

America's Public Land Campaign Strategy

A Unified Movement to Save Our Public Lands

The Challenge

Defenders of our public lands—environmental groups, recreationists, businesses, spiritual communities, and everyday citizens—each bring their own mission, members, and social media presence to the fight. But fragmented voices aren't enough.

It's time to speak **with one voice**.

The Strategy: One Simple Question

What if **every candidate for public office**—from city council to Congress—were asked the same question:

“Do you support keeping America’s public lands in federal ownership? Yes or No?”

This single question cuts through political noise. It puts candidates on record. It unites voters across party lines.

Why This Is a Winning Strategy

This message works **across the political spectrum** and speaks to a wide range of American values. Here's how it resonates:

- **Democrats** looking for a unifying message beyond polarization
- **Moderate conservatives and MAGA voters** seeking political cover to break from party lines on this issue
- **Members of Congress** who need cover to defend public lands
- **Young voters** who explore these lands and want to protect them
- **Families** who vacation on public lands and have powerful personal stories
- **Chambers of Commerce** who recognize the economic value of public lands
- **Outdoor recreation industry**—an economic engine built on public access
- **Wildlife lovers** and conservationists—because people love animals
- **Climate activists** who often overlook the role public lands play in carbon storage, habitat protection, and climate resilience
- **Faith communities** that view land stewardship as a moral and spiritual duty

And many more. These are **untapped allies**—ready to be engaged.

How Do We Do This?

Step 1: Create a Roadmap for Outreach

Empower members and supporters with tools to connect with their own communities. This includes:

- Talking points tailored to different audiences (economic, spiritual, recreational, environmental, etc.)
- Social media templates and graphics
- Email scripts and community meeting guides
- Sample letters to editors and op-eds

Step 2: Keep It Simple and Unifying

Remind people:

- ➡ **This is not a partisan issue.**
- ➡ **There is nothing controversial about public land ownership**—unless you want to sell it off.
- ➡ **This is what democracy looks like**—ordinary people defending what belongs to all of us.

Step 3: Focus on Emotional Engagement and Action

Americans are exhausted by division, lies, and cruelty.

What breaks through the noise is **hope, truth, and stories**:

- Share personal stories about your connection to public lands
- Ask candidates and officials one clear question
- Invite others to do the same
- Create a ripple effect

This is how we **change the narrative**.

The Stakes Are High

Saving our public lands isn't just about preserving nature. It's about defending democracy itself. These lands are a reflection of who we are and what we believe in—a shared commitment to freedom, access, responsibility, and legacy.

If we lose them, we lose more than trails and trees.

We lose a piece of the American soul.

Let's stand together. Let's ask the question.

Let's save our public lands—and with them, our democracy.