

**LWCF Defense Social Media Campaign
February 2017**

Overall Message Frame

Proposed cuts to the federal budget could severely impact LWCF, restrict any program funding for federal land acquisition, or even eliminate funding for the program completely. We must fight back to prevent the myriad benefits of LWCF to communities, to the landscape, and to our nation's natural and cultural heritage from being lost forever.

What we will Highlight

Threats-- we will inform our constituency of stakeholders and Congressional supporters of extreme proposals to cut the federal budget that either call out LWCF specifically for cuts, restrict the uses of its funding, or would simply impact the program along with all other non-defense discretionary line items. We will warn supporters that they must push back NOW so these proposals do not gain any traction as the new Administration wades into the middle of FY17 appropriations to finish the year, and prepares its first budget for FY18.

Benefits at Stake—we will enumerate the many benefits of LWCF from the local to the national level that would be lost if LWCF were decimated by budget cuts. Let's use the themes (and great examples of each) from our 50th Anniversary report-- Iconic Places, Close-to-Home-Recreation, Working Landscapes, American History and Culture, Sportsmen's Access, Water Resources, Outdoor Recreation, Climate Change, and Resolving Land Use Conflicts.

Current Projects—we will highlight specific projects from the FY17 President's Budget as unmet needs waiting for funding, that will not happen if budget cuts gut LWCF.

Content-- Threats

Twitter:

Proposed budget cuts would gut #LWCF. Tell your reps this is unacceptable: #LWCF creates jobs & provides access to outdoor rec.

No budget cuts to #LWCF! Tell your reps to protect this successful 50 year old program in the budget!
#Outdoors4All

Budget proposal would GUT America's most important conservation and outdoor rec program #LWCF. Fight back! <http://www.eenews.net/greenwire/2017/01/27/stories/1060049127>

Facebook:

An extreme budget proposal would gut the Land and Water Conservation Fund – meaning loss of critical access to our public lands, financial security for rural gateway communities, and denial of a 50 year promise to the American people. We cannot let this happen. #LWCF creates jobs, feeds local economies, provides outdoor recreation, and conserves America's special places—all without spending taxpayer dollars!

Tell your representatives this is unacceptable and #LWCF must be protected in the budget!

<http://www.eenews.net/greenwire/2017/01/27/stories/1060049127>

[Include photo of one of the specific sites]

Member-Specific Twitter:

Proposed budget cuts would gut #LWCF. Tell **@REPRESENTATIVE** this is unacceptable: #LWCF is vital to **STATE's** economy

Member-Specific Facebook:

Misguided budget proposals would gut the Land and Water Conservation Fund. We cannot let this happen. #LWCF creates jobs, stimulates local economies, provides outdoor recreation, and conserves America's special places—all without spending taxpayer dollars!

Tell your Representative this is unacceptable and #LWCF must be included in the budget! Without it LOCATION could be ruined forever

[Include photo of one of the specific sites]

Content—Benefits

Facebook:

Here's a reminder of all that would be lost if budget cuts decimate #LWCF—50+ years of successful conservation, outdoor rec and sportsmen's access

http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

Bipartisan polling shows Westerners overwhelmingly support their public lands and want MORE access, which only #LWCF can provide #Outdoors4All

<https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/2017/2017PollNationalRelease.pdf>

Themes and Examples from 50th Anniversary Report

#LWCF protects American's most iconic places from the Grand Tetons to Acadia NP to the Columbia River Gorge—all could be damaged by misguided budget cuts

#LWCF creates local playgrounds and liveable cities with #Outdoors4All, from Denver to Detroit, Ft. Worth to San Francisco, Omaha to New Orleans.

#LWCF protects working forests and ranches, preserving American jobs, open space and wildlife habitat from Dakota Grasslands to the St. Joe Basin of ID, Everglades Headwaters in FL to Flint Hills in KS

Did you know that in addition to protecting some of the most iconic landscapes, #LWCF also funds close-to-home recreation and playgrounds from Omaha to San Francisco. Read more about these projects on page seven of our 50th anniversary report:

http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

The Land and Water Conservation Fund works in concert with ranchers and foresters so that private landowners have the tools to be good stewards of the land. Read about #LWCF funded projects on working lands from South Dakota to Florida on page eight of our 50th anniversary report:

http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

America's history and culture can be explored through its iconic places. #LWCF funds projects that preserve these places including the Flight 93 National Memorial and The Brown V. Board of Education National Historic Site. Read more about these projects on page nine of our 50th anniversary report:

http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

As Dan Nordstrom of Outdoor Research noted , "LWCF is a jobs bill". The projects funded by The Land and Water Conservation Fund bring in billions of dollars to local economies while providing over six million jobs across the country. Read more about how #LWCF fuels the economy on page ten of our 50th anniversary report: http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

The Land and Water Conservation Fund has protected dozens of places that provide hunting and fishing access and we're proud to work with our sportsmen partners in places from Wyoming to Kentucky to continue

to provide this access. Read more about our work on page 11 of our 50th anniversary report
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

Water is vitally important natural resource and we are proud that #LWCF projects have protected watersheds across the country—both to preserve drinking water and beautiful places to recreate. Read more about these projects from West Virginia to Washington on page 12 of our 50th anniversary report:
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

As our climate changes conservation projects can play an important role in reducing fire damage while protecting areas from drought. Read about how #LWCF funded projects use dynamic conservation measures to address our changing climate on page 13 of our 50th anniversary report:
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

Twitter

#LWCF protects American's most iconic places from the Grand Tetons to Acadia NP - could be damaged by budget cuts http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF creates local playgrounds and liveable cities with #Outdoors4All, from Denver to Detroit,
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF protects working forests and ranches, from Dakota Grasslands to the St. Joe Basin of ID
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF may have funded your local playground or park! We're working in urban and suburban communities across the country. http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF supports landowners and provides them with tools to be stewards for working landscapes
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF protects and preserves America's cultural and historic sites including Flight 93 Memorial & Brown V. Board NHS http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF provides jobs and is an economic driver in rural communities across the country
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF provides access for hunting and fishing across the country
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF protects water resources by conserving shorelines and watersheds
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf

#LWCF helps outdoor enthusiasts, natural resource managers, and firefighters respond to a changing climate:
http://www.lwcfcoalition.org/files/LWCF_50thAnniversaryReport_FINAL.pdf



**PROTECT LWCF
TO PROTECT SPORTSMENS ACCESS**



**PROTECT LWCF
TO PROTECT WILDLIFE**





**PROTECT LWCF
TO PROTECT THE OUTDOOR RECREATION ECONOMY**





**PROTECT LWCF
TO PROTECT OUR NATIONAL PARKS**