

# **Celebrating the 40th Anniversary of the Wilderness Act —With ACTION!**

**An Outreach Guide for Advocates**



**CAMPAIGN**  
for AMERICA'S WILDERNESS

**The Campaign for America's Wilderness works with grassroots wilderness advocates to add public land to the National Wilderness Preservation System for the benefit of future generations.**

**Campaign for America's Wilderness  
122 C St, NW, Suite 240  
Washington, DC 20001  
Tel 202.544.3691  
[www.leaveitwild.org](http://www.leaveitwild.org)**

**Durango  
New York  
Portland  
Seattle**

*Photo Credits*

Cover: Bowtie Arch near Moab, Utah  
© Bureau of Land Management/photo by Jerry Sintz

Next Page: Mt. Peulik, part of designated wilderness in the Becharof National Wildlife Refuge, Alaska  
© U.S. Fish and Wildlife Service

# **September 3, 2004**

## **40th Anniversary of the Wilderness Act**



**“To secure for the American people of present and future generations the benefits of an enduring resource of wilderness.”**

**- The Wilderness Act of 1964**

January 2004

Dear Friend,

September 3, 2004 marks the 40<sup>th</sup> Anniversary of the signing of the Wilderness Act -- the landmark legislation that established a system by which citizens were given the tools to permanently protect the nation's special wild places for future generations. Under the guidelines set forth by the Wilderness Act, more than 100 million acres of federally owned lands have been preserved for all Americans to enjoy.

Through the hard work of caring citizens and local organizations, as well as the efforts of congressional leaders, the Wilderness Preservation System has continued to grow. In the last three years, more than 1.5 million acres were designated as wilderness, from rugged desert wilderness just minutes from Las Vegas, Nevada, to lush coastal mountains in California's famed Big Sur region. Citizen efforts to protect wilderness are thriving across America. However, in the past year, we have seen unprecedented attacks on our nation's wild places, including administration rollbacks and policy changes which undermine the process by which government agencies and citizens work to protect new wilderness. Even wild places that have received important interim protection are facing new threats from corporate special interests, and the agencies charged with their stewardship have not been fighting to protect these lands.

To ensure an enduring resource of wilderness, we must continue to raise awareness and understanding of this irreplaceable resource, build upon Americans' overwhelming support for protecting our wild areas, and transform that support into action.

Picking up this outreach guide is a good first step. In these pages you will find information about the Wilderness Act and the enormous conservation accomplishments of citizens over the past 40 years, as well as information about current efforts to protect – and defend – our nation's wild places.

We've included tips and suggestions for your own wilderness protection efforts, from letter writing tips, to organizing a "Walk for Wilderness," to planning your own Wilderness Act Anniversary Countdown Campaign. Inside these pages and on the 40<sup>th</sup> Anniversary website, [www.wildernessforever.org](http://www.wildernessforever.org), you will find sample materials which can be tailored to your local message and issues.

Whatever you do – don't do it alone! Every individual can make a difference – but when friends, family, neighbors, coworkers, and others get involved we can make a *huge* difference, and have fun doing it. Invite others to share in the tasks, the excitement, and the success of organizing a Wilderness Act 40<sup>th</sup> Anniversary event in your area.

Now is the time to get started, to jump right in, and to do something to protect your wild lands. As author Edward Abbey so aptly put it, "*God bless America. Let's save some of it.*"

For the Wild,

*Campaign for America's Wilderness*

# Contents

<b>Part I</b>	<b>Introduction</b>	<b>Page</b>
	Letter from the Campaign for America’s Wilderness Team	2
	About Wilderness	4
<b>Part II</b>	<b>Planning Your Wilderness Act Anniversary Countdown Campaign</b>	
	Overview of 40th Anniversary Countdown Activities	7
	Getting Started - Planning Your Wilderness Anniversary Countdown Campaign	8
	Timeline of Suggested 40th Anniversary Activities	9
	Recruiting Others to Help Celebrate – Grassroots Organizing Fundamentals	12
<b>Part III</b>	<b>Activist Toolkit</b>	
	<b>1. Communicating with Decision-makers</b>	
	• Letters, Faxes, E-mails	14
	• Phone Calls	15
	• Organizing an Effective Petition Drive – sample petition	15
	• Meeting with Elected Officials – sample meeting request letter	19
	• Town Hall Meetings	20
	<b>2. Organizing Events</b>	
	• How to Host a Letter Writing Party	21
	• How to Organize a Day Hike	21
	• How to Organize a “Walk for Wilderness”	22
	• How to Take your Elected Official to a Local Wilderness Area	22
	• How to Organize a Wilderness Celebration	24
	<b>3. Building a Coalition for Wilderness</b>	25
	<b>4. A Few Words on Fundraising</b>	27
	<b>5. Working with the Media</b>	
	• How to Write a Letter to the Editor	29
	• Writing and Placing Op-eds	30
	• Meeting with Editorial Boards	30
	• Building a Media List	31
	• How to Use a Media Advisory - sample advisory	31
	• How to Write a Press Release - sample release	32
	• How to Organize a Press Conference	34
	• How to Pass a Resolution or Proclamation Recognizing the 40th Anniversary	34
<b>Part IV</b>	<b>Resources</b>	
	Sources of Additional Information on Wilderness and the 40th Anniversary	36
	Sources of Additional Information on Government and Grassroots Advocacy	37
	Contact Information for Local and National Wilderness Groups	38

# PART I

## About Wilderness

### Wilderness – an American Value

In the words of renowned conservationist Aldo Leopold, wilderness is “the very stuff America is made of” — and Americans, too.

In the 1800s, Americans came to treasure the scenic wonders of their country — the Adirondacks, Yellowstone, the Grand Canyon, and the Great Smokies. The wild, unspoiled American landscape and the lore of the frontier became great themes of American culture, woven into our art and literature, and into the very fabric of our patriotism.

Yet, by the early 20th century, the frontier was gone. The momentum of pioneering had carried us across the continent, up every mountain valley and down every canyon, threatening to wipe out all wilderness.

In reaction to the loss of wilderness was born a uniquely American idea: to deliberately preserve scenic wonders and expanses of wild nature *as wilderness*, with a motive of not losing the imprint of frontier wildness so formative and fundamental to American values, and ensuring that those who follow may experience living wilderness.

### The Wilderness Act of 1964

The Wilderness Act declares it to be “the policy of the Congress to secure for the American people of present and future generations the benefits of an enduring resource of wilderness.” Wilderness areas are special places — wild, quiet havens of nature protected from human development — areas where we meet nature on its own terms.

The Act defines wilderness as an area of federal land retaining its “primeval character and influence ... affected primarily by the forces of nature.” No permanent roads, buildings, logging or drilling are allowed, and no motorized vehicles — nothing to disturb the wild landscape.

The Act established the National Wilderness Preservation System and designated the first 9 million acres of wilderness. *Since 1964, Congress has passed more than 110 additional laws to build the system to its current 106 million acres.*

Wilderness is the strongest, most lasting protection for wild landscapes and wildlife on public lands. Once designated, a wilderness area, its boundaries, and its protections cannot be altered by a hostile administration in the White House — only by another act of Congress.

### Citizen Advocacy for Wilderness

Across the country, hundreds of local citizen groups are working to see wild places they know and love given the strongest legal protection our society provides — statutory protection under the Wilderness Act. Their focus is the large expanse of *unprotected wilderness*, publicly owned lands of incredible wild beauty that millions of all ages use and enjoy as wilderness, which are still not permanently protected by act of Congress.

Ordinary people organize to inventory wild places on our public lands, review plans of the administering agencies, and prepare citizen proposals for areas suitable for designation as wilderness. Fed-

*“What a country  
chooses to save is  
what a country  
chooses to say about  
itself.”*

- Mollie Beatty

eral agency officials often develop their own proposals, but since agencies may be dominated by an unsympathetic White House (as is the case today), citizens often take their proposals directly to their elected representatives in Congress.

Hundreds of wild areas have been protected as Congress has responded to effective advocacy by everyday citizens. Here are just a few examples:

- When high school math teacher **Marge Sill** moved to Nevada in 1959, she fell in love with the Jarbidge area, and worked for its protection as Nevada's first wilderness under the 1964 Wilderness Act. Not satisfied with the size of the area protected, Marge and her fellow wilderness enthusiasts worked for the next 27 years to expand the wilderness area, and succeeded in nearly doubling the size of the Jarbidge Wilderness Area in 1989, as part of the Nevada Wilderness Act.
- **Laurie Terwilliger**, a homemaker and mother of two from Warner, New Hampshire, worked with friends, neighbors, and fellow citizens to start New Hampshire Citizens for Arctic Wilderness. Together, they successfully convinced their senator to oppose drilling in the Arctic National Wildlife Refuge. He went on to cast one of the deciding votes that prevented a massive oil drilling proposal from passing the U.S. Senate in 2000.
- In May 1998, **Gordon Johnson**, a computer consultant and native Californian, banded together with other residents of Monterey County to form the Ventana Wilderness Alliance. The group set out to build support for protecting their backyard wilderness – the Big Sur region of California. They created a slideshow and website and gained the support of local clergy, Rotary clubs, chambers of commerce, and other community leaders. In fall 2002, the group helped pass the Big Sur Wilderness and Conservation Act, thus expanding protection for the area's redwood groves, high peaks, deep canyons, and healthy streams.

Preserving wilderness is foremost the story of people like these who worked tirelessly to convince Congress to protect wild places they cherish, backed by thousands who got involved, writing letters and enlisting friends and neighbors to the cause.

### **Wilderness Today... and Tomorrow, But Only With Your Help!**

Since Congress passed the Wilderness Act in 1964, more than 106 million acres have been protected as wilderness in 44 states. Yet this represents less than 5 percent of all the land in the U.S. – leaving several hundred million acres of potential wilderness-quality federal public lands vulnerable to increasing threats.

As of fall 2003, active wilderness proposals were before Congress to protect special places in California, Washington, Colorado, Alaska, and Utah. Citizen groups and congressional delegations in Arizona, Idaho, New Mexico, Nevada, Pennsylvania, South Dakota, Vermont, and elsewhere are preparing additional wilderness proposals. Citizens across the nation are encouraged to join these exciting, proactive efforts to permanently protect wild places, whether in one's home state, or lands owned by all Americans in scenic Alaska or in Utah's redrock canyon country.

As citizens work to protect special places as wilderness, they must also defend against threats to our cherished wild places from those who see the land as nothing more than potentially exploitable resources to be mined, logged, or drilled for profit — or as a noisy playground to be trashed by off-road vehicles. The Wilderness Act is a powerful citizen tool for stopping this onslaught of destruction.

However, as the 40<sup>th</sup> Anniversary of the Wilderness Act approaches, some want to take these attacks on wilderness even further, slamming the door on any further designation of wilderness,

and the Bush administration is actively working to facilitate this special interest agenda. Examples of this include:

- The Bush administration's assault on the unprotected wilderness of Alaska – from wholesale oil and gas leasing in the Western Arctic, to logging in the fragile rainforest of southeast Alaska.
- The Bush administration's assault on tens of millions of acres of unprotected public land administered by the Bureau of Land Management across the West and in Alaska -- including closed-door deals that reversed long standing policies requiring public land managers to fairly consider wilderness protection as they decide on land use plans.
- The Bush administration's assault on protection for national forest roadless areas, and attempts to reverse the Roadless Area Conservation Rule, which was put into place on the strength of the largest record of public support in the history of federal rulemaking.
- The Bush administration's backdoor settlement with the state of Utah allowing a loophole in an outdated mining law (R.S. 2477) to be used to grant illegitimate road proposals on public land across the West, which could turn cow paths and dry creek beds into damaging highways to nowhere.

*"It is not enough to understand the natural world. The point is to defend and preserve it."*

*-Edward Abbey*

There is no justification for this broad assault on wilderness, which is an assault on the efforts of ordinary local citizens across the country who have worked hard to have a say in what happens to the land that all of us – not just special corporate interests – own.

