis of the event to AWF for social media
- Thank you notes to venue, folks who helped organize, key attendees, and others

North American Model of Wildlife Conservation

The core principles of the Model are elaborated upon in the seven major tenets:

1. **Wildlife is a public resource.** In the United States, wildlife is considered a public resource, independent of the land or water where wildlife may live. Government at various levels have a role in managing that resource on behalf of all citizens and to ensure the long-term sustainability of wildlife populations.
2. **Markets for game are eliminated.** Before wildlife protection laws were enacted, commercial operations decimated populations of many species. Making it illegal to buy and sell meat and parts of game and nongame species removed a huge threat to the survival of those species. A market in furbearers continues as a highly regulated activity, often to manage invasive wildlife.
3. **Allocation of wildlife by law.** Wildlife is a public resource managed by government. As a result, access to wildlife for hunting is through legal mechanisms such as set hunting seasons, bag limits, license requirements, etc.
4. **Wildlife can only be killed for a legitimate purpose.** Wildlife is a shared resource that must not be wasted. The law prohibits killing wildlife for frivolous reasons.
5. **Wildlife species are considered an international resource.** Some species, such as migratory birds, cross national boundaries. Treaties such as the Migratory Bird Treaty and CITES recognize a shared responsibility to manage these species across national boundaries.



6. **Science is the proper tool for discharge of wildlife policy.** In order to manage wildlife as a shared resource fairly, objectively, and knowledgeably, decisions must be based on sound science such as annual waterfowl population surveys and the work of professional wildlife biologists.
7. **The democracy of hunting.** In keeping with democratic principles, government allocates access to wildlife without regard for wealth, prestige, or land ownership.

Glossary of Terms and Acronyms

Federal Acronyms

BLM - Bureau of Land Management

DEQ – Department of Environmental Quality

DOI- Department of the Interior (the BLM falls under DOI)

CWA – Clean Water Act

EA - Environmental Assessment

EPA – Environmental Protection Agency

ESA – Endangered Species Act

EIS – Environmental Impact Statement

FLPMA - Federal Land Policy and Management Act

GIS – Geographic Information System

IGBST- Interagency Grizzly Bear Study Team

MOU – Memorandum of Understanding

NEPA – National Environmental Policy Act

NPS – National Park Service

USDA – United States Department of Agriculture (the USFS falls under USDA)

USFS - United States Forest Service

USFW – United States Fish and Wildlife Service

USGS – United States Geological Survey

WGA- Western Governors Association

WOTUS – Waters of the United States

State Acronyms

LSO- Legislative Services Office

ACCA – Arizona County Commissioners Association

AGBGLC – Arizona Governor’s Big Game License Coalition

AZGFD - Arizona Game and Fish Department

AOGCC – Arizona Oil and Gas Conservation Commission

AWNRT – Arizona Wildlife and Natural Resources Trust

AGISC- Arizona Geographic Information Science Center

Non-governmental organizations

BCHA- Backcountry Horsemen of America

BHA – Backcountry Hunters and Anglers

BOW- Bowhunters of Arizona

DU – Ducks Unlimited

KIP- Keep it Public Arizona Coalition

Arizona Wildlife Federation

Educating, inspiring, and assisting individuals and organizations to value, conserve, enhance, manage, and protect wildlife and wildlife habitat.

P.O. Box 51510, Mesa, AZ 85208



MDF – Mule Deer Foundation
MFF – Muley Fanatic Foundation
NGO - Non-governmental organization
NWF- National Wildlife Federation
NWTF – National Wild Turkey Foundation
WMI – Arizona Migration Initiative
RMEF – Rocky Mountain Elk Foundation
SFW – Sportsmen for Fish and Wildlife
TRCP – Theodore Roosevelt Conservation Partnership
TU – Trout Unlimited
TWS – The *Wilderness* Society
TWS – The *Wildlife* Society
WBF – Western Bear Foundation
WFUS – Arizona Federation of Union Sportsmen
AZOC – Arizona Outdoors Council
AZSA – Arizona Sportsmen’s Alliance
AWF – Arizona Wildlife *Federation*
AWF – Arizona Wildlife *Foundation*
AWSF- Arizona Wild Sheep Foundation
AZOGA – Arizona Outfitters and Guides Association



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