

AMERICANS FOR ALASKA PARTNER ENGAGEMENT TOOLKIT

OVERVIEW

Across Alaska, public lands, clean water, and wild places are at risk of privatization, development, and harmful extraction. Lasting defense and protection depends on broad national awareness and activation. That's where you come in.

This toolkit equips you with the messages, materials, and strategies to engage your community, educate decision-makers, and mobilize support. Together, we can ensure that America's wildest public lands stay wild—for the people, ecosystems, and future generations that depend on them.

KEY MESSAGING

1. Elevate Alaska public lands. Illustrate the place, make people want to go there someday, understand it is worth protecting.

- a. Alaska's public lands belong to all Americans.
- b. Alaska is home to our country's most magnificent and vast unspoiled landscapes and abundant wildlife.
- c. Alaska provides opportunities for world-class outdoor recreation, including backpacking, rafting, fishing, hunting and more.
- d. Alaska's wild lands are a living testament to our country's last unspoiled places.

2. Articulate threat. The audience understands Alaska will be forever changed if we don't protect it from imminent threats and sell-offs.

- a. Avoid specific issues or campaigns.
- b. Alaska's public lands face increasing threats of permanent sell-off, cutting our last wild state up piece by piece until it is gone.
- c. Alaska's Governor continues to cozy up to industries that propose overturning prime habitat for fish and wildlife and polluting the water. Beyond Alaska, federal officials look to betray American heritage by selling off Alaska's wildest public lands to the highest bidder for short-term profit and permanent loss.

SOCIAL GRAPHICS

You can download campaign social graphics and our video spot in our shared Google Drive:

CAMPAIGN ASSETS

Graphics are sized for both Feed and Stories placements.

3. Build engaged defense. Ensure that grassroots supporters nationwide understand their role in defending Alaska's public lands and waters.

- a. Public lands in Alaska are priceless and magnificent beyond imagination.
- b. Today's elected leaders are backing ideas to sell off Alaska to the highest bidders, often foreign-owned companies, to cover tax breaks for billionaires. They are prioritizing short-term profit that results in permanent loss of your American heritage and opportunity.
- c. Protecting Alaska wild lands protects American heritage.

4. Call to Action. Not only does the audience understand what do to, but they have the tools to share with and mobilize their community.

- a. Defend America's wildest public lands
- b. Join our movement
- c. Sign the petition to stop the selloff

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POSTING GUIDANCE

Action Links

Please use the following action link in all posts:

americansforalaska.org/act-now/

Primary Hashtags

#americansforalaska #stoptheselloff

Secondary Hashtags

#publiclandowner #keepitpublic #publicland
#AKpubliclands #defendpubliclands
#keepitwild #alaskawild #actforalaska
#defendthearctic #arcticrefuge #notforsale
#defendthewild

X Posting Strategies

- Post content in response to existing popular or relevant threads.
- Tag relevant elected officials, journalists, influencers, and organizations working in this space.
- Schedule posts for the morning and early afternoon for higher visibility with media and political circles.

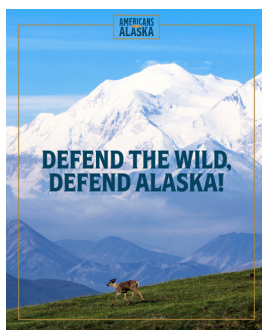
Instagram Posting Strategies

- Lean into carousel posts and reels for dramatic visuals and storytelling.
- Include polls and quizzes in Stories for engagement.
- Pin key stories with action links to Highlights.
- Do not include links in post copy, instead use bio links/Linktrees or include in bio.
- Incorporate hashtags into post copy.

Facebook Posting Strategies

- Can expand to post longer captions, or add links to full articles.
- Share within local groups when possible and encourage followers to share.
- For videos, upload directly instead of sharing YouTube links.