Whether you choose to fight for protection of an area in your backyard, elsewhere in your state, in Alaska or Utah or somewhere else special to you, or you work to counter the anti-wilderness actions of the Bush administration, the most important thing is that you *do something*. The following pages will help you get started in celebrating the Anniversary of the Wilderness Act – *with action!*

# PART II

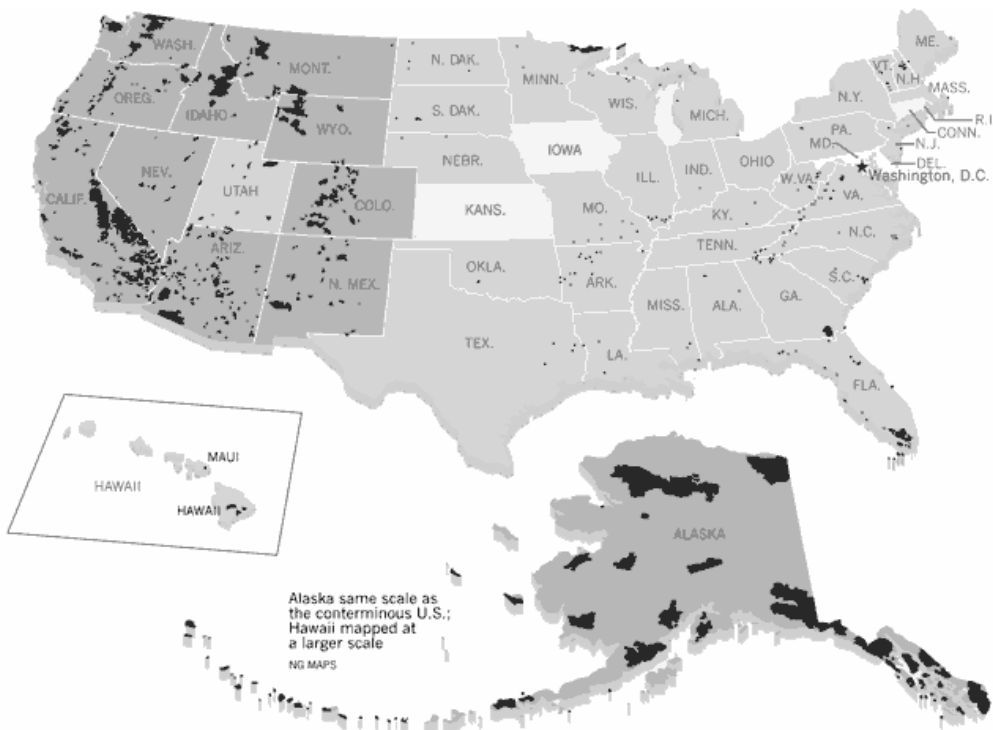
## Planning Your Wilderness Act Anniversary Countdown Campaign

### Overview of 40th Anniversary Countdown Activities

#### What is the “Wilderness Act 40<sup>th</sup> Anniversary Countdown”?

The Wilderness Act Anniversary Countdown is a coordinated effort at the local, state, regional, and national levels. The primary goals of this yearlong campaign are to:

- Gain new and diverse support for wilderness;
- Raise the wilderness issue in the media, among decision makers, and with the public;
- Pass legislation to protect wild, threatened areas around the country;
- Defend our wild lands from broad legislative and administrative attacks;
- Inspire even more local wilderness proposals.



**National Wilderness Preservation System**  
Map Courtesy of National Geographic

- States with greater than 1.5 million acres of Wilderness
- States with less than 1.5 million acres of Wilderness
- States with no Wilderness areas shown in white

[www.wildernessforever.org](http://www.wildernessforever.org)

## National Level Activities

At the national level, the Wilderness Act Anniversary countdown effort will focus on public education about the values of wilderness, and outreach efforts to engage a broad spectrum of Americans.

Wilderness advocacy organizations, recreation groups, and representatives from federal land management agencies are collaborating on a set of activities to take place throughout 2004. Planned activities include a Wilderness Stewardship Summit in October 2004, which will bring together wilderness managers, scientists, educators, advocates, and industry representatives to address wilderness stewardship issues. For a full list of partners and planned events please visit [www.wilderness.net](http://www.wilderness.net).

National wilderness advocacy organizations will also be involved in a number of exciting activities and events to celebrate the anniversary of the Wilderness Act. In September 2003, the Campaign for America's Wilderness published "People Protecting Wilderness for People: Celebrating 40 Years of the Wilderness Act." A coalition of groups has developed a logo celebrating the anniversary (available at [www.wildernessforever.org](http://www.wildernessforever.org)). Throughout the year, national conservation organizations will highlight "Wilderness Heroes," ordinary people who have done extraordinary things for wilderness. A list of heroes and a nomination form can be found online at [www.wildernessforever.org](http://www.wildernessforever.org).

The coalition of advocacy organizations will host a Wilderness Week conference in Washington, DC in September 2004. Over the year, these groups will look for opportunities to encourage and support local and regional events and activities to raise awareness of the National Wilderness Preservation System and to encourage stewardship of our wild lands.

## Local & Regional Efforts

As the saying goes, "all politics is local." It's no surprise, then, that local volunteer efforts are the lifeblood of this vibrant movement to protect America's last great places. Local, state, and regional conservation organizations will be taking advantage of this important anniversary to highlight local wild areas and to promote efforts to protect wild places for future generations. Organizations will hold events over the coming year, including celebrations of local wilderness areas, and conferences to strategize on ways to best safeguard wilderness already protected and to preserve more of it for the future. A list of special dates and anniversaries can be found at the end of this planning section. A complete, updated list of wilderness events is accessible at [www.wildernessforever.org](http://www.wildernessforever.org). Remember: you are not alone in this work!

## Getting Started – Planning Your Wilderness Anniversary Countdown Campaign

Before you begin planning your Wilderness Act Anniversary event, and deciding on specific activities, there are several things to consider.

**1. What do you and your organization or group of volunteers care about?** Is there a specific place you are trying to protect, or a national problem you wish to help correct that will motivate you and your group to work hard all year long? Is it protection of a local wild place or protection of Utah's stunning redrock canyon country, the Northern Rockies, the Arctic National Wildlife Refuge, or Alaska's Tongass and Chugach rainforests? Is it your concern for birds, fish, and other wildlife that depend on wild areas? Or is it a deep desire to counter the sweeping attacks on our nation's wilderness?

**2. How can you influence this process?** You can have a tremendous amount of influence with your local, state, and national officials, whose job it is to listen to your concerns and represent you. The challenge is to find out which elected or appointed official has the ability to give you what you want. Most wilderness issues are decided at the federal level, which means your U.S. Representative and Senators are the decision-makers you will want to reach with your activities. The President, the

*"If future generations are to remember us with gratitude rather than contempt, we must leave them more than the miracles of technology. We must leave them a glimpse of the world as it was in the beginning, not just after we got through with it."*

-President  
Lyndon B.  
Johnson

Departments of Interior and Agriculture, and agencies like the Bureau of Land Management (BLM) and the Forest Service also set policies which impact our wildlands. Finally, your city, county, and state officials can also be outstanding advocates for a wild place in your community or state, and can have tremendous influence with your Members of Congress.

**3. Who else cares about wilderness?** Look around you. National polls show that 91% of Americans believe protecting wilderness and open space is extremely important – so you shouldn't have to look far for support! Who is willing to help write letters, make phone calls, set up a table with you at a local community event, make treats for a meeting, or help plan an event? Are there neighbors, family members, coworkers, friends, or local conservation organizations with whom you can work?

**4. What resources are available to help you?** The resources section of this guidebook is filled with listings of organizations -- many of which offer resources to help you as you plan your 40<sup>th</sup> Anniversary activities. There are also lists of books and websites that can offer further guidance and inspiration, in particular [www.wildernessforever.org](http://www.wildernessforever.org), the coalition's 40<sup>th</sup> Anniversary website. Finally, the Campaign for America's Wilderness can help answer your questions about how to make a difference for wilderness – and have fun in the process.

### **Timeline of Suggested 40th Anniversary Activities**

The following calendar highlights events leading up to the 40<sup>th</sup> Anniversary that can serve as rallying points for your local wilderness efforts. Included are special dates and anniversaries that you may want to organize a local event, house party, or important meeting around.

Over the next months, the Campaign for America's Wilderness will produce useful materials to help you organize and promote a local event, including sample press releases and media advisories to alert local media outlets about your activity, sample letters to the editor highlighting the occasion, and special tips to help you organize an event – large or small – to showcase the chosen date. You will also find suggestions for employing certain tactics, which are further explained in the Activist Toolkit section of this manual, such as meeting with your Member of Congress, or taking an elected official on a tour of a local wilderness area.

#### **2004**

##### **Early January – Happy New Year!**

Suggested Activity – It's a new year, and a new chance for our elected officials to do something to protect America's wilderness. Write a letter to the editor asking your elected leaders to resolve to work to protect wilderness in your state, and around the country, during the Wilderness Act's 40<sup>th</sup> Anniversary year.

##### **Mid-January - Beginning of Congressional Session**

Suggested Activity – The U.S. Congress will be out of session from mid-November to mid-January. Consider holding a "Welcome back to Congress" letter writing party with friends and fellow conservationists. Write letters to Members of Congress letting them know that this is the year of the 40th Anniversary of the Wilderness Act and we want to see them working extra hard to protect our nation's wilderness!

##### **February 14 – Valentine's Day**

Suggested Activity – Get your friends and neighbors to send wilderness themed Valentine's Day cards to your Members of Congress. This is a fun and creative way to draw attention to your issue. It is also a great activity to involve children. Ask Congress to show some love for wilderness!

### **March 14 - Anniversary of the National Wildlife Refuge System**

Suggested Activity – For people working to protect the Arctic National Wildlife Refuge or other wild lands on wildlife refuges, this Anniversary is a good hook for letters to the editor of your local paper about the values of wilderness on our nation's wildlife refuges.

### **April 22 - Earth Day**

Suggested Activity - Make wilderness a part of your local Earth Day festival! This will require finding out what your community has planned, and signing up in advance to have a table or booth where people can learn more about wilderness issues and write letters to their elected officials. If the weather is good, lead other volunteers or members of the media on a hike through a proposed wilderness area.

### **May 10 - International Migratory Bird Day**

Suggested Activity – Wilderness areas provide excellent habitat for our feathered friends. International Migratory Bird Day is a chance for you to work with a local chapter of the Audubon Society or other birding organization. You might decide to hold an event in your community, coauthor an op-ed about the values of a local wild area to birds, or simply issue a press release about the importance of wild habitat to birds (Campaign for America's Wilderness is a resource for press release and op-ed templates). If you can't think of an important bird area near you, this date is a good hook for talking locally about the value of protecting wild areas in Alaska, such as the Western Arctic and the Arctic Refuge. These bird and wildlife havens are threatened by oil development and depend upon awareness raising activities by citizens across the nation.

### **End of May - Memorial Day Congressional Recess**

Suggested Activity – Members of Congress take the week of Memorial Day off to spend time back home in their districts. As the weather brightens up, this is an opportune time to take your U.S. Representative or Senators to a wild area, either to encourage their support of protection for the area, to appreciate the value of this area if it is already protected wilderness, or to make the connection between this special area and the need to protect wilderness in Alaska or Utah. Taking your Member of Congress to a local wild area may also be a chance to get media attention for your issue – elected officials generally love press coverage!

### **July 4th – Activities Nationwide and Congressional Recess**

Suggested Activity – “This land is your land, this land is my land...” The Fourth of July is filled with local events honoring our nation. Our heritage of wild public lands is one of the things that make our country so special. For the Fourth, bring your wilderness message to a local parade or other event. Or, find out where your Members of Congress will be appearing on the Fourth, and show up with other wilderness supporters to shake their hands and ask them to stand up for America's wilderness. Remember, protecting wilderness is patriotic!

### **June - August**

Suggested Activities – Help make summer 2004 a Wilderness Summer! Summer is a great time for holding a Walk for Wilderness in your community, or for organizing hikes for volunteers or members of the media. More importantly, it's your chance to show your elected officials how special our nation's wild areas are by taking your Member of Congress to a local wild area. Our goal is to work with citizens to get every Member of Congress out to a wilderness area this summer. It's a big task – and we'll need everyone's help to accomplish it!

