

## **CFLR Coalition – Statement of Purpose**

February 7, 2011

**Name:** CFLR Coalition

### **CFLR Coalition's Goal:**

"To secure full funding for, and ensure the success of, the Collaborative Forest Landscape Restoration program."

### **CFLR Coalition Leadership:**

Five organizations are convening the coalition (The Nature Conservancy, Society for American Foresters, Sustainable Northwest, American Forests and the Wilderness Society). These organizations will provide one or two staff to an Ad Hoc Steering Committee. The steering committee will rely on consensus decision making process and will make targeted, coordinated asks of coalition members around communications and appropriations.

### **Primary activities of the Coalition:**

- 1) Build and maintain a database of all non-federal CFLR supporters and participants around the country. The Steering Committee will reach out to all groups that signed CFLR funding letters in the past and to groups that were participants in the collaborative process for:
  - a. All funded CFLR landscape projects;
  - b. CFLR proposals that were nominated and not selected;
  - c. Interested stakeholders including, but not limited to, groups whose CFLR proposals were submitted to regional foresters but not nominated.
  
- 2) Engage in the budget and appropriations process to seek full funding for CFLR. Activities in this category could include:
  - a. Sign on letters from the coalition to the administration in support of full CFLR program funding in the President's Budget
  - b. Sign on letters from the coalition to the Interior Appropriations Committees
  - c. Assist congressional staff with Dear Colleague letters from members to appropriators and from members to the Administration; focus on outreach to members of Congress whose districts include CFLR-funded, nominated or related proposals
  - d. Identify and work with politically strategic individuals and organizational stakeholders to reach out to Congress and the Administration on behalf of CFLR funding
  - e. Use strategic communications, including earned media, opinion editorials and letters to the editor, targeted at key members of Congress

- 3) Share information about authorities and policies that relate to CFLR and are important for CLFP effectiveness (e.g. stewardship contracting reauthorization).
- 4) Create a means, if necessary, for a complementary process to the National Forest Foundation's peer-learning program, to help non-federal CFLR program participants communicate with each other about CFLR program appropriations and program effectiveness.

#### **Roles and Responsibilities of convening organizations:**

Generic roles for steering committee members to ensure coalition functions smoothly

- Convene calls and set agendas – Laura McCarthy
- Direct database management, collection, and review and manage the sign on process – Cecilia Clavet and Maia Enzer
- Develop communication plan, coordinate media outreach and work with communication staff in all our organizations – Jon Schwedler
- Manage outreach to new stakeholders and coalition members – Kelsey Delaney and Rebecca Turner

#### **Coalition activities for CY 2011:**

- 1) Seek full funding of CFLR program for FY 2011 if the 112<sup>th</sup> Congress works on an FY 2011 spending bill.
- 2) Support the President's Budget for FY 2012 if it includes full funding for CFLR program.
- 3) Seek full funding of CFLR program for FY 2012 in the Interior Appropriation Bill.
- 4) Advocate full funding for CFLR program in FY 2013 to the Forest Service and Administration.
- 5) Generate letters from influential people and constituencies to key members in support of FY 2012. (e.g. letter from a few Governors to appropriators).
- 6) Work with members of Congress to generate support for CFLRP funding (e.g. Dear Colleague letters, letters to the Administration, member to member contact).
- 7) Coordinate efforts in D.C. to include CFLRP advocacy.
- 8) Create a visual identity (e.g. letterhead) for CFLR Coalition.

#### **Coalition website/social media:**

- A Google website has been set up at [insert here] that will be jointly managed by the steering committee and that can be accessed by members of the coalition.
- The steering committee will be developing a communications plan to advance the goals of the coalition.

Southeast Alaska Conservation Council	AK
Forest Energy Corporation	AZ
Grand Canyon Trust	AZ
Central Modoc RCD	CA
Mariposans for the Environment and Responsible Government	CA
Salmon River Restoration Council	CA
Watershed Research & Training Center	CA
Beh Management Consulting	CO
Colorado Mountain Club	CO
Colorado State Forest Service	CO
Colorado State University	CO
NFRIA-WSERC Conservation Center (NWCC)	CO
Rocky Mountain Tree-Ring Research	CO
American Forests	DC
The Wilderness Society	DC, CO, WA, MT
Backcountry Hunters and Anglers	ID
Carlson Strategic Communications, LLC	ID
Framing Our Community, Inc.	ID
Idaho Conservation League	ID
Idaho Forest Group	ID
Woody Biomass Utilization Partnership	ID
Society of American Foresters	MD
American Bird Conservancy	MO
Missouri Bird Conservation Initiative	MO
American Wildlands	MT
Clearwater Resource Council	MT
Flathead Economic Policy Center	MT
Montana Community Development Corporation	MT
Northwest Connections	MT
Pyramid Mountain Lumber, Inc	MT
Swan Ecosystem Center	MT
Missoula County Rural Initiatives	MT
Forest Guild	NM
New Mexico Forest and Watershed Restoration Institute	NM
Old Wood, LLC	NM
The Nature Conservancy	NM, CO
Applegate Partnership & Watershed Council	OR
Atzet Ecological Consulting	OR
Central Oregon Intergovernmental Council	OR
Ecosystem Workforce Program	OR
Lake County Resources Initiative	OR
Project Wildfire	OR
Siuslaw Institute	OR
Sustainable Northwest	OR

**Organization**

Tennessee Wildlife Resources Agency  
Avista Utilities  
The Lands Council

**State**

TN  
WA  
WA

National Association of Forest Service Retirees  
Spatial Interest