

JOINT EDUCATION, OUTREACH, AND DIVERSITY & WILDLIFE DIVERSITY AND CONSERVATION  
FUNDRAISING WORKING GROUP

Chairs: Shelly Plante, Daren Riedle

Thursday, September 9, 2021  
1:00pm-2:30pm

\*\* Attendees = 43

Agenda

Call to Order/Review Agenda

- Intro to chairs, Shelly Plante and Daren Riedle, and review of our current joint WG purpose; review of agenda

RAWA Update, Sean Saville

- **Recovering America's Wildlife Act** introduced in both House and Senate: [H.R.2773](#), [S. 2372](#)
- they are currently stand-alone bills; want to get 10D's and 10R's on the Senate Bill for committee action
- Senate bill – funding source difference (from House Bill)- from (unallocated) civil or criminal penalties from natural resource violations; plenty of \$\$ in that pot; would not touch previously allocated funds in that pot
- FAQ and Talking points are available on the Alliance page
- HR2773 in WOW subcommittee hearing on July 29, 2021; no big issues raised
- A number of state fact sheets are available to help promote RAWA in states; 21 are currently available; highlights shovel-ready projects waiting for RAWA funding
- Visit [ournatureusa.com](http://ournatureusa.com) for resources and other information
- Working on additional/updated sign-on letters to support RAWA
- Currently focused on the following states: SC, AR, WV, OH, KS, LA, IN, NE, NC

RAWA Promotion:

- Fact sheets, state shovel-ready project PDFs, and other needs
  - o Focusing on Tier 1 & 2 states right now; Tier 3 states haven't been contacted yet.
    - Tier 2 states that need info to create fact sheets: California, Iowa, Illinois, Kentucky, Massachusetts, New Jersey, Nevada, New York, Vermont, Wisconsin
    - Tier 3: Alaska, Colorado, Connecticut, Georgia, Hawaii, Indiana, Mississippi, Montana, New Hampshire, North Dakota, Oklahoma, Pennsylvania, Rhode Island, Texas, Utah, Virginia, American Samoa, Guam, Northern Mariana Islands, Puerto Rico (Tennessee is COMPLETE!)
  - o Here is a link to the current finalized fact sheets:  
[https://drive.google.com/drive/folders/1XHlj\\_WgoNC\\_q31mIHQI1CQp6thXABu5](https://drive.google.com/drive/folders/1XHlj_WgoNC_q31mIHQI1CQp6thXABu5)
  - o Here is a link to the spreadsheet for states to fill in:  
[https://docs.google.com/spreadsheets/d/19rMJIVY3DVmuK3GYJvejWZ1uk0xB\\_o7p/edit#gid=402346416](https://docs.google.com/spreadsheets/d/19rMJIVY3DVmuK3GYJvejWZ1uk0xB_o7p/edit#gid=402346416)

- Template instructions on doing your own fact sheet:  
[https://drive.google.com/drive/folders/1dQ\\_gn5YH3IBbNqbV65ujiLivzNQx\\_YTX?usp=sharing](https://drive.google.com/drive/folders/1dQ_gn5YH3IBbNqbV65ujiLivzNQx_YTX?usp=sharing)
- The info from these fact sheets are also used to help with social media posts
- Main messages
  - Be sure to use the hashtag #RecoverWildlife on your social media posts
- Next Steps
  - If you want to be part of the monthly calls- email shelly at [Shelly.Plante@tpwd.texas.gov](mailto:Shelly.Plante@tpwd.texas.gov); first Tuesday of every month

#### Review examples of state communications or work plans for RAWA

- TX is working on a communication plan with a focus on grassroots (instead of grasstops)
  - A work in progress
  - Currently highlighting how RAWA will increase jobs
  - Working on having RAWA promos through multiple channels- digital, social and traditional
- Note- until a plan was made, no-one was volunteering to get the info out there. Get more involvement once a plan is out there – people can identify where they can help
  - Important to have a shared vision and incorporate the message into multiple areas (magazine, social media, press releases, blogs, in-person media events, partner outlets, etc.)

#### Work Plan Review

- Charge is still good as is
- We accomplished all the actions/activities we set to do over the past year
  - Will continue with these fact sheets and support for RAWA
- Shelly will update for the next year for review and approval

Open discussion for additional actions/support we could provide