### **August**

Suggested Activity – Members of Congress usually spend the entire month of August in their districts. This is an ideal time to organize a coalition of people in your community to meet face to face with your Member of Congress and to make a strong request for wilderness, just months before the 108th Congress adjourns.

*"Something will have gone out of us as a people if we ever let the remaining wilderness be destroyed."*

- Wallace Stegner

**Sept 3 (or as close to the 3<sup>rd</sup> as possible) – The 40th Anniversary of the Wilderness Act!**  
 Suggested Activity – This is the “Big Enchilada,” the event your activities are leading up to all year long. Whether you organize a media event, a Walk for Wilderness, or other activity, the most important thing is that you do something to honor this special occasion. More event ideas are in the Activist Toolkit section of this handbook. The Campaign for America’s Wilderness is here to help with ideas for an event and sample materials to let the media know about your activity.

**More Great Dates**

In addition to the 40<sup>th</sup> Anniversary of the Wilderness Act, the following state wilderness bills will be celebrating major anniversaries in 2004. These are great opportunities for local celebrations and as a hook for media outreach.

**20<sup>th</sup> Anniversaries**

Wisconsin Wilderness Act of 1984.....	June 19, 1984
Vermont Wilderness Act of 1984.....	June 19, 1984
New Hampshire Wilderness Act of 1984.....	June 19, 1984
North Carolina Wilderness Act of 1984.....	June 19, 1984
Oregon Wilderness Act of 1984 .....	June 26, 1984
Washington State Wilderness Act of 1984.....	July 31, 1984
Arizona Wilderness Act of 1984.....	August 28, 1984
Utah Wilderness Act of 1984 .....	September 18, 1984
California Wilderness Act of 1984.....	September 28, 1984
Florida Wilderness Act of 1984 .....	September 28, 1984
Arkansas Wilderness Act of 1984.....	October 19, 1984
Georgia Wilderness Act of 1984.....	October 19, 1984
Mississippi Wilderness Act of 1984.....	October 19, 1984
Wyoming Wilderness Act of 1984.....	October 30, 1984
Texas Wilderness Act of 1984.....	October 30, 1984
Tennessee Wilderness Act of 1984.....	October 30, 1984
Pennsylvania Wilderness Act of 1984.....	October 30, 1984
Virginia Wilderness Act of 1984.....	October 30, 1984
San Juan Basin (NM) Wilderness Protection Act of 1984.....	October 30, 1984

**15<sup>th</sup> Anniversary**

Nevada Wilderness Protection Act of 1989.....	December, 5 1989
---	------------------

**10<sup>th</sup> Anniversary**

California Desert Protection Act of 1994 .....	October 31, 1994
--	------------------

## Recruiting Others to Help Celebrate – Grassroots Organizing Fundamentals

### Principles of Outreach

While taking individual actions is important, we can have an even greater impact when we convince others to also get involved. Whether you are working with an existing organization or you are starting a new effort in your community, you will need to recruit others to help you celebrate. A series of events to countdown to the landmark 40<sup>th</sup> Anniversary of the Wilderness Act provide opportunities for caring citizens to get involved – even if they have never volunteered before.

There are several simple things that organizers do to call attention to their issues, draw people in, and hook them into grassroots campaigns. These can be simplified into four activities: ask, thank, involve, and inform.

**Ask** – People will want to help with an exciting, goal-oriented effort to protect wilderness. First, decide what sort of help you need, and keep in mind that you will want to create many opportunities involving varying levels of skill and responsibility for others. Make sure to get to know the interests and skills of those you are asking to be involved so that you can tailor tasks on an individual basis.

Examples:

- Will you write a letter to your Member of Congress?
- Will you come to Pat's house for a wilderness house party?
- Will you help make signs for tomorrow's meeting?
- Will you bring five friends to next week's rally?
- Will you lead next month's hike?
- Will you pass out flyers on campus about next week's press event?

**Thank** – Thanking people for taking action is one of the most important things you can do. It shows that you recognize and appreciate their time and commitment. Thank volunteers as soon as they agree to help, and again every time they lend a hand.

**Involve** – The best way to involve people in your efforts is to have specific, concrete tasks identified in your Wilderness Anniversary Countdown plan. Assign those specific tasks to volunteers. Remember to match volunteers' tasks with their skills and interests, or let them choose which task they would like to take on.

**Inform** – People will be more willing to help if they know why the issue is important and how the task at hand will lead to the achievement of a larger goal. Take the time to talk with volunteers about how wilderness affects them personally, and what the goal – the big picture – of your campaign is.

Continue to ask, thank, involve, and inform your volunteers as you continue with your 40<sup>th</sup> Anniversary plans. Each step in this process is crucial to ensuring that your effort is strong, and that your helpers stick around for the long haul.

In addition to these four easy principles of recruiting and retaining volunteers, there are a number of other guidelines that organizers must keep in mind to make their recruitment efforts successful.

**Cast a wide net:** It is essential to reach out to a broad constituency, not just to those who are predisposed to your issue. For example, it is important to involve local conservationists in your campaign, but it's equally important to reach out to other allies such as sportsmen's groups, labor unions, faith-based communities, teachers, veterans associations, etc.

*“Our ideals, laws and customs should be based on the proposition that each generation, in turn, becomes the custodian rather than the absolute owner of our resources and each generation has the obligation to pass this inheritance on to the future.”*

- Charles A. Lindbergh

**Use a variety of methods to reach the public -- be inclusive:** People run in different circles and respond to different stimuli. Do not rely solely on one outreach method. For example, cyber-organizing will not reach the potential allies who do not have Internet access. Use a variety of methods to attract a variety of people and groups to the cause.

**Stick to a simple, clear message:** A message is most effective if it is both catchy and factual, for example: “Protect Wild Utah: America’s Redrock Wilderness.”

**Organize people from where they are:** You will encounter people at different stages in their political awareness, and who come from different ideological backgrounds. Instead of forcing your politics on them or intimidating them with what appears to be too ambitious or complex an approach, get to know your volunteers and organize them from “where they are.”

**Get people involved immediately:** Integrate new activists into the campaign and give them a role immediately. People will stick around and contribute more if they become invested in the campaign. Take the time to get to know the person, get them to commit to carrying out a specific role, and remind them of their commitment.

**Build leaders:** Ask everyone to do something, and then ask them to do more. While what you ask them to do may initially be somewhat out of their comfort level, assure them that they can do it, and that you are available to answer questions.

**Use other networks:** We do not need to reinvent the wheel – learn which groups or associations have worked on local issues together and tap into existing networks.

**Have materials ready:** It is important to be able to hand someone information, both to pique their interest, and to prevent you from spending too much time reciting things that can more easily be conveyed in writing. New volunteers will feel more comfortable about committing to the campaign if they know about the issue. The Campaign for America’s Wilderness and local wilderness groups can help with materials.

**Integrate outreach into everything you do:** It should be our mission to recruit as many people as possible to become involved in protecting wilderness, through our work to celebrate the 40<sup>th</sup> Anniversary of the Wilderness Act locally. By recruiting more active wilderness supporters you will help to build the strength of wilderness efforts nationally.

#### **Additional tips for recruiting volunteers**

- Make your campaign visible by hanging signs, petitioning, tabling and other public activities.
- Keep good records – always have a sign up sheet and contact people immediately after they express an interest in the campaign.
- Meet with people in person – set aside some time to have coffee with an interested volunteer and really get to know them, and what they can bring to the campaign.
- Debrief after events – take the time to follow up with your volunteers after an event or meeting and get their feedback on how the day went.

# PART III

## Activist Toolkit

### Introduction

The Activist Toolkit section breaks down different activities into easy steps. Some actions, such as writing letters to your Member of Congress, or to the editor of your local paper, can be done by one person. However, it is more fun – and will have a greater impact – if you involve more people in these activities.

Although the different tactics are outlined separately in the Toolkit section, many of them can be combined into larger tactics. For example, having a big petition drive, and issuing a media advisory to invite your local television stations to cover it, or organizing a hike for members of your community and also inviting your county officials to join you.

The key thing is to stay focused on your conservation goal, involve others, and have fun counting down to the 40<sup>th</sup> Anniversary of the Wilderness Act – with Action!

*"The idea of wilderness needs no defense, only more defenders."*

–Edward Abbey

### Communicating with Decision-makers

#### Letters, Faxes, E-mails

Whether by traditional mail, fax, or e-mail, letter writing is an important way to communicate with elected officials. Mail is one of the primary ways elected officials get information on where their constituents stand on issues. Since only a small fraction of constituents take the time to write personal letters, faxes, and e-mails, each letter carries a great deal of weight with elected officials.

Although it does help to send form letters, faxes, and e-mails, the most effective way to communicate is by sending a personal letter or e-mail. Many Members keep a running tally of letters for and against an issue—so the more letters, the more wilderness protected!

Here are some basics of letter writing, applicable to e-mail, fax, or traditional mail:

- State the purpose of your letter in the first sentence.
- Address one key issue.
- Request a specific action (i.e. introduction of a bill, cosponsorship of a bill, opposition to a particular amendment or bill).
- Make it personal. Use your own words to tell your official why you care so much about a special place, or about wilderness in general.
- Keep the letter to one page.
- Ask for a response.
- Include your full name and home address so he/she knows you are a constituent.

Since 2001, mail sent to Members of Congress' Washington offices takes longer to reach its destination because it must go through a preventative decontamination process. Assume your letter will take

at least ten days to arrive. It might be a good idea to fax your letter, in addition to mailing it.

**Letters to Congress should be addressed in this format:**

**The Honorable (full name of representative)  
U.S. House of Representatives  
Washington, DC 20515**

**The Honorable (full name of senator)  
United States Senate  
Washington, DC 20510**

If you plan to e-mail your Members of Congress, you can find their e-mail addresses on their personal websites, or through the Campaign for America's Wilderness Legislative Directory, available at [www.leaveitwild.org](http://www.leaveitwild.org). You can also go to [www.house.gov](http://www.house.gov) or [www.senate.gov](http://www.senate.gov) to find contact information for your representative and senators.

Many organizations, including the Campaign for America's Wilderness, have online action centers on their websites, where wilderness supporters can e-mail their elected officials directly from the group's website. However, for maximum impact, be sure to take the time to edit the subject line and text of the letter, and include why you personally care about wilderness. To keep abreast of wilderness issues and receive timely action alerts, join the Wilderness Action Network, available free of charge at [www.leaveitwild.org](http://www.leaveitwild.org).

### **Phone Calls**

A phone call is often the quickest way to get your message to an elected official, especially if a vote or major decision is imminent. As with any tactic, if you get your friends, neighbors, and others in your organization to place calls, you can make an even bigger difference. Some people set up "phone banks," where a small group of volunteers meet in an office or other place with multiple phone lines, and call through their address books or the ranks of their organization's membership, asking others to make phone calls on an issue they care about.

Another idea is to organize a "Call-in Day," where you work to generate many calls on a single day. The Call-in Day can be publicized over e-mail, or you can ask people to donate their extra cell phone minutes and set up a table on campus or in your community with the phones. When people pass by the table, ask them to make a quick, free phone call to their Member of Congress, using a simple script that you provide.

When you call, it is important to make your point briefly, leave your full name and address to show that you are a constituent, and ask for a response from the elected official.

Calls from constituents to congressional offices are noted by the receptionist, and the number of calls in support of or against a particular issue is passed on to the representative or senator. If you are calling on an issue you feel comfortable discussing in greater detail, ask to speak with the staff person that handles that issue. This is also a great way to get to know that person, and to develop a relationship with your congressional office.

To reach your congressperson's office, call the U.S. Capitol Switchboard at (202) 225-3121.

### **Organizing an Effective Petition Drive**

Most people have signed a petition at some point in their lives. Below, we have outlined ways to create a petition that works. Follow these steps, and your result will be a stronger and bigger

group of wilderness advocates, media attention, and a persuasive means to demonstrate solid public support for wilderness to your elected official.