SAMPLE POST COPY



Wildlife and Wild Places

From migrating birds that traverse the nation to herds of caribou roaming the tundra and fat bears feasting on salmon, Alaska's wildlife embodies the wildness of adventure and imagination. Join our movement to defend Alaska's wild lands. [ACTION LINK]

[DOWNLOAD IMAGE](#)



Heritage

Alaska's wild lands are a living testament to our country's last, unspoiled places. Protecting public land in Alaska protects your American heritage. You can help by signing a petition and talking to your members of Congress. [ACTION LINK]

[DOWNLOAD IMAGE](#)



Recreation

Alaska is home to our country's most magnificent and vast unspoiled landscapes and abundant wildlife. Alaska provides opportunities for world-class outdoor recreation, including backpacking, rafting, fishing, hunting, and more. Join our movement to protect Alaska's public lands for future generations. [ACTION LINK]

[DOWNLOAD IMAGE](#)

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SAMPLE POST COPY

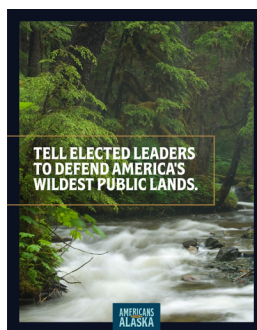


Belong to all of us

Alaska's public lands belong to all Americans. We have a duty to ensure future generations can experience the great outdoors in Alaska because they're unlike anywhere else in America. Sign the petition to stop the sell-off.

[ACTION LINK]

[DOWNLOAD IMAGE](#)

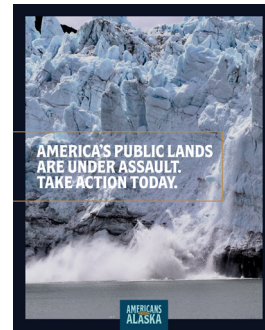


Short-term profit, permanent loss

Public lands in Alaska are magnificent beyond imagination. Today's elected leaders are backing plans to sell off Alaska to foreign-owned companies to cover tax breaks for billionaires. They are prioritizing short-term profit that results in permanent loss of your American heritage and opportunity. Join our movement to keep Alaska's public lands for all Americans.

[ACTION LINK]

[DOWNLOAD IMAGE](#)



State and Federal threats

Alaska's public lands face increasing threats of permanent sell-off, cutting our last wild state up piece by piece until it is gone. Alaska's Governor continues to cozy up to industries that propose overturning prime habitat for fish and wildlife and polluting the water. To make matters worse, federal officials are working to sell off Alaska's wildest public lands to the highest bidder for short-term profit and permanent loss. Take action to stop them. [ACTION LINK]

[DOWNLOAD IMAGE](#)



Crown Jewel Video

With more than 220 million acres of magnificent terrain, Alaska's public lands connect us to something bigger — supporting wildlife and wild places, sustainable economics and jobs, and unforgettable family adventures. They are the crown jewel of our country's public lands. Help us defend the wild Alaska that belongs to us all. [ACTION LINK]

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COLLATERAL MATERIALS



Alaska is the crown jewel of American public lands.

These wild, undeveloped public lands define our heritage, are a symbol of freedom, and have shaped the American imagination.

Alaska's public lands are under assault. Federal officials are pushing to hand over our wildest public lands in Alaska to foreign companies for drilling, mining, and development. These aren't just acres on a map—they're hunting grounds, salmon streams, and sacred places.

Join us to defend our wildest public lands.

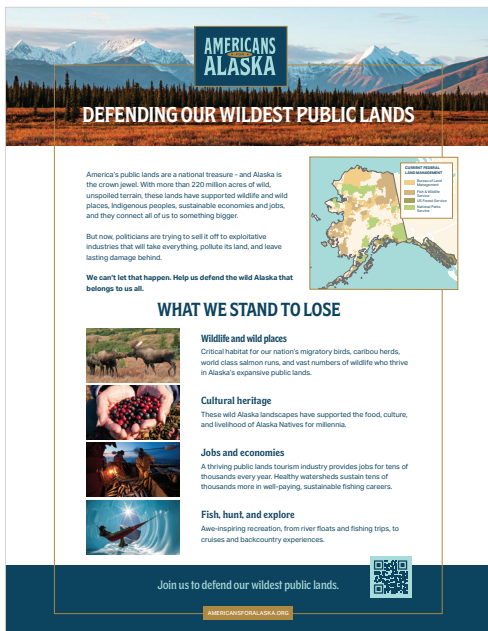


AMERICANSFORALASKA.ORG

Postcard

Download the campaign's 4x6 postcard. There are two color variations to choose from.

[DOWNLOAD POSTCARD](#)



Bumper Stickers

Download design files for campaign bumper stickers.

There are two options to choose from.

[DOWNLOAD BUMPER STICKERS](#)

Factsheet

Download the campaign's 8.5x11 fact sheet.

[DOWNLOAD FACTSHEET](#)