

Be Counted!

Public Affairs

MAG uses the power of citizen lobbying to engage key decision makers, navigating all levels of local, state and national politics to identify the right targets for your issue.

Campaign and Issue Advocacy

With more than 25 years of combined experience in political and ballot initiative campaigns, MAG will put campaign organizing and communication tactics to work to move your issue or agenda.

Coalition Management

Public policy issues can often create strange bedfellows. MAG will work to identify key organizations and organize and engage a coalition who will strengthen support for your campaign.

Strategic Communication

Today, people are inundated with information. You can no longer run an ad or send a mail piece and hope that people pay attention. MAG uses strategic communication tactics identifying the right message, delivered to the right people through the right outlet to ensure your message is being heard.

Website Design

MAG can provide creative and functional website design to create a digital face for a campaign, brand or issue, which is an essential tool to delivering your message.

Social Media Strategy

In an ever-growing digital landscape, social media can be a powerful tool to communicate with people – if you know how to use it. MAG will help to navigate the crowded world of social media to make sure your message is breaking through.

Mark Langgin

Mark Langgin brings a wealth of experience to Midwest Advocacy Group from working both inside and outside state government on issue advocacy, ballot measures, lobbying, and political campaigns. Prior to joining Midwest Advocacy Group, Mark served as Deputy Chief of Staff to the Iowa House Majority Leader and as Campaign Manager for Iowa's Water & Land Legacy which, when funded, will be the largest conservation ballot measure in U.S. history – protecting over \$150 million per year for conservation programs in the State of Iowa.

Mark has worked with a number of local and national conservation organizations including The Nature Conservancy, Trust for Public Land, Iowa Natural Heritage Foundation, Pheasants Forever, and Ducks Unlimited. He continues to serve as Executive Director for Iowa's Water & Land Legacy – a coalition of over 130 conservation, environmental, and outdoor recreation organizations who support funding Iowa's Natural Resources & Outdoor Recreation Trust Fund.

Mark is a member of the Des Moines Chapter of the Izaak Walton League and the Advisory Board for the Des Moines Chapter of the New Leaders Council.

We Get It Done.



Mark Luzzigan, Iowa Land & Water Legacy

Handled out at
Welcome Reception



The Conservation Campaigns Team



The Conservation Campaigns team works to build new public funding for conservation by blending with science, professional and partners in planning and implementing public support programs.

Aerial view of Spirit Pond Creek in UPW/Minnesota forest land in Wood County, Minnesota. In 2005, at the beginning of the recovery report to Minnesota approved the Clean Water, Land and Legacy Amendment, allocating a 200 cent sales tax increase to fund water, parks, etc. and education. The Lewis & Clark National Forest project is the largest conservation effort ever undertaken by the state of Minnesota and one of the best and most significant accomplishments of the Clean Water, Land and Legacy Amendment. Photo credit: © Edward Hampton Smith

Our Track Record

Since 1986, Nature Conservancy state chapters have used state and local-level ballot initiatives to create over **\$47 BILLION** in public funding for land acquisition and other conservation programs. The Nature Conservancy has **conducted conservation funding initiatives in 23 states, 38 counties and 19 towns and cities, resulting in 173 wins and only 24 losses. Our success rate for winning these measures is approximately 90%.** Even in tough economic times, our model of taking conservation measures directly to the people is a winning one.



Who We Are

The Conservation Campaigns Team is a group of six individuals dedicated to helping our state chapters, operating units and international field offices create new public funding for conservation, defend existing funding and policy programs, and implement targeted public education campaigns to increase public support for land and water conservation.

How We Can Help You

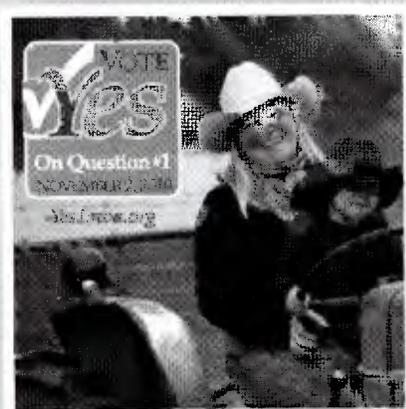
Our role is to support Conservancy chapters and operating units in achieving their conservation funding goals. We serve as consultants to help win conservation funding through legislative or ballot initiatives at the state and local level. The team's expertise includes:

- Coalition building
- Grassroots organizing
- Strategic planning
- Feasibility research
- Public opinion polling
- Message development
- Media strategy
- Campaign management
- Lobbying and media training
- Modern online tools and tactics
- Beyond funding: network our state chapters on other priority state level policies

The Conservation Campaigns team is committed to working with Conservancy state and country programs to mainstream conservation and make it a cause people can identify with. Our team has a wealth of knowledge, vast amounts of public opinion research, case studies, and strategic lessons learned and willing to share.

2010-2005 Highlights from the Ballot Box

Year	State	Status	Yes	No	Description	Total
2010	Iowa	Pass	63%	37%	Authorizes the establishment of a Trust Fund and dedicates a future 3/8-cent sales tax for land and water protection	\$150 million per year, permanently dedicated
2010	Oregon	Pass	69%	31%	Constitutional amendment extending and dedicating 15% of lottery proceeds for parks, beaches, wildlife, and watershed protection	\$1.74 billion
2009	New Jersey	Pass	53%	47%	Bond for open space, parks, farmland and historic preservation	\$400 million
2008	Minnesota	Pass	56%	44%	Clean Water, Land and Legacy Amendment, 25-year, 3/8 of one percent sales tax increase for natural resource protection and arts	\$5.5 billion
2007	New York, Suffolk County	Pass	56%	44%	17-year, .25 cent sales tax extension for the acquisition of land to protect drinking water sources	\$595 million
2006	California	Pass	54%	46%	Prop 84, Parks and water bond to improve drinking water, flood control, protection of coastlines, and state parks	\$5.38 billion
2005	Texas, San Antonio	Pass	55%	45%	1/8 of one percent sales tax to permanently protect significant portions of watershed that contribute to Edwards Aquifer to protect the city's drinking water and wildlife habitat	\$80 million



A variable piece of direct mail used in the Iowa Water and Land Legacy Campaign. It directs voters to take part in a watershed assessment to create a permanently bonded Natural Resources and Clean Water Restoration Trust Fund. These funds will be used to protect water quality, riparian areas and wetlands, and to provide for lower agricultural runoffs. Photo Credit: © Alison Haskins

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