### Steps to create an effective wilderness petition:

#### 1. Identify Your Issue and Your “Ask”

If you live in a state or region with wild areas at risk, consider asking your Member of Congress to support legislation to preserve such areas. If you live in an area with no local federal wilderness areas, ask your Member of Congress to support the protection of public lands outside your state, for example in Alaska or Utah. After all, these places belong to all Americans and desperately need the public’s support. You can also target petitions to local or state elected officials, asking them to endorse a federal wilderness proposal (although they will not have a chance to vote on it in Congress, such support helps make the case to Members of Congress).

#### 2. Get to Know Your Target

Who should receive this petition? Should you address it to a U.S. Senator, your U.S. Representative, or both? Does this person have a history of supporting wilderness? All of these issues are an important part of creating a wilderness petition. This will help you decide exactly what you want to ask the official to do, and what he or she might be likely to support. Do you want the official to help pass a city resolution in favor of wilderness? Do you want your congressperson to vote in favor of something, formally support a piece of wilderness legislation by cosponsoring it, or introduce new legislation to protect wilderness? You can find the wilderness voting records of your Members of Congress at [www.americanwilderness.org](http://www.americanwilderness.org).

#### 3. Write the Petition (and run it by a proofreader!)

Once you have identified your target official and issue, you can write the petition. The message should be simple, short, and factual. People should be able to quickly read the petition, identify the issue, and know immediately whether they are interested in signing it.

Each sign-on page should have no more than ten lines and include the petition statement. Below the petition issue, each page should have columns where individuals fill in their full names, addresses, phone numbers, and e-mail addresses. Make sure the layout of the petition is neat and legible.

Petitions are a great way to get people to join a group. Make sure to create another page or a column for people interested in volunteering. It’s a good idea to create a simple fact sheet about the issue or your organization that you can give to people that sign the petition.

#### 4. Gathering Signatures

- **Where will you go with the petition?** - If you are targeting an elected official, be sure to keep within his or her district. Consider farmers markets, county fairs, parks, malls, concerts, and recreation areas as places to share your message. Ask local community groups if you can attend a meeting and ask for signatures. Also, consider asking local outfitters to use space in their store for petitioning. Go to places where people who have an interest in wilderness congregate!
- **Get in groups!** - Let’s face it; standing on the street asking people to sign a petition can be a tough job. Friends provide support and make the signing day more fun.
- **Develop a script** - What will you say to people? Create a few catchy phrases for petitioners that are welcoming and personal. Here are some ideas:

“Do you care about X Wilderness?”

“Are you against damaging roads through your national parks?”

*"It is our task in our time and in our generation, to hand down undiminished to those who come after us, as was handed down to us by those who went before, the natural wealth and beauty which is ours."*

- John F. Kennedy

“Do you enjoy the outdoors?”

“Would you like to help protect our national wilderness treasures?”

- **Set a schedule** - Once you have targeted places to get signatures, set dates for when you will do the petitioning. Being organized will help group members collaborate with each other and with wilderness organizations that may want to participate.
- **Use the Internet** - You can use e-mail to send petition forms to volunteers, schedule meeting points, dates, and times, communicate with other volunteers, and follow up with people who sign the petition. However, we do not recommend having people collect petition signatures online. Internet petitions have come under scrutiny because it is easy to forge signatures. Overall, it is better to petition with paper—you'll get more attention, real commitments from people, and you will have a more sound document.
- **Copy the petition** – Don't forget to make a copy of the petition so that you can contact these supporters again, or use it to show evidence of support for your issue in the future.

#### **5. Contact the Media**

A petition that is just sent to an elected official's office with no follow up will likely have little effect on that person, regardless of how many signatures you have. An important step in effective petitioning is contacting your local media about your issue. This can be in the form of a press release, a letter to the editor, or an advertisement in the local paper. Consider inviting the media to the delivery of the petition or events where petitions will be signed.

#### **6. Deliver the Petition**

Make the delivery of your petition a special event. Get as much media coverage as possible. Set up a meeting for you and other volunteers to deliver your petition to the elected official. Repeat the “ask” of the petition -- and see if you get the right answer!

**Sample Petition**

Dear Senator/Representative \_\_\_\_\_:

[State/Region]’s wild lands are some of the most spectacular in the nation. These places provide clean water to our communities, important habitat for wildlife and plants, and tourism dollars to our economy. Without strong statutory protection, our wild forests, scenic canyons, and unique desert lands are in danger of being irreversibly degraded.

Areas like \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ are a vital part of our natural heritage, and part of what makes \_\_\_\_\_ such a great place to live and do business. Please help conserve a natural legacy for future generations by supporting wilderness designation for these areas and other wild public lands in our state.

<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	
<b>Name</b>	Address	Phone	Volunteer
Signature	City State Zip	E-mail	

**Thank you for your help to protect \_\_\_\_\_’s wilderness!**

Please send completed petitions to: Your organization’s name, address

For more information, call xxx-xxxx or visit [www.yourwebsite.org](http://www.yourwebsite.org)

## Meeting with Elected Officials

Although their schedules are very busy, elected officials are often eager to meet with the people they represent. Sitting down and talking with your elected representative is one of the most effective means of getting the wilderness message across. Here are some simple steps to setting up a meeting with a Member of Congress, or any elected official.

1. Call your legislator's district or Washington, DC office, and ask to speak with the appointment scheduler. The local office number will be in the phone book.
2. When he or she gets on the phone, introduce yourself as a constituent and tell the scheduler where you live and what you would like to speak with your Member of Congress about. Let the scheduler know if anyone else will be attending the meeting with you (two to four people is a good size group for a meeting). The scheduler may ask that you send in a written request for a meeting. A good time to meet with your Member of Congress is during a congressional recess, when Members are more apt to be home in their districts.
3. Once the meeting is set up, be sure to prepare and "know your audience." For example, research the voting patterns of your Member of Congress. Understand your Member's priorities both locally and nationally. Make sure you are also up-to-date on your issue.
4. It is helpful to present the representative or senator with a brief fact sheet about the issue. The fact sheet should summarize the issue in one or two sentences, provide any pertinent background information, and list the reasons why the representative or senator should support wilderness.
5. Make sure that you and others attending the meeting are prompt, dressed appropriately, and are well organized. Know exactly what wilderness issue you want to discuss, what steps you would like to ask your congressperson to take, and which people in your group will address which subjects. Be polite and give your congressperson time to respond. Listen carefully to what he or she has to say. Answer questions to the best of your ability, but if you don't know the answer, let your Member of Congress know that you will find out and get back to them. Talk about your relationship with wilderness, and why it is important to your local area and all citizens. Personal stories are a great way to convey the importance and relevance of your issue. Finally, be sure to respect your congressperson's schedule by keeping your remarks brief and to the point.
6. After the meeting, follow up with a thank you note reiterating anything your elected official may have promised at the meeting, and enclose any information that was requested. Also be sure to send another thank you note if he or she does what you ask -- everybody likes a little praise!

Do not be intimidated by the prospect of meeting with your Member of Congress. The meeting can actually be a very empowering experience. Members of Congress look to constituents for information on subjects they care about, and to get a sense of what the broader public thinks. Don't be afraid to let your views be known!

## Sample Meeting Request Letter

Date

The Honorable [Name of Member]  
U.S. House of Representatives [or U.S. Senate]  
Washington, DC 20515 [Senate ZIP code is 20510]

Dear Senator/Representative [Name],

I am [affiliation that establishes you as a constituent and mentions any organizational or professional affiliations, i.e. a member of Springfield Sportsmen United, a concerned teacher from Minneapolis] and I would like to meet with you to discuss an issue very important to my organization/community/family and me: the protection of [name of area] as wilderness.

[State/Region]’s wild lands are some of the most spectacular in the nation. These places provide clean water to our communities, important habitat for wildlife and plants, and tourism dollars to our economy. Areas like \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ are a vital part of our natural heritage, and part of what makes \_\_\_\_\_ such a great place to live. Without strong statutory protection, these areas are in danger of being irreversibly degraded. [This is a good place to provide a small amount of additional background information on your area or issue]

I would greatly appreciate the opportunity to discuss this important issue with you in person. Your office can reach me at [phone number and e-mail] to schedule a meeting.

Thank you for your consideration of this request.

Sincerely,

[Your name and names of any others requesting the meeting]

### Town Hall Meetings

Members of Congress often hold Town Hall meetings during congressional recesses. These are open to the public, and people are invited to address the audience and the lawmaker. When you ask a question about wilderness in front of a room full of attentive people, you are more likely to get a direct answer from the congressperson. It is a good idea to organize a group of people to attend the meeting, to increase your chances of getting to ask a question about your issue, and to support the person that speaks. Also, look for opportunities to have a few words with the legislator before or after the event.

You can find out when and where Town Hall meetings will occur by calling your Member of Congress’ local office. Town Hall meetings are sometimes posted on their websites, as well.

If your Member of Congress or other elected official is speaking at a public event, such as a parade or festival, it is often a good opportunity to try and have a few words with that person about your issue – especially if you can tie it to the event. For example, consider asking your mayor at a Fourth of July event if he or she will support protecting our nation’s proud wilderness heritage by issuing a proclamation declaring September 3, 2004 as “Wilderness Day” in your town.

If a local or national official who has opposed wilderness in the past is appearing in public at an environmental themed event, it is a good opportunity for “bird dogging” -- showing up at an event with other members of your group to let the public know about the person’s anti-wilderness track record, and to put pressure on the official to protect our nation’s wilderness in the future.

*“Wilderness is the raw material out of which man has hammered the artifact called civilization.”*

- Aldo Leopold

### How to Host a Letter Writing Party

Letter writing parties are effective and fun! Not only do they bring wilderness activists together, they also generate lots of letters and support for issues. It is always easier to write a letter with friends and positive energy.

Here are some tips:

- Plan ahead! Get a date on your calendar as soon as possible! The earlier you choose and spread the word about a date, the more likely people will be able to add it to their schedules.
- Invite lots of people - many more than you expect. It is fair to assume that at least half of the people you invite won't be able to come.
- Pick a convenient place. Make sure the party is held somewhere accessible and large enough to make everyone comfortable. If a house isn't available, consider community centers, libraries, churches or other public places.
- Have fact sheets and wilderness information available. Better yet, show a short video or slideshow about the area you are focusing on. Many wilderness groups offer these materials free of charge – just call up one of the groups listed in the Resources section of this manual and ask!
- Make a sample letter for people to use if they wish.
- Don't forget pens, paper, stamps, and envelopes.
- Food, games, and other events are always great incentives!

### How to Organize a Day Hike

What better way to celebrate wilderness than to be *in* the wilderness? Bring awareness to the Wilderness Act's 40th Anniversary by organizing a day hike for your friends or a local environmental group in a nearby wilderness area. If you feel really motivated, advertise the hike in local papers, bulletin boards, and other public places, and invite the whole community!

Make sure to be prepared when you organize any physical activity like a day hike. Remind people to bring plenty of water, sturdy shoes, and appropriate clothing. Also, be sure to map out your route. Know who to call in case of an emergency and, if possible, take someone with wilderness first-responder training or who knows basic CPR and first aid. You can't be too careful.

Plan a rain date and advertise the approximate length of the hike. Accommodate everyone by making a shorter route for those who might not want to go the entire way, and be sensitive to slower hikers.

Before the hike, consider giving a brief history of the wilderness area and current legal status of the land. If you are hiking in an area that doesn't yet have official wilderness status, make sure to tell your hikers what they can do to help protect the land. Bring paper and pens and ask people to write letters during lunch or a rest break. After the hike, hand out a fact sheet with a suggested action they can take when they get home, and include wilderness websites and other resources to help people stay informed. Remember to have fun enjoying your wilderness!

## **How to Organize a “Walk for Wilderness”**

Plan a “Walk for Wilderness” in your city or town. Rather than a hike in a wilderness area, a parade-like walk in town can bring local attention to wilderness issues, and involve those who might not be able to go to a wilderness area or handle a strenuous hike. Especially if you live in an area near wilderness, a walk can help residents and politicians know that people value wilderness.

