Specialized Services:
• Public Opinion Research and Audience Analysis
• Communications Strategies
• Material Production
• Campaign Implementation
• Evaluation
• Collective Action Managers
• Coalition Builders and Managers

5 full-time experts with professional and educational backgrounds in writing, rhetoric, conservation, environmental science, education and outreach

20 years of environmental communications experience
Mississippi River Network

- 49 Member Organizations
- Non-profits, small local to large national, very diverse
- In agreement on core issues
- Member organizations form the committees and make decisions
- Bluestem manages MRN coalition and oversees implementation of national campaign, *1 Mississippi*
- Funded by two foundations
- Public campaign work and federal policy work
Mississippi River Network
1 Mississippi Campaign

www.1mississippi.org
Public Outreach and Communications Campaign

Purpose of campaign is to build support amongst the public for the protection and restoration of the Mississippi River. Our goal is for people to:

THINK – *the River is a special place*, historically, culturally and naturally

KNOW – *the River is threatened*, but people can take action to help it

FEEL – the River is a part of America or part of the place I call home
Campaign Strategy

- Research-based, tested messaging

River Citizen Campaign
- Recruit (20,000)
- Engage
- Activate

Meet River Citizens along the River

Provide many opportunities to connect

Offer tools and information they need to take action
Campaign Activities

- Regional host implements on-the-ground campaign.

- Campaign Manager oversees campaign and has regular ongoing communications with River Citizens.

- River Citizens are given the option monthly to take an action, could be personal, local, regional or related to federal policy.
An Outreach Assistant’s main goal is to talk to people about the Mississippi River, why it’s important, the trouble it faces and what each of us can do to make a difference.

The 1 Mississippi campaign is the only national effort bringing people together from all 50 states, to do what they can to help the River and create a base of River Citizens.

River Citizens are the guardians and caretakers of the River.

From armchairs to wading boots, they are the people the River can count on.
The Mississippi River is in Trouble!

#1 Challenge: Farm Practices
- Excess fertilizer pollutes the water, creates algae blooms and the Dead Zone
- Discontinued use of cover crops leaves unprotected top soil to wash away

#2 Challenge: Loss of Wetlands
- River communities are more vulnerable to flooding and drought
- Destruction of valuable habitat for people, plants and animals

#3 Challenge: Urban Runoff
- Runoff carries pollution like trash, motor oil, road salt, pesticides, household chemicals and sediment into the River
- Increases flooding incidents and damages to homes and businesses
Recruitment Events:

- Ice Fest
- Bald Eagle Watch
- Earth Jams
- Living Green Expo
- Winter Farmer's Market
- Blacksmith Days
- Earth Day Weekend Celebration
- Religious Event: Generations of Faith
- QC Pride Fest
- Ding Darling Days Downtown
- America's River Festival
- Radish Healthy Living Festival
- Boat Fest
- Dubuque Farmer's Market
- DesMoines Farmers' Market

Engagement/Education Events:

- Green Iowa Americorps Galena Clean-up
- Living Lands and Waters Clean-Up at Massey Marina
- Iowa AmeriCorps Dubuque Clean-Up
- Canoe Trip on Catfish Creek
- Hike with Loras
- 1MS 5 Year Celebration: Wine Tasting and Art Tour
- Dubuque Clean-Up
- Hike with Mississippi Trails Hiking Club at Mississippi Abbey
Engagement Events

Wine Tastings

Art Walks

Canoe Trips

Log rolling

Boat Rides

Concerts

Exhibit opening
Newsletters

On average

1,000 River Citizens open the newsletter
Take Action and Create a Healthier River.

The combined efforts of individuals and organizations are needed to make lasting progress. The Mississippi River Network, established in 2001, creates a unified voice for the land, water and people of the Mississippi River. As of 2013, 50 local and national organizations now participate in the Network and support 1 Mississippi with their unique resources and expertise.

River Citizens + Mississippi River Network = 1 Mississippi.

1. Spread the word about 1 Mississippi. Forward our newsletter, join the conversation on Facebook and Twitter and encourage others to participate in the movement by signing up at www.1mississippi.org.

2. Connect with the River. Take a canoe trip, visit a nature center or attend a riverside festival. Since we protect what we know, get out and experience the Mighty Mississippi for yourself. Find year round River events near you at www.1mississippi.org/events.

3. Volunteer for the River. Many hands make light work and volunteers often turn ideas into reality. River cleanups, tree plantings and restoration work days directly affect your community and create free memories with family and friends. Opportunities can be found at www.1mississippi.org/volunteer.

4. Pick up garbage and pet waste to reduce pollution and harmful runoff into the River. Heavy rains flush pollution into storm drains, much of which flows directly into rivers. We can beautify our communities and prevent River pollution at the same time by simply bringing a bag and picking up trash on neighborhood walks.

5. Choose native plants for yards. Native plants are accustomed to the conditions where you live, can prevent invasive species from spreading, preserve community heritage and support local pollinators, butterflies and birds.

6. Contact Congress through the 1 Mississippi Action Center. Remind them the health of the River is inseparable from the strength of our economy and communities. Remember, these elected officials answer to you. Never underestimate the power of your voice.

7. Reduce the use of lawn and garden fertilizers containing phosphorous and nitrogen. When these excess nutrients enter rivers and streams, they promote algae growth, depleting oxygen in the water and endangering aquatic life. The result is a Dead Zone in the Gulf of Mexico that wreaks havoc on the ecosystem and threatens the fishing industry.

8. Support sustainable agriculture practices, policies and people who promote healthy soil. Sustainable farming prevents soil erosion taking care of the land for future generations. Use your dollars to encourage local farmers who integrate responsible farming techniques.

9. Protect valuable local wetlands from harmful development. Speak up at public forums and describe the essential role wetlands play in ecosystems and our communities. They provide critical habitat, filter pollutants and protect our homes and businesses by acting as a giant sponge, absorbing excess rainwater and reducing flooding.

10. VOTE! Be heard. Elected officials make important decisions that affect our River. Learn about your local and national leaders’ voting records and hold them accountable for making our River their priority. Everyone should be held responsible for their actions.

1. Spread the word about 1 Mississippi.
2. Connect with the River.
4. Pick up garbage and pet waste.
5. Choose native plants for yards.
6. Contact Congress and speak up for River issues.
7. Reduce your use of lawn and garden fertilizers containing phosphorous and nitrogen.
8. Support sustainable agricultural practices, policies and people who promote healthy soil.
9. Protect valuable local wetlands.
10. VOTE!
17 River Mayors are River Citizens!
Notable River Citizens

Representative Cheri Bustos

Authors
Paul Schneider
Mary Ann Sternberg
John Barry
Gayle Harper
There are currently 11,892 River Citizens in all 50 states and internationally.