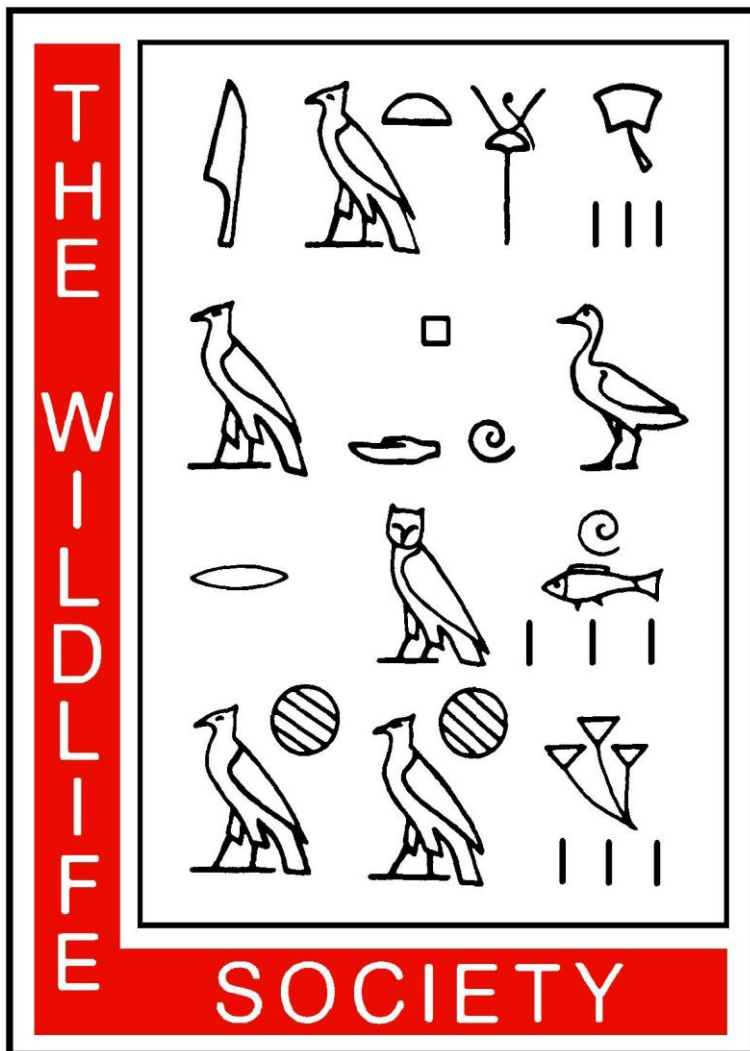


POLICY TOOLKIT

THE WILDLIFE SOCIETY CONSERVATION AFFAIRS NETWORK



OCTOBER 2014



INTRODUCTION

The mission of The Wildlife Society (TWS) is to inspire, empower, and enable wildlife professionals to sustain wildlife populations and habitats through science-based management and conservation. The Society works toward that mission, in part, by engaging in the policy arena to ensure wildlife-related policies enacted by governmental agencies and legislatures are scientifically-based, support wildlife professionals in their work, and further the wildlife profession's objective of conservation.

The Wildlife Society has long been engaged in the policy arena. TWS Bylaws were revised in 1957 to permit Council the authority to develop resolutions on wildlife policy concerns. Staff at TWS has been involved in tracking wildlife legislation at the federal level since 1972, and the membership approved hiring the Society's first Policy Director in 1991. These actions laid the foundation for what has now become the Government Affairs & Partnership program at TWS.

The Government Affairs & Partnership program has the primary objective of ensuring wildlife professionals and the knowledge they provide play an active role in the formation of wildlife management and conservation policies, laws, and regulations, thereby ensuring these are scientifically-based and practical. Part of the process for achieving this goal is engaging our membership in policy issues at the national, regional, and local scales.

Policy activities and initiatives pursued by TWS and our members are grounded in wildlife science. We utilize the vast scientific knowledge and expertise within our membership to write letters, submit comments, and otherwise advocate on behalf of all wildlife professionals and advance the goal of the wildlife profession – the conservation of our wildlife resources.

This policy toolkit provides TWS members, and in particular those engaged within the Conservation Affairs Network, with guidance and knowledge regarding policy advocacy. With this deepened understanding our members will be better able to engage the policy arena and do their part to advance the mission of TWS and the work of their professional careers.

This document is intended to be organic; it will be periodically added to and revised to incorporate new information and identified needs in order to make it most useful to our membership. Suggestions for content or any questions about engaging in policy activities with your TWS Chapter or Section can be directed to TWS Government Affairs staff.

This toolkit will provide you with a basic knowledge of the policy process and advocacy techniques to ensure you are ready to effectively engage and make the voice of wildlife professionals heard.

For information regarding the Conservation Affairs Network or the TWS Policy Toolkit, contact:

Keith Norris, AWB®

Assistant Director of Government Affairs & Partnerships

keith.norris@wildlife.org

(301)897-9770 ext. 309

Several sections of this guide were largely adapted from the [CHADD Advocacy Manual](#), with perspectives from TWS Government Affairs & Partnerships staff, TWS Section Conservation Affairs Committee Chairs, and multiple other sources incorporated within.

Additional resources on engaging in policy:
[The Non-profit Lobbying Guide, 2nd Edition](#)

TABLE OF CONTENTS

Introduction.....	3
Section 1: Conservation Affairs Network Framework.....	7
1.1 Conservation Affairs Network Overview	9
1.2 Coordination among CACs	11
*1.3 How to Involve Your Members in the CAC	
Section 2: Engage in Policy	15
2.1 You are the Expert as a Wildlife Professional	17
2.2 Rules for Success	19
2.3 Scope of Involvement for TWS	21
2.4 Steps for Involvement	23
2.5 Lobbying for Nonprofits	25
*2.6 Conflict of Interest Considerations in Policy Engagement	
*2.7 The Role of Science in Decision-Making	
Section 3: Take Action on Policy	27
3.1 Crafting Your Message	29
3.2 Meeting with Decision-Makers.....	31
3.3 Writing a Letter	37
*3.4 Giving Testimony	
*3.5 Telephone Calls	
*3.6 Submitting Comments on Proposed Agency Rules	
Section 4: Policy Action Support.....	41
4.1 Position Statements	43
4.2 Fact Sheets.....	45
*4.3 Developing Partnerships	
Section 5: Policy Process & Where to Engage.....	47
5.1 The State & Federal Legislative Process and How You Can Become Involved	49
5.2 U.S. Federal Budgeting Process	53
5.3 U.S. and Canadian Federal Land Management and Natural Resources Conservation Agencies	57
*5.4 The Canadian Legislative Process and How You Can Become Involved	

*5.5 Canadian Federal Budgeting Process

*5.6 Agency Rulemaking Process

Appendix..... 61

*Sections that will be included in future editions of this toolkit