

MEMO

To: Prof. Brooke Carnwath and WRIT 221 Classmates
From: Group #2 (River, Noah, Kylie, Dana, Nicole)
Date: October 16, 2020
Subject: Save the Boundary Waters Campaign Project Proposal

Background:

Save the Boundary Waters is an organization based out of Ely, Minnesota, “who are dedicated to creating a national movement to protect the clean water, clean air, and forest landscape” (Save Boundary Waters). The Campaign to Save the Boundary Waters is leading the effort to protect Boundary Waters Wilderness by raising awareness of the increased threat that mining has on the surrounding ecosystem and its inhabitants. Specifically, copper-sulfide ore mining on the edge of the Boundary Waters watershed. By shedding light on these devastating effects, Save the Boundary Waters is educating people by showing the true damaging consequences that this type of industry leaves behind.

The ecosystem is also at threat from mineral harvesting, but the economy is also affected in a negative way. Prestigious universities, such as Harvard, have conducted a series of studies to which the findings have concluded that the Boundary Waters’ ecosystem would suffer devastating results if such mines were ever built. That being said, the concrete science and undeniable facts that back the organization’s fight seem to be caught in a gritty battle between concern for the environment and money-driven greedy lawmakers on Capitol Hill. The scope of the organization's reach is fairly large in size, and the issues continue to expand beyond Northern Minnesota’s landscape. In recent years, the organization has received increased attention by partnering with Patagonia to create an informative documentary, which brings awareness to the fight at hand.

The organization is also invested in helping struggling veterans heal, many of which battle with PTSD. Inspired by the organization's ambition to help others, Eric Packard, an Army veteran who served two years in Iraq, founded the Veterans for Boundary Waters in the Spring of 2015. He realized the importance to find healing through wilderness experiences and working with the Campaign to Protect the wilderness.

Donations come in a variety of contributions. Yoga classes, a popular form of fundraising, offer a great way to get involved with the Boundary Waters Community. The events collect amounts in either \$5-10 increments, nothing immense, but surely impactful as a whole. Along with that, the organization frequently hosts webinars for people to connect and discuss issues of concern. Additionally, Save the Boundary Waters offers countless other opportunities for volunteering. It

focuses on education, advocacy, and outreach. The work is often done over hot cups of coffee or pints of beer.

Communication Needs:

The intended audience contains people from all walks of life, including veterans, outdoorsmen/women, scientists, youth, and artists. To better increase, the connection with such demographics, a more effective way to foster awareness is to create and present posters and fliers on college campuses. If more college students can get involved, then they could participate in many of the volunteer opportunities. Also, students can post about the organization on social media.

As of now, there are many involved persons that are older in age. The organization must continue to focus efforts on expanding enthusiasm and participation in younger generations. College-aged students, or even high school and middle school, make up a massive target base for which enormous volunteer efforts may contribute. To further expand and strengthen such a following, it is wise to advertise events such as stress-relieving yoga and have each student pay \$5-10. Not only will the students be relieving stress, but they will also be taking part in an organization that helps protect public lands. Also, the organization should develop incentives for college students. This might include free coffee for volunteers.

Solution:

To meet their needs, we will be creating a fundraising letter, a trifold brochure, and an Instagram advertisement. The first two are intended to improve efforts to raise awareness, and the Instagram advertisement would be to create a link that people can go to and donate to our cause.

Considering the expansion of potential influence in the technology era, the Instagram advertisement will be an important tool to increase awareness, especially since we want to expand our audience to a younger generation. The Instagram Ad will contain key information such as:

- A simplified version of the threat to the BWCA
- How to get involved
- Benefits of joining the cause
- A link directing people to a donation page
- A link to a petition

Fundraising Letter: The tone of the letter will mostly be persuasive. The purpose or call to action is to get people to donate money to this organization and/or sign petitions. We would also introduce Bill 5598 which is called the Boundary Waters Wilderness Protection and Pollution Protection Act (McCollum). With enough support, the community will spread awareness of the

upcoming bill and encourage people to contact legislators. We would also briefly describe issues such as environmental and economic issues surrounding the proposed mine.

Instagram Advertisement: The purpose of the Instagram advertisement is to get the attention of community members, and to give them an easy way to support our organization. We will create an attention-grabbing headline, with an attached link to direct users to our cause. Hopefully, supporters will utilize the provided hyperlink, navigating them to a webpage where they can donate and sign the petitions. This would primarily target younger demographics, wherein we want to provide people the opportunity to support our cause with ease. Children under the age of 18 are increasingly joining social media platforms, so putting out this advertisement would persuade them to vote in favor of this organization's causes. The tone of this will be informal and persuasive.

Trifold Brochure: The purpose of the trifold will be to give detailed information about the history and background of this organization, as well as, what people can do to get involved. In an effort to create a visually appealing document, we intend to use colorful organization and bold headlines in order to catch people's attention. We must keep in mind that the brochure's audience is not limited to everyday average citizens, but would also be shown to the state representatives or other government legislators. We would introduce the 5598 Bill which this organization supports, and we would also describe the potential reforms of this bill. The tone of this trifold would mainly be formal and informational.

Bibliography

McCollum, Betty. "H.R.5598 - Boundary Waters Wilderness Protection and Pollution Prevention Act." *CONGRESS.GOV*, 30 October 2020,
<https://www.congress.gov/bill/116th-congress/house-bill/5598>. Accessed 30 September 2020.

Save Boundary Waters. "The Campaign to Save The Boundary Waters." 2020,
www.savetheboundarywaters.org/. Accessed 13 10 2020.