If you belong to a wilderness group or there are wilderness groups in your area, this is the best place to start. At a group meeting, present the walk idea and get feedback from group members. If you can, include all local groups in the parade planning -- the more walkers, the more wilderness protected!

The walk route shouldn't be too long -- under a mile -- and ideally travel around the city center, government buildings, or near a park. Using a park as a starting and ending place is a good idea so people can have an open, large location to meet.

If a park or public gathering place is available, consider hosting an event or inviting speakers to address the crowd after the walk. You may also want to ask local officials to speak, or use the walk as an opportunity to call on local officials to support wilderness issues. Make sure to get a sound system of some sort so everyone can hear what the speaker is saying. If you are a musician or know musicians, ask them to play at the event to help liven up the festivities.

Before making final arrangements on any sort of celebration, contact your local police precinct. Most local divisions have regulations and permits regarding street and park usage (for the walk and gathering) and sound. Inquire with your local police at least two months ahead of the event. Not only are the police more likely to help when you give them notice, but often permits need to be approved by several offices.

For the walk, consider making T-shirts, banners, signs, and costumes for marchers. Color and pageantry always help a parade! Finally, be sure to invite members of the press to cover this exciting community event.

The Forest Service is helping to organize Walks for Wilderness on or near the 40<sup>th</sup> Anniversary of the Wilderness Act (September 3, 2004). If you would like to participate in this walk effort contact:

Ralph Swain, Regional Program Manager  
740 Simms St.  
Golden CO 81401  
(303)275-5058  
rswain@fs.fed.us.

## **How to Take Your Elected Official to a Local Wilderness Area**

One of the best ways to convince your representative or senators of the value of protecting wild places and gain their support for wilderness designation is to take them to the wilderness! If we all work together, we can get every Member of Congress to a wild area in 2004, and make this 40<sup>th</sup> Anniversary year go down in the history books!

Taking your elected official to a local wilderness area does not have to be a big event. It can be as simple as a thirty-minute visit to the area, a short look around, and a chance for community members to talk about why they love this particular stretch of wilderness. A simple site visit will remind your elected officials that people in their district support wilderness. If you don't have any place near you that is federally designated wilderness or that you are trying to protect as such, hold your event at a local park, nature reserve, or any open space. All Members of Congress vote on wilderness issues, whether the land is in their district or not. It is important to remind elected officials that wilderness is a national priority.

*“There is just one hope for repulsing the tyrannical ambition of civilization to conquer every niche of the whole earth. That hope is the organization of spirited people who will fight for the freedom of the wilderness.”*

- Bob Marshall

If you do want to make your Member of Congress' visit to the wilderness into a bigger event, it will take a little more planning, but the pay-off will be worth it!

**When to hold your event** - In the Wilderness Anniversary Celebration Calendar, we suggest having your event during a congressional recess period, such as around Easter, Memorial Day, the Fourth of July, or in August. More importantly, plan a date based on your local weather patterns. If something interesting happens in your wilderness area at a particular time of year—spring flowers, migrating birds, or foliage changes—take advantage of it. Make your celebration unique!

**Inviting your elected official** - Once you have some possible dates in mind (and rain dates), send a letter to your Member of Congress or other elected official to invite him or her -- and do it early! The letter should be personal and demonstrate a sincere commitment to the cause of wilderness. In the first paragraph, outline exactly what the event is and why he or she should attend. Tell the person exactly what you would like them to do at the event and why their presence is important. Inform the decision-maker about any community leaders that will be present at the event, let them know that the media may also be present, and that a press release will be sent to local and state papers. You may also want to include a personal story and pictures of the wilderness area in the invitation.

Once you have sent the letter, call the senator or representative's office and speak with the scheduler or appointment secretary. Inform the scheduler that you have sent an invitation for the event, and remind the person about which other community members are expected, and that press will be notified. It is always best if the Member of Congress can attend personally. However, if the legislator cannot come, let the scheduler know that a staff person would be welcome.

**Inviting the media** - This is the next important task. Go to our media section for suggestions. Also, let the Campaign for America's Wilderness know about your event (contact information is in the Resources section of this booklet). We are happy to post your event on our website and offer advice and assistance in your media outreach.

#### **Other Considerations:**

- Transportation - How will the elected official get to and from the event? Does one of your volunteers need to provide transportation?
- Food - If the event will take place during a mealtime, have box lunches, water, or other food available.
- Time - How much time does the elected official have? Carefully plan out your schedule for the event. If the representative only has fifteen minutes, make sure that all major points are covered in a clear manner, and that you know exactly what you want to accomplish.
- Documentation - Make sure you have a photographer and note-taker at the event so you will have pictures and facts to submit to papers and post on websites.

**After the Event** – Be sure to say thank you. Whether the lawmaker could come in person or not, contact the office after the event and thank them or their staff. It is a nice idea to send one of the photos from your trip, or even to present a framed picture for their office wall -- to remind them of what a great experience they had in the wilderness.

## How to Organize a Wilderness Celebration

One of the best pieces of advice for a volunteer group is not to have a meeting when you could have a *party!* Special events, parties, gatherings, potlucks and other social happenings are the best way to get a group of people together. Events are fun, don't entail a large commitment from those you are inviting, and are a wonderful way to celebrate wilderness!

With any event, remember to think about how to incorporate advocacy, fundraising, and media attention for wilderness. Be creative, and have fun!

### **Be Creative**

- Brainstorm with your wilderness group about potential party and event ideas. Encourage people to think outside the box -- be as creative as possible!
- Think about ways to attract people from all sectors of the community and show off your local wilderness area.
- Write down ideas and narrow them down to those that are most realistic, both financially and logistically.

### **Plan Ahead**

- Plan one event at a time. Especially if you are a small group, it is important to do one event really well and then go on to the next one. If you are planning a calendar of multiple events, make sure to have someone who will be in charge of planning each event.
- Although it is best to give yourself at least one month to do planning and publicity for an event, don't rule out spur of the moment opportunities. If there is a rare migration or a wilderness-related happening, use it for an event.

### **Get the word out!**

- Flyers, posters, e-mails, radio announcements, press releases (see media section), newspaper ads, personalized invites, tabling, phone banking, and word of mouth will help get the word out. Tell everyone about your event, tell them early, and then tell them again!

### **Event Ideas**

- Invite People to a Local Wilderness Area
  - Invite friends to a local wilderness area for a cookout or potluck dinner.
  - Invite musicians to play music for a group, or schedule games and activities.
  - Plan a talk about the wilderness area, when it was preserved (or why it should be) and the history of the area.
- Events around Holidays and Special Wilderness Dates and Anniversaries
  - Check out the wilderness calendar and use one of these anniversary dates as an excuse to have a wilderness event.
- Events Celebrating Nature
  - Hold an event or participate in an already scheduled event to celebrate spring flowers, the annual bird migration, or the fall foliage spectacle.
- Awards Ceremony
  - Have an event to honor top volunteers, or a local elected official who has done something to help wilderness.
- Sporting Events
  - Host a sporting event (canoe race, backpacking trip, scavenger hunt or climb).
- Wilderness Act 40<sup>th</sup> Anniversary Party
  - Culminate your year of activism with a Wilderness Act Anniversary party – and don't forget the cake!

*“The Wilderness holds answers to questions man has not yet learned how to ask.”*

- Nancy Newhall

## Building a Coalition for Wilderness

Working with other organized groups is an important part of local and national efforts to protect wilderness. By building coalitions, we rely on the old saying, “there is strength in numbers.” The following is an outline of the “why’s and how’s” of coalition building.

### Why form a coalition?

- Demonstrate diverse and/or broad support for your issue
- Increase resources, including number of volunteers, financial resources, technical expertise, and issue expertise
- Increase credibility in the community
- Increase access to decision-makers

### What types of coalitions are there?

Coalitions can vary widely. Some are simply a list of organizations that endorse the campaign to lend credibility and breadth to the effort. The members of the coalition may do little beyond adding their names to the list of supporters. In other types of coalitions, members may be actively involved in campaign activities, such as letter writing, helping with events, and attending public hearings, while one organization plays the role of lead decision-maker and task master. Finally, there are the types of coalitions where groups work very closely together, sharing responsibility for decision-making as well as performing tasks.

Think about which model will best suit your plans. How can the coalition be most helpful in celebrating the 40<sup>th</sup> Anniversary of the Wilderness Act and protecting more wilderness? What resources does your campaign need? Who can you partner with to strengthen relationships with allies or decision-makers?

### Steps to forming a local coalition

- 1. Make a list of organizations to approach.** Some organizations will come quickly to mind, but others will require research. Look in the phone book, or call your local chamber of commerce and ask for a list of organizations in your community. Types of organizations to consider include conservation groups, wildlife groups, garden clubs, birding groups, athletic and recreation clubs, senior citizen organizations, businesses and organizations of businesses, religious groups, student groups, faculty and professional associations, and neighborhood groups.
- 2. Research the groups you would like to join your coalition.** What are their activities, positions on issues, available resources, etc.? What is their decision making process? Who is the leader of the organization? Much of this information can be found on the group’s website.
- 3. Assemble materials.** You may want to put together a standard form or recruitment packet for organizations to endorse your effort or join your 40<sup>th</sup> Anniversary activities. The packet should include a cover letter outlining the issues you are working on, your goals, and your request of the organization; supporting materials like fact sheets, news clips, or a current endorser list; and a return form for the group to indicate its position.
- 4. Make contact.** You may want to call each potential coalition member prior to sending the materials out. For this first set of calls, you will want to give the organization a sense of what you’re working on and why it’s important. The 40<sup>th</sup> Anniversary of the Wilderness Act is a timely hook for people to get involved. Be sure to think in advance about why this group might want to support your cause, and tailor your message accordingly. Once you determine if there is any interest in the issue, offer to send them a packet. This call is also a chance to find out more about the group’s decision-making process and establish a contact within the organization.

Don't expect to get a policy decision on the spot.

5. **Send out the packet.** Make sure you note what happened in the conversation, if you had one. Once the person has received the packet, call them back within a few days to get their response and more fully understand their group's decision-making process. Do you need to attend any meetings? Do you need to contact other divisions of the organization?
6. **Secure their endorsements and/or involvement.** Many groups have more than one step to take before endorsing something or getting involved. Persistence and attention to their schedules pays off. Give most attention to the priority groups -- once a core group of supporters has been established, it may be easier to get other groups on board.

In addition to getting permission to use their name on your endorser list, and obtaining permission to use the organization's name in your materials and press releases, try to get each group to write a letter heralding the 40<sup>th</sup> Anniversary of the Wilderness Act and expressing their support for your effort. Ideally, the letter should include a brief description of the organization, a reference to the issue, and a call for a decision-maker or the public to support the measure.

7. **Maintain structure and communication.** Think about how decisions will be made, how the members will stay informed about campaign developments, and when coalition meetings will take place. It helps to do mailings to your partners every few months, inviting them to relevant hearings, meetings, etc. In addition to regular written updates and formal campaign opportunities, it will take meaningful personal contact to deepen groups' involvement and commitment.
8. **Use the coalition.** Hold a news conference to announce the coalition's formation. Circulate petitions within the ranks of the organizations. Send targeted decision-makers updated endorser lists and individual letters of support. The important point here is to encourage involvement as well as accountability within the coalition.

*"We simply need  
that wild country  
available to us, even  
if we never do more  
than drive to its  
edge and look in.  
For it can be a  
means of reassuring  
ourselves of our  
sanity as creatures,  
a part of the geog-  
raphy of hope."*

- Wallace Stegner

## A Few Words on Fundraising

Although many of us would like to think that we don't need money to fight for wilderness areas, a little always helps! Groups' funds can help pay for supplies such as paper, pens and other office essentials, or refreshments for your next meeting. Make sure that when you start fundraising you have a structure in place--a treasurer, a place to put the money, and a good record-keeping system. Bank accounts can be expensive for small groups just starting out, so it may be best to keep money in some sort of lock box, or in someone's personal account. Inquire at credit unions or local banks to see if they might donate an account for your group. Below are 10 easy ways to raise money for your cause.

