



# The Power of People

## FROM YOUR EXECUTIVE DIRECTOR

**The only way to protect public lands in the long term is to build durable public support.** We continue to see dramatic increases in threats to public lands from regulation changes (such as lifting the "Roadless Rule") to the outright sale of federal lands to private interests. New Mexico Wild has historically worked at the grassroots level advocating for protections by policymakers. However, we have a strong grassroots base as well. We have now launched an initiative to make that grassroots base even stronger. We believe that deep and broad public support for wildlands, wildlife, and water are their best protection against misguided government decisions. We believe in the power of people.

This new initiative is off to a fast start because of remarkable member support. Just a few months back, we created a **Legal+Outreach Fund** to provide funding to launch a major outreach effort to mobilize more of the public while at the same time cover increases to our

legal support to slow down or stop the most damaging policy changes.

When Valerie and Tom Armer heard about our new initiative, they offered a substantial gift to serve as a match to encourage other members' financial support. Within weeks of the **Legal+Outreach Fund** launch, that match was fully subscribed by other members. We're beginning to use those funds to grow our cadre of public land advocates. At the same time, we will continue adding donations to that fund because the work must continue. In this Advisory, we tell you more about our outreach plans and invite you to support this fund as you consider how important it is to the future of the lands and waters we cherish.

Mark Allison  
Executive Director  
New Mexico Wild



Mark and Deputy Director Tisha Broska  
at the recent Public Lands Rally

### Public support does make the difference.

As the federal government works to reduce support for public lands, our state government has stepped up their efforts. This latest legislative session authorized vital new funding to improve access to public lands and to help secure water resources now and for future generations. (There are nearly 11 million acres of public lands managed by the state.)

New Mexico Wild recently conducted a survey of residents that showed strong support for conservation and environmental policies, especially for water protections, but a concerning lack of understanding of public lands overall. Our objective in the coming several years is to bring many more advocates to the cause of public lands through outreach and education. For example, today, we have about 30,000 advocates we can

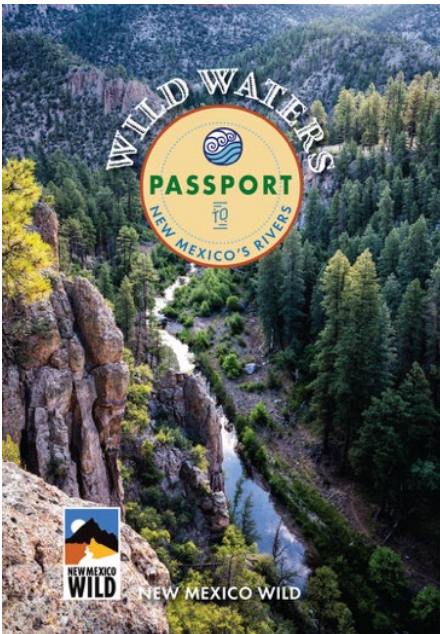
mobilize to support wildland and water issues. We want to grow that base of support to 100,000 within five years using new tools and outreach initiatives.

On the back side of this Advisory, we describe several of these outreach efforts now underway.

*The Public Lands Rally, organized by New Mexico Wild, brought together hundreds of advocates to the steps of the Roundhouse on February 6 to demonstrate their support for increased funding for statewide conservation and protection of our public lands and waters.*



# A few of the new outreach tools and activities being used by New Mexico Wild to broaden public support for public lands.



We just published **Wild Waters: Passport to New Mexico Rivers**, a 262-page guide to 42 river sections across the state. New Mexico Wild created the guide as an important outreach resource for outdoor recreationists and anyone who loves natural beauty, wildlife, and the cultural and historical significance of these treasured waterways. **Wild Waters** was underwritten by Stone Forest and Michael and Julie Zimmer, the Walton Family Foundation, New Mexico Outdoor Recreation Division, and our members' contributions.



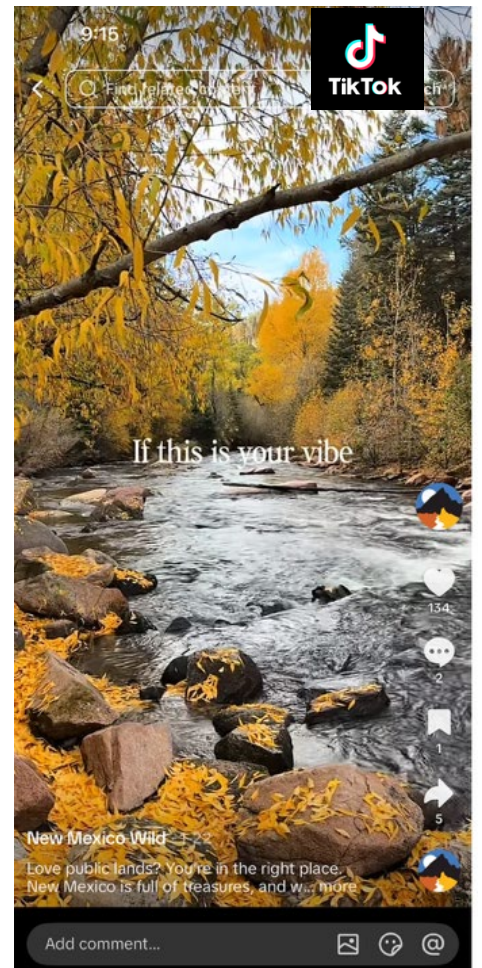
Thanks in part to foundation support as well as our new Legal+Outreach Fund, we are launching a completely new website this month at [nmwild.org](http://nmwild.org) designed specifically to enable greater advocacy actions by the public. The website also plays a vital role in educating the public on land and water issues in our state.



We plan to substantially increase volunteer and staff participation in "tabling" events at community functions. This is an important part of our strategy to add to the number of advocates we can mobilize.

Our team has recently started posting stories on the TikTok social media platform and getting thousands of views, many from young people who are often difficult to reach.

With more outreach funding, we plan to expand our Dave Foreman Wilderness Defenders program to engage more community volunteers in our public land protection work.



Please help us reach out to more New Mexicans about the importance of our public lands. Donate to the **Legal+Outreach Fund** by using the enclosed donation form or by donating online at [nmwild.org/donate](http://nmwild.org/donate).

New Mexico Wilderness Alliance / PO Box 25464 / Albuquerque, NM 87125 / 505-843-8696 / [nmwild.org](http://nmwild.org)