

More than a campaign. A coordinated force for conservation.



United We Stand **FOR PUBLIC LANDS**

America's wild public lands are one of the last great unifiers.

They belong to all of us — regardless of income, background, political affiliation, or ZIP code. They provide access to opportunity, solitude, tradition, food, recreation, healing, and *freedom* to roam.

➔ **Americans Have Spoken**

Across North America, the systems, safeguards, and policies that protect our shared public lands legacy face mounting pressure — from shortsighted development proposals and rollbacks of long-standing conservation policies to efforts that skirt public input and accountability.

At the same time, millions of Americans continue to prove something powerful: **public lands can unite people across geography, ideology, and background.** But only if access, consistent with conservation and wise use, remains.

➔ **2026: The Year of Access**

Backcountry Hunters & Anglers is reigniting its national campaign, ***United We Stand for Public Lands***, to capitalize on the grassroots momentum built in 2025. The campaign will champion:

- **Access** to our public lands and waters
- **Access** to the democratic processes that shape them
- **Access** to information for the purposes of public accountability
- **Access** to a future where backcountry experiences endure



Access
is American.

Stewardship
is Patriotic.

Our Aim

Through grassroots advocacy, storytelling, accountability, earned media, and strategic partnerships – BHA's ***United We Stand for Public Lands*** campaign exists to:

- Expand and strengthen the constituency for public lands and waters
- Increase public accountability around hearings and votes impacting public lands
- Champion proactive conservation/access policies
- Defend long-standing safeguards that protect wildlife habitat and wise use
- Elevate the voices of hunters, anglers, service members, outdoor recreationists, and public land owners nationwide
- Reinforce that public lands stewardship is patriotic



Campaign success will be defined by our ability to:

Expand BHA's grassroots influence

Fortify BHA as the leading voice for public lands and waters

Increase use of BHA's Action Center

Drive awareness and accountability around public lands voting records

Surge support for proactive conservation & access policies



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BHA achieved THIS
in just FOUR months!

2025 Campaign Reporting

132,791+
Calls/Emails to Congress

141
Earned Media Mentions

129,426,499
Total Audience Reach

\$1,416,545
Estimated Publicity Value

~16:1
Earned-to-paid Media Ratio



BHA's 2025 **United We Stand for Public Lands** campaign results were achieved with a campaign investment of **\$89,015.98** at a blended Cost Per Action of **\$0.67**.



A Record Day

At the height of the 2025 campaign, BHA's "Flood the Lines Day" generated **33,289 messages and calls to Congress in just 24 hours**. This accounted for 25% of total actions taken during the campaign's first four-month sprint.

Notable participants included: MeatEater, Patagonia Flyfish, onX Maps, Vortex, Orvis, Outdoor Life, Field & Stream, First Lite, Remi Warren, Fly Fisherman Magazine, Savage Arms, GOHUNT, and many more.

(that's an action every 3 seconds)



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Help *Fuel* the Movement

The single most impactful way to show your support for Backcountry Hunters & Anglers is through a charitable gift. Every dollar helps us defend public lands and waters, mobilize the grassroots, and ensure future generations inherit the same opportunities we enjoy today. We can accomplish this when you consider:

- Making a **one-time or recurring donation**
 - Monthly and annual options available; no minimum.
- Joining the **Campfire Society** with a leadership-level commitment
- **Other ways to give**, such as donor-advised funds, employer matching gifts, memorials, and more.

If a charitable gift isn't yet possible, you can still make a difference. Here's how:

➔ Be a Member

Join, renew or gift a membership today. Options include:

<i>Student</i>	\$20	<i>3-Year Individual</i>	\$85
<i>Military</i>	\$25	<i>3-Year Family</i>	\$150
<i>Individual</i>	\$35	<i>Supporting</i>	\$250
<i>Family</i>	\$60	<i>Lifetime</i>	\$1,500

➔ Volunteer

Help set up a BHA Pint Night, lend a helping hand at one of our habitat stewardship projects near you, or consider joining your state chapter's Board!

➔ Wear Your Values

Purchase gear from BHA's United We Stand for Public Lands special collection.

➔ Become a Corporate Partner

BHA is proud to stand alongside companies that share our commitment to conservation. View a list of our current Corporate Partners **HERE**.

➔ Take Action

Use BHA's Action Center to contact your elected officials on issues most important to you. Every voice matters!

➔ Stay Connected

- Subscribe to BHA's e-newsletter, the *Backcountry Bulletin*
- Follow BHA on Facebook, Instagram, LinkedIn, X, and YouTube
- Listen to, download, and share BHA's podcasts



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