Strategies for Holding the Next Administration and Congress Accountable for Great Lakes Restoration

September 2008
Outline

1. Background: Regional Research and Message

2. Transitioning from a Regional to a National Message

3. Ideas for Putting the Message to Work Nationally
1. Background: Regional Message

Message elements

1. Mixture of values and threats

2. Impress Urgency—growing problems and costs, warn against delay

3. Define the solution, describe what individuals can do
Regional Message

The Great Lakes provide drinking water for 42 million people and are part of the economic and cultural identify of our region. The health of our Lakes is being threatened by untreated sewage and invasive species.

Unless we invest in a solution today, the price we pay tomorrow will be much higher and future generations may never experience the Lakes as we know them.
You can be a part of the solution. Urge Congress to pass the GLCIA to protect our drinking water, economic future and way of life.

Take a few minutes and urge Congress to protect the Great Lakes.

Healthy Lakes, Healthy Lives. www.restorethelakes.org
The Great Lakes hold one fifth of the world's fresh water supply and currently provide drinking water to over 42 million people. Yet each day, our Lakes are damaged economically and ecologically by untreated sewage, industrial pollutants and invasive species. Unless we invest in a solution today, the price we will pay tomorrow will be much higher and future generations may never experience the Lakes as we know them. Fortunately there is a solution—you, Urge Congress to pass the Great Lakes Collaboration Implementation Act, a comprehensive regional plan that dedicates funding to protect our drinking water, our economic future and our way of life. Log on to www.greatlakesforever.org for more information and in a just few minutes you can protect the Great Lakes forever.

URGE CONGRESS TO PROTECT THE GREAT LAKES
TAKE A FEW MINUTES TO PROTECT THE GREAT LAKES FOREVER WWW.GREATLAKESFOREVER.ORG
2. Transitioning to National Message

Message elements:

• Need to educate about importance: Lakes are a natural wonder, icon in Am. Landscape

• Stress economic importance across the nation

• Continue to impress urgency

• Two track strategy for solutions
The Great Lakes are one of America’s national treasures. The Lakes are a crucial part of the American economy and provide drinking water for forty-two million people.

The health of the Lakes is being threatened by problems such as untreated sewage and invasive species.

Unless America invests in the Lakes, these problems will get worse and the price we pay will be higher. We must act now to protect this great American resource.
You can be a part of the solution. Urge Congress to commit itself to GL restoration by asking your Members of Congress to do two things:

1. Fund programs that will immediately attack problems with untreated sewage, invasive species, toxic pollutants and loss of wetlands and habitat in the Great Lakes.

2. Pass and fund the GLCIA—a comprehensive, long-term action plan to modernize sewage treatment, clean-up polluted harbors, restore wetlands and prevent invasive species. Enacting this action plan is essential to protect this great American resource.
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3. Ideas for Putting the Message to Work Nationally

• Hold next Administration and Congress accountable

• Three Ideas

  1. “America needs the Great Lakes” campaign

  2. Do the groundwork so we have a “Great Lakes President”

  3. Congressional Tours of the Lakes