



**Iowa's Natural Resources and
Outdoor Recreation Trust Fund**
Iowa's Water and Land Legacy (IWILL)
2017 GUIDEBOOK

TABLE OF CONTENTS

2	What You Can Do To Support Funding The Trust
3-4	Talking To Your Lawmaker
5	Summary
6-7	Frequently Asked Questions
8-9	Formula education
10	Key Ducks Unlimited personnel
11-14	Target legislature map
15	Event script

Whenever you see this symbol  , that indicates a speaking point that could be useful for explaining our goals.



Iowa's Water and Land Legacy
www.facebook.com/iowaswaterandlandlegacy



Iowa Ducks Unlimited
www.facebook.com/iowaducks



Iowa's Water and Land Legacy
[@IWILL_IA](https://twitter.com/IWILL_IA)

WHAT YOU CAN DO TO SUPPORT FUNDING THE TRUST

“Every DU member must let their voice be heard right now to ensure our legislators Fund the Trust that we voters passed back in 2010. Thank you for helping our kids and grandchildren enjoy healthy soil and water, abundant fish and wildlife, and safe places to recreate, hunt and fish.” Tammi Kircher, Iowa Ducks Unlimited Chair

1. **Attend** a local legislative forum or coffee and speak to your legislator. See below for more details and this booklet for talking points and tips.
2. **Attend** the IWILL Day at the Capitol on April 11th. More details on the IWILL website (<http://www.iowaswaterandlandlegacy.org/>)
3. **Send** a personal, hand-written letter to your legislator asking him or her to fund the trust by increasing the sales tax 3/8 of a penny.
4. **Invite** your legislators to your DU event. Make sure they have a great time and hear from their members about supporting Funding the Trust.
5. **Call** your legislators and ask them to Fund the Trust (see talking points next page). You can find your legislator at www.legis.iowa.gov/legislators/find
6. **Write** a Letter to the Editor and send to your local newspaper.
7. **Use** Facebook and Twitter to advance the effort. “Like” the DU Iowa and IWILL Coalition Facebook pages, and share on your personal Facebook page. Then send to your legislator!

WHAT IS A LEGISLATIVE FORUM AND HOW CAN I PARTICIPATE?

Legislative forums are simply a local, informal meeting your legislators host in their community. Forums are designed to give you, the constituent, an opportunity to speak to your legislator and let them know what’s important to you. They are usually an hour long, hosted at a local restaurant or hall, and can be very effective in persuading your legislator.

The IWILL Coalition and DU are collaborating to encourage our supporters to attend forums, so legislators know you care about Funding the Trust and creating a conservation legacy for all Iowans. Talking points and tips are included in this book.

We will contact you and letting you know when and where the forums are, and we will also host a pre-meeting so you and other likeminded conservationists can collaborate on delivering the IWILL message. You won’t be speaking alone and will have others there to support the cause!

For more information, contact DU biologist Mike Shannon (541-891-5047 or mshannon@ducks.org) or Field Coordinator R.G. Schwarm (641-590-0921 or schwarm@brownwinick.com)



TALKING TO YOUR LAWMAKER

IOWA NATURAL RESOURCES AND OUTDOOR RECREATION TRUST FUND



WHAT IS THE TRUST?

Iowans in 2010 voted overwhelmingly to create the constitutionally protected Trust Fund, to be financed by a 3/8 cent increase in the statewide sales tax.

The Trust Fund will create a permanent, accountable funding source to improve fish and wildlife habitat, soil and water conservation, and quality of life throughout all 99 counties.

WHAT TO TELL LEGISLATORS:

- **Support tax reform:** Increasing the sales tax to Fund the Trust can be done while cutting other taxes, leaving a net positive impact on Iowa taxpayers.
- **Habitat and wetlands:** Iowa sportsmen lack access to quality hunting and fishing opportunities. Our children and grandchildren will have even fewer opportunities if we do not take action, because less than 10% of Iowa's original wetlands remain.
- **Future of agriculture:** The Trust Fund will make adequate funds available to save Iowa's precious topsoil from washing into waterways through erosion, ensuring the richness of our land is preserved for future generations of producers.
- **Common sense:** The average Iowa family will pay *less than \$1 per week* to Fund the Trust.

TIPS FOR MEETING WITH YOUR LEGISLATOR

Prepare: Review talking points and learn about your legislator. Call DU support staff if you have any questions at (515) 242-2440. Find your legislator at: www.legis.iowa.gov/legislators/find

Respect: Address legislators as "Representative" or "Senator." Always be polite.

Personalize: Focus on how you use and enjoy natural resources, and provide stories about how hunting and fishing has been a special part of your own family history.



Focus: Legislators may try to change the topic away from what you want to discuss. It is perfectly acceptable for you to say, “That is not the issue I came here to discuss...” and refocus the conversation back to Funding the Trust.

Share your visit: Take a photo with your legislator and share it on social media. Tag them on social media, and thank them for their time.

WHAT YOUR LEGISLATORS MAY SAY

Legislator: The Trust funds a public land grab, where public money is used to acquire valuable private farm land.