1. **Host a party.** One of the easiest (and most fun) ways to raise money is to host a party. Have the party at someone's house, a local wilderness area, or meeting spot. Invite everyone you know -- whether or not they are involved with wilderness -- to join the festivities. Ask for donations based on what people can pay, so you don't exclude anyone who would like to come but cannot pay admission fees. For instance, ask people to donate between \$5-\$20 and put donations in a hat at the door. Don't forget to have food! And think about having activities, games, and music.
2. **Make T-shirts or stickers.** Let people advertise how much they love wilderness! While you're having your party or getting petition signatures, sell wilderness T-shirts or stickers with your group's logo, wilderness quote, or slogan on it.
3. **Sell food.** Cookies, brownies, lemonade. Homemade is best!
4. **Hiking/Wilderness trips.** Ask a local wilderness expert to lead a tour of a natural area and charge a small donation to join the hike. What could be better? You will be educating people about wilderness *and* making money for your group!
5. **Put on a concert.** Do you know local musicians? Invite them to play for the cause! Host the concert at an outdoor shelter (make sure to check with park authorities), member's backyard, church, town hall, or concert space.
6. **Show a documentary video or slideshow on wilderness issues.** Show a documentary video or slideshow about wilderness and ask for donations. Host a discussion of the video or presentation afterwards. Videos on wilderness are often available through national and regional wilderness organizations, as are slideshow kits or staff persons willing to come to your community to give a presentation (see the Resources section for list of groups).
7. **Adopt a wildland program.** Create a program for people to support a local wilderness area. For instance, divide the acreage of a local wilderness area and ask each person to "adopt" an acre or more of wilderness for a certain price. The money they give you to "adopt" the area will go towards working to preserve that land. Once people "adopt," be sure to give them lots of follow up on their adoptee! Follow up could include regular e-mails or mailings with pictures of the area and opportunities for additional involvement. This is a great activity for a party -- make a map of the wilderness areas to adopt and have people sign up.
8. **Sports event.** Host a competitive hike, canoe race, basketball game, flag football game or softball tournament. Charge groups to participate and get a local business to donate prizes for the winners (free dinner, camping supplies, new paddles, etc.)

9. **Photo/Art exhibit of local wilderness area.** Get out your photos! Host an art exhibit at your local municipal building featuring photos or art of your local wilderness area. Charge admission or sell the photographs to help your group.
10. **Work with a local business** – Local businesses, especially those that sell outdoors equipment, have a vested interest in protecting wilderness and helping their communities. See if a local business would be willing to donate a small percentage of profits to your cause, or encourage their shoppers to make donations to your efforts.

### How to Write a Letter to the Editor

The letters to the editor page is one of the most highly read sections of the newspaper. Decision-makers always read the letters to the editor printed in their local papers, and often consider them as a barometer of public opinion. Letters are an easy and free way to communicate your message to a large audience, to call upon an elected official to do something, or to publicize a local event or special wilderness happening -- like the 40<sup>th</sup> Anniversary of the Wilderness Act!

#### **Tips on Writing a Letter to the Editor:**

- Make one point (two at most) in your letter. State the point clearly, ideally in the first sentence.
- Keep your letter brief -- 200 words or less.
- If you are responding to a recently published article, mention the title and date of the article within one of your first two sentences. For example "Dear Editor, Your recent coverage of the city-wide picnic (City on a Picnic, May 13th) was a thoughtful piece..." Response letters to the editor should be submitted within a few days of the article's publication -- the early bird gets the worm in this case!
- Support your facts. If the topic you address is controversial, consider sending documentation along with your letter.
- Find others to write letters. This will show that the topic is relevant to many readers, and is a great way to involve others.
- Make your letter timely. If you are not addressing a specific article, editorial, or letter that recently appeared in the paper you are writing to, try to tie the issue you want to write about to a recent event or anniversary.
- Be sure to include your full name, address, and a daytime phone number.
- Call the letters editor of the paper to follow up and confirm that your letter was received. Few people take this extra step, but it can be very effective!
- If your letter is not printed, call the letters editor again one week later.
- Once your letter is printed, let everyone know about your success. Send a copy to the Campaign for America's Wilderness and to your representative and senators. Printed letters to the editor are great tools for wilderness advocacy!

Letters to the editor can be mailed, faxed or e-mailed. More and more, newspapers are receiving letters by e-mail. It's quick, easy, and letter editors don't have to retype your words. Be sure to paste the letter in the body of your e-mail as many newspapers do not accept attachments.

#### **Sample Letter to the Editor**

Dear Editor,

As the Wilderness Act approaches 40 years as law (it was signed Sept. 3, 1964), it's a good time to reflect on the progress we've made in preserving some of our special wild places, and consider the challenges that remain in protecting America's wilderness for future generations.

While Congress has designated, and continues to designate, spectacular, unspoiled land for wilderness protection -- often with bipartisan support -- seven of every eight acres of wilderness in our country today remains unprotected by federal law.

As citizens, we must call for the preservation of treasures such as the [name of place] and [name of place]. Most importantly, we must speak out against the Bush administration's attack on wilderness and force the Interior Department live up to its duty as the steward of our public lands, lest we lose these amazing areas forever.

## Writing and Placing Op-eds

Guest commentaries, also called op-eds, are articles that appear opposite the editorial page of newspapers. Many op-eds are written by local citizens, experts, and leaders of organizations -- people like you! Op-eds are an extremely powerful and free way to educate the public and to influence policy-makers.

Once you know what you want to write, consider calling the op-ed editor to gauge the paper's interest. Be sure to ask for the paper's guidelines for length and other criteria. When approaching a small newspaper about submitting an op-ed, you will probably deal with the editorial page editor. At a large paper, you may be referred to the op-ed page editor. As with letters to the editor, it is important that you tie your op-ed to something, like an anniversary or special event, another recent news story, or a major issue of the day.

Op-eds are generally 500 – 800 words in length. When writing your op-ed, stay focused on your issue and boil your argument down to three or four main points. Read other op-eds to get an idea for their style. Avoid acronyms and jargon, and embrace creativity and active language. Finally, link your op-ed to your local community and/or to timely events -- make sure it is relevant to your readers. The Campaign for America's Wilderness is happy to provide sample op-eds or work with you to draft or review your op-ed.

## Meeting with Editorial Boards

Editorials are unsigned opinion pieces printed under the paper's name, and reflect the political leanings of the newspaper. These are written by experts, and are seen by policymakers as a strong indication of local public opinion.

Each newspaper has an editorial board, which usually includes the paper's editor, editorial page editor, and publisher. This body makes all of the decisions relating to editorials. The editorial board, or individual members of the board, will meet with members of the public. This is a unique opportunity to persuade the paper to advocate for a particular viewpoint. As editorial staff are extremely busy, it is not always easy to get a meeting. However, if your issue is relevant to your local community, or if there is a major event or vote approaching, you have a compelling case to request a meeting with an editorial board.

### **Tips on Scheduling and Attending Editorial Board Meetings:**

- Call the editorial page editor to arrange a meeting. The beginning of the week and mornings are the best times to call to avoid newspaper deadlines.
- Introduce yourself, your organization, and your issue. Make your "pitch" for the meeting concise, compelling, and to the point. Be prepared to answer questions and provide additional background information.
- Once you have scheduled a meeting, preparation is key. Make sure you know how the paper has editorialized in the past on wilderness and related issues. Be ready to answer any questions the editorial writers may have on your issue. Read the paper the day of the meeting.
- Bring no more than three other people with you to the meeting, who can speak to different aspects of your issue, or who are unusual allies, such as economists, civic leaders, scientists, or members of the faith community. Make sure everyone is prepared and well organized.
- Bring background materials such as fact sheets, statements of support, sign-on letters, other editorials, and a sheet with your contact information.
- At the meeting, be prepared to present your case briefly, using facts and figures to give your argument credibility. Spend only a few minutes with opening statements, and let the editorial board ask questions. Be prepared to defend your issues, while respecting the board's opinions.

*"Unless someone like  
you cares a whole awful  
lot, things aren't  
going to get better,  
they're not!"*

- Dr. Seuss

One word of caution, if your paper has editorialized consistently in opposition to wilderness and other environmental issues, it may be more effective to concentrate on submitting letters to the editor or guest op-eds to counter -- rather than change -- the paper's opinion.

When you don't have the time or resources to set up a meeting, an editorial board mailing may be a useful way to share information and build relationships with editorial writers. A typical mailing consists of a letter with a brief, compelling explanation of the issue and its relevance, along with any new background information. If time allows, it is a good idea to follow up your mailing with phone calls to editorial writers.

### **Building a Media List**

An up-to-date and accurate media list is an important element in your media outreach. You don't want to waste time and money by sending and faxing things to the wrong people!

To develop a media list, start by contacting local or regional organizations that work on wilderness. They may or may not be willing to share their media lists with you, but it doesn't hurt to ask. The Campaign for America's Wilderness may also have some media contacts to share with you, and your community library may have local media reference books that you can browse. Don't be afraid to call the papers and ask for the name of the reporter assigned to the environmental news beat. Also, consider asking for the name of an outdoor reporter or editor. Finally, you should always read, listen to, or watch your local news outlets to see who is covering environmental issues. Start a list, and keep it updated.

### **How to Use a Media Advisory**

A media advisory functions as an "FYI" that alerts journalists to an upcoming event and invites them to cover it. It tells the "who, what, when, and where" of the event. Following are the elements of an advisory and some tips for composing and distributing this piece:

- **Headline** - this will make or break the advisory. Include the most important information in the headline, and make it punchy.
- Write a short description of the event and the issue.
- List the speakers at your event.
- **Contact information** - in the top right corner, type names and phone numbers of your main media contacts. Make sure these contacts can be easily reached by phone. Include the contacts' home phone numbers or cell phone numbers for after-hours calls.
- Include a short summary of your organization in the last paragraph.
- Mention a "Photo Opportunity" if one exists, or list visuals that will be available.
- Your media advisory should be faxed or e-mailed to all local calendar editors one month in advance of your event if you want it "advertised" for free, and all local media outlets at least two to four weeks in advance of the event, and then again one week before the event.
- Follow up phone calls should be made one to two days prior to your event. Have talking points ready to help you make your pitch clearly and concisely. Remember, mornings are the best time to call to avoid reporter deadlines.

## Sample Media Advisory

\*\*\*MEDIA ADVISORY\*\*\*

For Immediate Release:  
September 1, 2004

Contact: Jill Smith 801-222-2222  
Jane Doe 202-555-5555

### **Southern Utah Wilderness Alliance to Celebrate 40<sup>th</sup> Anniversary of Wilderness Act** Will Redouble Efforts to Pass Redrock Legislation

The Southern Utah Wilderness Alliance (SUWA) will celebrate the 40<sup>th</sup> anniversary of the Wilderness Act Friday, at a special evening program in Salt Lake City. The anniversary celebration will spotlight conservation achievements over the last four decades, and focus on a renewed commitment to the effort to preserve Utah's Redrock Wilderness.

Larry Young, Executive Director of SUWA will deliver remarks and welcome actor Harrison Ford, a member of the Americans for Wilderness Committee, to Utah's spectacular Redrock country.

Music from the Slickrock Stranger, and a silent auction including one of the last remaining full sets of Everett Ruess block prints, will round out the celebration of wilderness in Utah.

**Who:** Larry Young, Executive Director of SUWA  
Harrison Ford, Actor

**What:** Wilderness Act 40<sup>th</sup> Anniversary Celebration

**When:** Friday, September 4, 2004  
7:00 p.m. MST

**Where:** Masonic Temple  
115 Main St.  
Salt Lake City, UT

*The Southern Utah Wilderness Alliance is a member driven non-profit organization whose mission is the preservation of the outstanding wilderness at the heart of the Colorado Plateau, and the management of these lands in their natural state for the benefit of all Americans.*

### **How to Write a Press Release**

A press release is used to deliver hot news or to follow up an event or press conference with interesting angles and quotes. Basically, you want to write the press release as the news story YOU want to see written about your issue or event.

