Overview

* Exciting Convention Planned
* Accomplishments 2018-19
* Priorities 2019
* Looking Ahead to 100th Anniversary
* Meeting our Challenges Head On
Soil and Water: Where It All Begins

- Speakers will address serious problems; real world solutions
- Causes include
  - how we farm
  - how we build communities
  - what we all do in our yards
Nutrient pollution occurs when there is an excess of nitrogen and phosphorus.

States have identified about 15,000 water bodies in the US with nutrient-related problems.

Reported drinking water violations for nitrates have nearly doubled in the last decade.

50 out of 50 states are impacted by nutrient pollution.

Where does nutrient pollution come from?

Fossil Fuels
250 million cars and trucks in the US release more than 7 million tons of nitrogen oxides into the atmosphere, contributing to pollution in air and water.

Agriculture
Animal manure, excess fertilizer applied to crops and fields, and soil erosion make agriculture a large source of nutrient pollution.
Livestock production generates close to 1 BILLION TONS of manure.
From 1964 to 2008, agricultural fertilizer use increased by 25%.

Urban Sources
About 10% of the nutrients flowing from the Gulf of Mexico come from urban stormwater and wastewater/sewage treatment plants.

Industry
In 2010, 502 industrial facilities released 100,000 tons of nitrate compounds, equal to 3,000 full railroad cars.

DID YOU KNOW?
The Mississippi River Basin spans 31 states and ultimately drains into the Gulf of Mexico.

The Mississippi River is the largest in the US and creates the third largest river basin in the world.

Nutrient pollution from the Mississippi River Basin is causing a large “dead zone” in the Gulf of Mexico that cannot support aquatic life.

Soil and Water: Where It All Begins

- Not up to farmers alone to solve
- It’s up to **all of us** to solve
  - What we do at home
  - Policy advocacy
  - Public education
  - Conservation on the ground
Other Convention Highlights

* 50th anniversary of Save Our Streams
* Engaging young families in conservation
* A visit from Ding Darling
* Workshops
* HAVE FUN!!!
2018-19 Accomplishments

- 29 SOS Workshops, 400+ volunteers trained
- Launched Clean Water Hub
- Good Driver Discount introduced in Congress
- Farm Bill maintains conservation investment
- New audiences engaged with League
- Grew followers social media, more active presence
- Successful Winter Salt Watch campaign
2019 Priorities
Clean Water Challenge

* Volunteers put training to use
* Ramp up volunteer support in priority regions
  * Iowa and Midwest
  * Chesapeake Bay
* Grow entry level participation
2019 Priorities
Clean Water Hub

- Public platform for info about water quality
- Visibility for League, show results of work
- Powerful tool for volunteers
- GOAL: add SOS data from 1,000 sites by National Convention
- Did not achieve goal – submit data going forward!
2019 Priorities
Public Policy

* Maintain Clean Water Act protections for tributary streams, small wetlands
* Ensure Farm Bill implementation effective for conservation, water quality, soil health
* Advocate for large-scale restoration
  * Missouri and Upper Miss Rivers
  * Great Lakes
  * Chesapeake Bay
2019 Priorities
Shooting Sports

* August is National Shooting Sports Month
* 120 League chapters with ranges
* **Goal:** at least 60 chapters host public events
* 12 chapters hosting events
Looking Ahead to the League’s 100th Anniversary

**Micro Level**
- 100th anniversary logo
- 100th anniversary video
- Commemorative book on history
- Chapters host “Birthday parties”

**Macro Level**
- Vision for the 2nd Century
- Springboard for future
- Rallying point for engagement BEFORE and AFTER 2022
- Leverage for fundraising and impact
Leverage the anniversary for major fundraising campaign

Purpose of campaign: Ramp up Clean Water Challenge nationwide

Study to assess feasibility of campaign

Tested goal: Raise $1.5 million

Engaged donors; chapter presidents; national directors; survey of members
Broad-based support for national clean water campaign

Most donors and leaders would donate

1/3 members would donate; another 40% not sure

With limited donor base, public visibility – goal not achievable
Challenges

* Acting locally on League priorities
* Achieving results, communicating them
* Fostering a culture of philanthropy
* Proactive leadership on priorities to engage others
Challenges

- Not seizing the opportunities
  - Identified issues play to our strengths
  - Intensive staff support locally; tools and resources

- Engagement at grassroots level missing link
  - Need to scale up engagement
Solutions

- Volunteer leadership
- Focus on interested members
- Reach beyond membership into local communities
- Leverage easy, new options first time engagement
- Recommit to the League’s “can-do” spirit
- Lean on staff, use the support
Together - We CAN Do It!

We Need You!!!
Questions / Comments?

Thank you for ALL YOU do!