Answer:

1. Private landowners have the right to sell their land to whomever they want.
2. 97% of the land acquired under REAP has an average Corn Suitability Rating (CSR) of 33.

Legislator: The Trust would give the DNR more resources to further burden the agriculture industry with more regulations.

Answer:

1. By law, Trust Fund dollars can only be used to support voluntary initiatives.
2. By law, Trust Fund cannot be used for regulatory efforts, enforcement actions or litigation.

Legislator: When the issue was on the ballot in 2010, voters were unaware they were voting for a sales tax increase.

Answer:

1. Statewide polls show 66% of Iowans supported a sales tax increase to Fund the Trust.
2. When combined with a reduction of income or property taxes, support rose to 73%.

Legislator: The Trust formula needs to allocate a higher percentage to the Governor’s nutrient reduction strategy.

Answer:

1. Over 60% of the Trust (more than \$128 million annually) could be applied to Iowa Nutrient Reduction Strategy best management practices.
2. The formula was the compromise of many stakeholders including members of the Iowa Farm Bureau.



Contact your legislators today! Tell them to support funding the **Natural Resources and Outdoor Recreation Fund**

Details at:

www.iowaswaterandlandlegacy.org/

Find your legislator:

www.legis.iowa.gov/legislators/find

WHAT IS THE TRUST? Iowa's Water and Land Legacy (IWILL) is a coalition working together to fund the Natural Resources and Outdoor Recreation Trust Fund. Iowans voted overwhelmingly to create the fund in 2010. Now we must take the crucial next step of convincing our legislators to direct revenue to the fund. This will ensure a permanent, constitutionally protected funding source is available to conserve Iowa's water, soil, habitat, parks and trails for generations to come. It is our legacy to conserve clean water, productive agricultural soils and abundant natural resources to fish, hunt, hike, and enjoy nature.



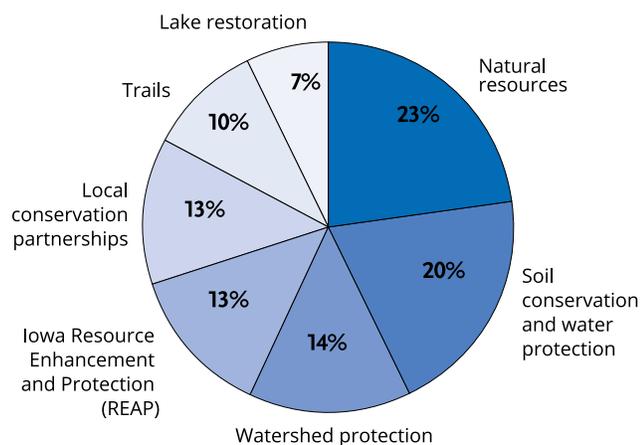
WHY DO WE NEED IT?

-  • **Less than 10% of** Iowa's wetlands remain.
 - Over the last two decades, Iowa has lost more than **1.6 million acres of habitat** suitable for pheasants and other small game.
-  • **53%** of Iowa's waters ranked **"poor"** and **500** waterways are **"impaired."**
- Iowa ranks **49/50** in public lands and **47/50** in conservation spending.

THE IMPACT

- **66%** of Iowans support a revenue enhancement to fund the trust.
- **82%** of Iowans agree that the state's parks, trails, wildlife areas and other public lands are an essential part of our economy.
 - **95%** of Iowa voters believe we need to ensure our children and grandchildren can enjoy Iowa's water, land, wildlife and natural beauty the same way we do today.
- **11,549** number of jobs supported by hunters and anglers.
- **\$2.1 million** per day spent by Iowa sportsmen and women on hunting and fishing, totalling **\$779 million** in 2011.
- **\$375 million** in wages by Iowa sportsmen and women which has a **\$1.16 billion** ripple effect.

HOW WOULD DOLLARS IN THE TRUST FUND BE SPENT?



Contact your legislators today! Tell them to support funding the Natural Resources and Outdoor Recreation Fund

Details at:
www.iowaswaterandlandlegacy.org/

Find your legislator:
www.legis.iowa.gov/legislators/find



FREQUENTLY ASKED QUESTIONS

WHAT IS THE TRUST?

The **Natural Resources and Outdoor Recreation Trust Fund** is a permanent and constitutionally protected funding source approved by voters to conserve Iowa's natural resources. The trust will ensure productive agricultural soils, thriving wildlife habitats and clean water for generations to come.

When was the trust created?

- **2006:** Bi-partisan group of stakeholders and legislators sought solutions for conserving Iowa's natural resources, especially existing unmet needs. Their solution was to establish a trust fund and fund it with a 3/8 of 1% sales tax increase.
- **2010:** 63% of Iowa voters supported the creation of the Natural Resources and Outdoor Recreation Trust Fund, established within the Iowa Constitution.

How is the trust funded?

- Sustainable funding has yet to be established, but was identified in the Constitution and passed by the voters as a 3/8 of 1% sales tax increase, which is expected to raise \$180 million annually.

What will the trust help address?

- Serious state problems including soil erosion, loss of wildlife habitat, flooding, water pollution and cuts in state park funding. The trust fund was established to fund *existing unmet needs* identified by the 2006 bipartisan working group.