#### **Tips on Writing a Press Release:**

- Use the inverted pyramid style of news writing. Make your most important points early in the release, followed by supporting facts.
- Keep sentences and paragraphs short. No more than three sentences per paragraph.
- Don't use confusing jargon or acronyms – spell out names.
- Include a colorful quote from a spokesperson in the second or third paragraph. Make your "sound bites" succinct and interesting.
- Include a short summary "boilerplate" of your organization at the very end of your release.
- Send the release out on the sponsoring group's letterhead, if there is one, with the date and a contact person's name and telephone number clearly listed at the top.
- Releases should be sent to reporters who cover your issue, assignment editors, and radio and TV outlets. If the release is to follow up a press event, it should be sent to the same list of reporters who received the media advisory.

*"Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and cheer and give strength to body and soul alike."*

- John Muir

- Always make follow up calls after you send the release.

**Sample Press Release**

**Dateline** → For Immediate Release:  
June 4, 2003

**Contact** → Contact: Susan Whitmore  
(202) 266-0435 or (202) 441-1378

**Headline** → Colorado Wilderness Bill Comes at Critical Time

**Deck** → *Campaign for America's Wilderness Cheers Protection Measure*

**Lead** → Today's introduction of the Colorado Wilderness Act of 2003 (H.R. 2305) is welcomed news to conservationists who want to see more land protected for future generations and who fear the Interior Department's ongoing assault on wilderness will leave little as a legacy.

**Body** → The measure, introduced by Rep. Diana DeGette (D-CO), would permanently protect 1.3 million acres of wild lands in Colorado now managed by the Bureau of Land Management (BLM), as well as some 300,000 acres of adjacent Forest Service lands.

is "The nation's wilderness is at a crossroads," said Marcia Argust of the Campaign for America's Wilderness. "Today, less than 5 percent of our land currently protected. And despite the fact that citizens from coast to coast support protection of more wilderness, the Bush administration is doing all it can to put the breaks on wilderness protection."

The DeGette legislation would preserve more than 600,000 acres of deep canyons and pinion juniper forests, the towering Roan Plateau, and Ponderosa Pine forests and red rocks of the Snaggletooth area that are now at risk because of the recent policy change at the Interior Department.

In April 2003, Interior Secretary Gale Norton and the state of Utah cut a deal to settle an old lawsuit which prevents the BLM from further wilderness consideration or recommending future Wilderness Study Areas. This behind-the-scenes deal leaves vulnerable to drilling, logging, mining and other development as much as 180 million acres of public wild land across Utah, Colorado, and ten other western states.

Rep. DeGette's bill includes lands recommended for protection in the Citizens' Wilderness Proposal, such as the spectacular Vermilion Basin, with its rainbow-colored badlands and Native American rock art -- which has the endorsement of more than 360 local governments, businesses, and conservation and recreation organizations across the state. "Once our wilderness is gone, we can't get it back," added Argust. "It's vital that Congress work to protect these critical Colorado areas to ensure that our precious wild lands are around for our children -- and theirs -- to enjoy."

###

**Boiler Plate**→ *The Campaign for America's Wilderness works to permanently protect America's wild places for future generations.*

## How to Organize a Press Conference

A press conference is appropriate only when your organization has “breaking” news to report. Press conferences take a great deal of time and energy to organize, and should be done on a fairly limited basis. In some cases, simply issuing a press release, setting up an informal meeting with reporters, or organizing a different type of event might be a better option. If you plan to organize a press conference, make sure you have a compelling story to tell, along with good spokespersons and visuals to attract members of the press.

### **Tips on Organizing a Press Conference:**

- Choose a space that fits the expected size of your audience.
- Be sure the room is adequately equipped for the media. Make sure there are electrical outlets and enough room in the back for cameras and tripods. If you expect many cameras, make sure you have a multi-box, a device that allows multiple cameras to plug in.
- Practice the press conference in advance, including anticipated questions from reporters.
- Attach a sign or banner with your group's logo and website to the face of the podium.
- Assign someone to greet reporters, distribute your press release and materials, and ask reporters to sign a sign-in sheet.
- Have no more than four speakers, with each talking a maximum of five minutes. Put your most important speakers on first.
- The press conference should not last longer than half an hour. Reporters can ask individuals questions after the event if they want more information.
- Send out a media advisory well in advance of your event to encourage reporters to attend.

## How to Pass a Resolution or Proclamation Recognizing the 40th Anniversary

Present this to your mayor, city council, or other local governing body and ask them to declare September 3, 2004 “Wilderness Day,” in observance of the 40<sup>th</sup> Anniversary of the passage of the Wilderness Act. You might consider printing it out on special paper and framing it after it has been signed and sealed. Alerting the media of this exciting development would be appropriate.

### **Sample Wilderness Proclamation**

WHEREAS, the citizens of \_\_\_\_\_ stand firmly committed to promoting conservation as the catalyst for safeguarding our country's natural heritage, protecting our beautiful but fragile ecosystems, and maintaining a high level of respect for our environment; and

WHEREAS, \_\_\_\_\_ has provided significant leadership in the area of community involvement in the protection of our environment, grounded in the principle that environmental awareness is key to the community's well being and long-term quality of life; and

WHEREAS, "**The 40<sup>th</sup> Anniversary of the Wilderness Act,**" a national celebration of the birth of federally protected wilderness lands, promotes community action and unification in the protection of our natural resources;

THEREFORE BE IT RESOLVED that the \_\_\_\_\_ calls on the citizens of \_\_\_\_\_ to assure that the community is united in the celebration of our pro-active stance to protect the environment for ourselves and future generations;

AND BE IT FURTHER RESOLVED that this body declares September 3 "**Wilderness Day**" and recommits our community to engage in programs and activities to celebrate the preservation of the nation's special wild places for our children – and theirs.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

*"We do not inherit  
the earth from our  
ancestors, we borrow  
it from our children."*

- unknown



# PART IV

## Resources

### Sources of Additional Information on Wilderness and the 40<sup>th</sup> Anniversary

#### Websites

**WildernessForever.org** ([www.wildernessforever.org](http://www.wildernessforever.org)) - This is the 40<sup>th</sup> Anniversary of the Wilderness Act website, sponsored by a coalition of wilderness advocacy organizations. A copy of the activist handbook can be downloaded from the site, or one can request a bound version to be mailed to them. The site also lists upcoming local and national events, Wilderness Heroes, and information on the countdown to the 40<sup>th</sup> Anniversary.

**Wilderness.net** ([www.wilderness.net](http://www.wilderness.net)) - This site contains a wealth of information about wilderness, stewardship and educational resources, scientific information, agency policies, relevant legislation, maps, downloadable wilderness images, wilderness quotes, and much more.

**Wilderness Press** ([www.wildernesspress.com](http://www.wildernesspress.com)) - Publisher of wilderness books and maps

**Bureau of Land Management** ([www.blm.gov](http://www.blm.gov)) - This government agency, under the department of Interior, is charged with managing more than 260 million acres of public lands, mostly in the western United States.

**United States Forest Service** ([www.fs.fed.us](http://www.fs.fed.us)) - This agency, under the Department of Agriculture, is responsible for managing our national forests and national grasslands.

#### Books and Publications

##### • **General Background**

- A Wilderness-Forever Future: A Short History of the National Wilderness Preservation System (2001) – Available from Campaign for America’s Wilderness at [www.leaveitwild.org](http://www.leaveitwild.org)
- A Sand County Almanac (1949) – Aldo Leopold
- The Wilderness Act Handbook (1998) – Available from The Wilderness Society, [www.wilderness.org](http://www.wilderness.org)
- The Singing Wilderness (1956) – Sigurd Olson
- The Big Outside (1992) – Dave Foreman and Howie

##### • **Historical and Philosophical**

- Wilderness and the American Mind (2001 - Fourth Edition) – Roderick Nash
- A Symbol of Wilderness: Echo Park and the American Conservation Movement (1994) – Mark W. T. Harvey
- John Muir and the Sierra Club: The American Conservation Movement (1986) – Stephen Fox
- California Desert Miracle: The Fight for Desert Parks and Wilderness (1999) – Frank Wheat
- Preserving Nature in the National Parks: A History (1997) – Richard West Sellars

##### • **Literature**

- Two in the Far North (1957) – Mardy Murie
- Desert Solitaire (1968) – Edward Abbey
- Refuge (1991) – Terry Tempest Williams
- Coming Into the Country (1977) -- John McPhee

## Sources of Additional Information on Government and Grassroots Advocacy

### Websites

**U.S. House of Representatives** ([www.House.gov](http://www.House.gov)) – Includes the congressional calendar, committee assignments, and a directory of representatives' websites.

**U.S. Senate** ([www.Senate.gov](http://www.Senate.gov)) - Includes the congressional calendar, committee assignments, and a directory of senators' websites.

**Library of Congress - Thomas** ([thomas.loc.gov](http://thomas.loc.gov)) – The best source for legislative information on the internet, including current bills, lists of cosponsors, and the daily congressional record.

**Open Secrets** ([www.opensecrets.org](http://www.opensecrets.org)) - Find out who has donated to your elected officials' re-election campaigns, and more.

**American Wilderness Coalition** ([www.americanwilderness.org](http://www.americanwilderness.org)) - Includes information on how Members of Congress voted on wilderness related issues.

**League of Conservation Voters** ([www.lcv.org](http://www.lcv.org)) - Here you can review your Member of Congress' "scorecard" on environmental issues.

**AdVanced Consulting** ([www.advocacyguru.com](http://www.advocacyguru.com)) - Lots of general advocacy tips.

### Books

- Organizing for Social Change (2001) – Kim Bobo, Jackie Kendall, Steve Max
- Sierra Club Grassroots Organizing Training Manual (1999) - to request a copy, contact Dan Lavery with the Sierra Club at (202) 547-1141
- Rules for Radicals (1971) – Saul Alinsky

**Contact Information for Local and National Wilderness Groups**

**Campaign for America's Wilderness**

---

Outreach Office  
307 7th Avenue, Suite 1201  
New York, NY 10001  
(212) 645-9880 x17

Policy and Media Office  
122 C Street, NW, Suite 240  
Washington, DC 10014  
(202) 544-3691

[www.leaveitwild.org](http://www.leaveitwild.org)

**National Wilderness Organizations**

---

**The Wilderness Society's Wilderness Support Center**

PO Box 1620  
Durango, CO 81302  
(970) 247-8788  
[www.wilderness.org](http://www.wilderness.org)

**The Wilderness Society – National Office**

1615 M Street, NW  
Washington, DC 20036  
(202) 833-2300  
[www.wilderness.org](http://www.wilderness.org)

**Sierra Club**

408 C Street, NE  
Washington, DC 20002  
(202) 547-1141  
[www.sierraclub.org](http://www.sierraclub.org)

## More National Organizations

### **Alaska Coalition**

122 C Street, NW Suite 240  
Washington, DC 20001  
(202) 628-1843  
www.alaskacoalition.org

### **Alaska Wilderness League**

122 C. Street NW Suite #240  
Washington, DC 20001  
(202) 544-5205  
www.alaskawild.org

### **Business for Wilderness/ Outdoor Industry Foundation**

3775 Iris Avenue Suite 8  
Boulder, CO 80301  
(303) 444-3353  
www.businessforwilderness.org

### **Campaign to Protect America's Lands**

1875 Connecticut Ave, NW Suite 610  
Washington, DC 20009  
(202) 263-4444  
www.protectamericaslands.org

### **Center for Biological Diversity**

P.O. Box 710  
Tucson, AZ 85702-0710  
(520) 623-5252  
www.biologicaldiversity.org

### **Defenders of Wildlife**

1130 17th Street, NW  
Washington, DC 20030  
(202) 682-9400  
www.defenders.org

### **Earthjustice**

1625 Massachusetts Ave., NW, Suite 702  
Washington, DC 20036  
(202) 667-4500  
www.earthjustice.org

### **Great Old Broads for Wilderness**

P.O. Box 2924  
Durango, CO 81302  
(970) 385-9577  
www.greatoldbroads.org

### **Heritage Forest Campaign**

1200 18th St. NW, Fifth Floor  
Washington, DC 20032  
(202) 887-8800  
www.ourforests.org

### **National Audubon Society**

1150 Connecticut Ave, NW Suite 600  
Washington, DC 20036-4104  
(202) 861-2242  
www.audubon.org

### **National Hispanic Environmental Council**

106 N Fayette Street  
Alexandria, VA 22314  
(703) 683-3956  
www.nheec.org

### **Natural Resources Defense Council**

1200 New York Ave, NW Suite # 400  
Washington, DC 20005  
(202) 289-2412  
www.biogems.org

### **Natural Trails and Waters Coalition**

PO Box 7516  
Missoula, MT 59807  
(406) 543-9551  
www.naturaltrails.org

### **Republicans for Environmental Protection**

3200 Carlisle Blvd., NE; Suite 228  
Albuquerque, NM 87110  
(505) 889-4544  
www.repamerica.org

### **Southern Utah Wilderness Alliance**

122 C Street, NW Suite 240  
Washington, DC 20001  
(202) 546-2215  
www.suwa.org

### **Trout Unlimited**

213 SW Ash Suite 205  
Portland, OR 97204  
(503) 827-5700  
publiclands.tu.org

### **U.S. PIRG**

218 D Street, SE  
Washington, DC 20003  
(202) 546-9707  
www.uspirg.org

### **Utah Wilderness Coalition**

P O Box 520974  
Salt Lake City, UT 84152  
(801) 486-2872  
www.uwcoalition.org

### **Winter Wildlands Alliance**

910 Main Street, Suite 235  
Boise, ID 83702  
(208) 336-4203  
www.winterwildlands.org

### **The Wildlands Project**

P.O.Box 455  
Richmond, VT 05477  
(802) 434-4077  
www.wildlandsproject.org

## Student Organizations

---

### Sierra Student Coalition

408 C St. NE  
Washington, DC 20002  
(202) 548-4591  
www.ssc.org

### Student Conservation Association

1800 North Kent Street, Ste. 1260  
Arlington, VA 22209  
(703) 524-2441  
www.thesca.org

## State and Regional Organizations

---

### ALASKA

#### Alaska Center for the Environment

807 G. Street. #100  
Anchorage, AK 99501  
(907) 274-3665  
www.akcenter.org

#### Northern Alaska Environmental Center

830 College Rd  
Fairbanks, AK 99701  
(907) 452-5021  
www.northern.org

#### Alaska Coalition

419 6th Street Ste 328  
Juneau, AK 99801  
(907) 586-0147  
www.alaskacoalition.org

#### Southeast Alaska Conservation Council

419 6th Street, Suite # 200  
Juneau, AK 99801  
(907) 586-6942  
www.seacc.org

#### Alaska Wilderness League

122 C. Street NW Suite #240  
Washington, DC 20001  
(202) 544-5205  
www.alaskawild.org

### WEST

#### California Wild Heritage Campaign

3435 Wilshire Blvd. Suite 320  
Los Angeles, CA 90010  
(213) 387-6528 x238  
www.californiawild.org

#### Friends of the River

915 20th Street  
Sacramento, CA 95814  
(916) 442-3155  
www.friendsoftheriver.org

#### California Wilderness Coalition

2655 Portage Bay East, Suite 5  
Davis, CA 95616  
(530) 758-0380  
www.calwild.org

#### Friends of Nevada Wilderness

P O Box 9755  
Reno, NV 89507  
(775) 324-7667  
www.nevadawilderness.org

#### Californians for Western Wilderness

PO Box 210474  
San Francisco, CA 94121-0474  
(415) 752-3911  
www.caluwild.org

#### Nevada Wilderness Project

8550 White Fir Street  
Reno, NV 89523  
(775) 746-7850  
www.wildnevada.org

#### Friends of the Inyo

P.O. Box 64  
Lee Vining, CA 93541  
(760) 647-0079  
www.friendsoftheinyo.org

**Hells Canyon Preservation Council**  
P.O. Box 2768  
La Grande, OR 97850  
(541) 963-3950  
www.hellscanyon.org

**Oregon Natural Desert Association**  
16 NW Kansas Ave.  
Bend, OR 97701  
(541) 330-2638  
www.onda.org

**Oregon Natural Resources Council**  
5825 N Greeley Ave.  
Portland, OR 97217  
(503) 283-6343  
www.onrc.org

## **NORTHERN ROCKIES**

**Friends of the Clearwater**  
PO Box 9241  
Moscow, ID 83843  
(208) 882-9755  
www.wildrockies.org/foc/

**Idaho Conservation League**  
710 N 6th St  
Boise, ID 83701  
(208) 345-6933  
www.wildidaho.org

**Alliance for the Wild Rockies**  
PO Box 8731  
Missoula, MT 59807  
(406) 721-5420  
www.wildrockiesalliance.org

**Greater Yellowstone Coalition**  
13 So. Willson, Suite 2  
Bozeman, MT 59771  
(406) 586-1593  
www.greateryellowstone.org

**Montana Wilderness Association**  
P O Box 635  
Helena, MT 59624  
(406) 443-7350  
www.wildmontana.org

**Kettle Range Conservation Group**  
P O Box 150  
Republic, WA 99166  
(509) 775-2667  
www.kettlerange.org

**Wild Washington Campaign**  
4649 Sunnyside North, Ste. 250  
Seattle, WA 98103  
(206) 633-1992  
www.wildwashington.org

**Yaak Valley Forest Council**  
155 Riverview Drive  
Troy, MT 59935  
(406) 295-9736

**Biodiversity Conservation Alliance**  
P O Box 1512  
Laramie, WY 82073  
(307) 742-7978  
www.voiceforthewild.org

**Wyoming Outdoor Council**  
262 Lincoln Street  
Lander, WY 82520  
(307) 332-7031  
www.wyomingoutdoorcouncil.org

**Wyoming Wilderness Association**  
PO Box 6588  
Sheridan, WY 82801  
(307) 672-2751  
www.wildwyo.org

## **SOUTHERN ROCKIES**

**Arizona Wilderness Coalition**  
202 East McDowell Rd, Suite 277  
Phoenix, AZ 85004  
(602) 571-2603  
[www.azwild.org](http://www.azwild.org)

**Grand Canyon Trust**  
2601 N. Fort Valley Road  
Flagstaff, AZ 86001  
(928) 774-7488  
[www.grandcanyontrust.org](http://www.grandcanyontrust.org)

**Grand Canyon Wildlands Council Inc.**  
P.O.Box 1594  
Flagstaff, AZ 86002  
(520) 556-9306  
[www.grandcanyonwildlands.org](http://www.grandcanyonwildlands.org)

**Sky Islands Alliance**  
P.O. Box 41165  
Tucson, AZ 85717-1165  
(520) 624-7080  
[www.skyislandalliance.org](http://www.skyislandalliance.org)

**Colorado Environmental Coalition**  
1536 Wynkoop Street, #5C  
Denver, CO 80202  
(303) 534-7066  
[www.ourcolorado.org](http://www.ourcolorado.org)

**San Juan Citizens Alliance**  
850 Main Ave  
P.O. Box 2461  
Durango, CO 81301  
(970) 259-3583  
[www.sanjuancitizens.org](http://www.sanjuancitizens.org)

## **MIDWEST**

**Northwoods Wilderness Recovery**  
P.O. Box 122  
Marquette, MI 49855-0122  
(906) 226-6649  
[www.northwoodswild.org](http://www.northwoodswild.org)

**Friends of the Boundary Waters Wilderness**  
401 N. 3rd Street, Suite #290  
Minneapolis, MN 55401-1475  
(612) 332-9630  
[www.friends-bwca.org](http://www.friends-bwca.org)

**Northeastern Minnesotans for Wilderness**  
P.O. Box 625  
Ely, MN 55731  
[www.nmw.org](http://www.nmw.org)

**The Colorado Mountain Club**  
710 10th St, #200  
Golden, CO 80401  
(303) 279-3080  
[www.cmc.org](http://www.cmc.org)

**Western Colorado Congress**  
P.O. Box 772695  
Steamboat Springs, CO 80477  
(970) 846-8488  
[www.wccongress.org](http://www.wccongress.org)

**New Mexico Wilderness Alliance**  
PO Box 25464  
Albuquerque, NM 87102  
(505) 843-8696  
[www.nmwild.org](http://www.nmwild.org)

**Southern Utah Wilderness Alliance**  
1471 South 1100 East  
Salt Lake City, UT 84105  
(801) 486-3161  
[www.suwa.org](http://www.suwa.org)

**Utah Wilderness Coalition**  
P O Box 520974  
Salt Lake City, UT 84152  
(801) 486-2872  
[www.uwcoalition.org](http://www.uwcoalition.org)

**Badlands Conservation Alliance**  
801 N 10 Street  
Bismarck, ND 58501  
(701) 255-4958

**Sierra Club - South Dakota Chapter**  
1101 E Philadelphia St  
Rapid City, SD 57701  
(605) 342-2244  
[southdakota.sierraclub.org](http://southdakota.sierraclub.org)

## **NORTHEAST**

### **The Wilderness Society - Northeast Region**

45 Bromfield Street Suite#1101  
Boston, MA 02108  
(617) 350-8866  
www.wilderness.org

### **RESTORE: The North Woods**

PO Box 1099  
Concord, MA 01742  
(978) 287-0320  
www.restore.org

### **Friends of the Sandwich Range**

407 Diamond Ledge Road  
Center Sandwich., NH 03227  
(603) 284-6919

### **Friends of Allegheny Wilderness**

220 Center St.  
Warren, PA 16365  
(814) 723-0620  
www.pawild.org

## **SOUTHEAST**

### **Alabama Environmental Council**

2717 7th Ave, Suite # 207  
Birmingham, AL 35233  
(205) 322-3126  
www.aeonline.ws

### **Wild Alabama**

P O Box 117  
Moulton, AL 35650  
(256) 974-6166  
www.wildalabama.org

### **Georgia Forest Watch**

15 Tower Road  
Elijay, GA 30540  
(706) 635-8733  
www.gafw.org

### **The Georgia Conservancy**

1776 Peachtree St. NW, Ste. 400 South  
Atlanta, GA 30309  
(404) 876-2900  
www.gaconservancy.org

### **Appalachian Voices**

703 W. King Street #105  
Boone, NC 28607  
(828) 262-1500  
www.appvoices.org

### **Southern Appalachian Forest Coalition**

46 Haywood Street, Suite 323  
Asheville, NC 288801  
(828) 252-9223  
www.safc.org

### **Forest Watch**

10 Langdon Street, Suite # 1  
Montpelier, VT 05602  
(802) 223-3216  
www.forestwatch.org

### **Northeast Wilderness Trust**

PO Box 406  
Montpelier, VT 05601  
(802) 253-7970  
www.newildernesstrust.org

### **Northern Forest Alliance**

43 State St  
Montpelier, VT 5602  
(802) 223-5256  
www.northernforestalliance.org

### **Vermont Wilderness Association**

P.O. Box 15  
Montpelier, VT 05601-0015  
www.vermontwilderness.org

### **South Carolina Forest Watch**

PO Box 657  
Westminster, SC 29693  
(864) 647-8804  
www.scfw.org

### **Cherokee Forest Voices**

1101 Antioch Road  
Johnson City, TN 37604  
(423) 929-8163  
www.kornet.org/cfvoices/

### **Southern Environmental Law Center**

201 West Main, Suite # 14  
Charlottesville, VA 22902-5065  
(434) 977-4090  
www.selc.org

### **Virginia Wilderness Committee**

1601 Bentivar Farm Road  
Charlottesville, VA 22911  
(434) 982-5771  
www.southernenvironment.org

### **West Virginia Wilderness Coalition**

Rt. 2 Box 287  
Masontown, WV 26542  
(304) 864-5530  
www.wvwild.org