Why do we need a trust?

- Once funded, the trust fund guarantees that money be allocated into seven different accounts. As a constitutionally-protected fund, it prevents money in the fund from being diverted to other uses.

What will the trust cost the average Iowan?

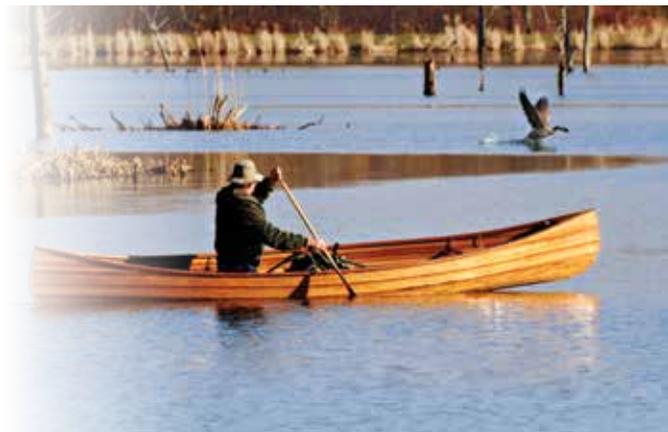
- The average Iowa family will pay less than \$1 per week to fund the Trust – a great return on investment for a cleaner, healthier Iowa and better quality of life for all Iowans.

How will the money be spent?

- See pie chart on page 2.

Who supports the trust?

- More than 90% of legislators voted to put the trust fund on the general election ballot in 2010.
- 63% of Iowans voted in support of creating the trust fund.
- Recent polls indicate that support for the fund has increased to an overwhelming majority of Iowans – 81%.



ECONOMIC IMPACT

Conservation activities funded by the Trust will have a positive impact on local economies with increases in production, recreation, jobs, taxes and spending.

Tourism

Generates more than **\$7.6 billion** in Iowa, employs 64,600 people and generates \$328 million in state taxes.

Agriculture

The trust would provide significant funding for investments in voluntary soil and water conservation practices and technology that could improve yields and profits on Iowa farms, while conserving essential soil and water resources consistent with Iowa's Nutrient Management Strategy.

Parks

State and county parks provide more than 13,000 jobs and \$380 million of personal income, and a high quality of life. The Trust will provide funding for park improvements, new park lands and maintenance.

Wildlife, Hunting and Fishing

Iowa's wildlife recreation industry generates billions of dollars per year and contributes millions in local and state tax revenues annually, provides non-exportable jobs, as well as providing quality of life experiences. Hunting, fishing and trapping will be supported via new hunting opportunities and access to improved wildlife management.

Trails

41% of Iowans use trails for physical fitness. Recreational bike riding generates \$365 million of direct and secondary economic impacts in the state. The Trust will support additional trails and better connectivity between existing trails.

Waterways

Nearly 500 of Iowa's waterways are impaired, which negatively impacts fishing and boating activities. Iowa's waterways need trust attention, and it's estimated that approximately 60% of the trust may be available for soil and water conservation.

Ducks Unlimited Projects

In addition, a total of 71 Iowa DU sponsored-projects would benefit from sustainable funding. These projects are part of DU's high priority Living Lakes Initiative and the Big Rivers Initiative, and would contribute to the North American Waterfowl Management Plan. Estimated cost of these projects is approximately \$28 million dollars.

Western Region (28)

Freemont County (5)
Greene County (3)
Guthrie County (2)
Hamilton County (1)
Hardin County (2)
Harrison County (4)
Monona County (2)
Polk County (2)
Pottawattamie County (1)
Sac County (3)
Warren County (1)
Woodbury County (2)

Northern Region (35)

Cerro Gordo County (1)
Clay County (6)
Dickinson County (5)
Emmet County (2)
Hancock County (3)
Kossuth County (2)
Palo Alto County (2)
Plymouth County (2)
Pocahontas County (5)
Winnebago County (1)
Worth County (2)
Wright County (4)

Eastern Region (8)

Appanoose County (1)
Clinton County (1)
Des Moines County (1)
Jackson County (2)
Louisa County (3)



THE TRUST FUND'S FORMULA

“Natural resource management is complex, however, these funding vehicles are interrelated and, because of that, can provide assistance to meet the diverse needs of Iowa’s resources. For example, Iowa’s precious water resource can be positively affected by five to six of the funding vehicles allocating up to 60% of the new funding toward that resource in some way.”*

KEY POINTS ABOUT THE TRUST FUND FORMULA

- The formula was developed prior to the passing of the constitutional amendment. It was determined by a broad base of stakeholders including legislators, Farm Bureau, Iowa Department of Agriculture and Land Stewardship (IDALS), non-governmental organizations (NGO), and the Department of Natural Resources (DNR), and promised to the people of Iowa.
- Funds are administered through existing infrastructure to reduce bureaucracy, provide clarity, yet allow flexibility.
- The formula requires an annual report to the legislature. The DNR, IDALS, and Iowa Department of Transportation (DOT) already work within this structure to submit an annual report of recommendations.
- The Trust must only be used for voluntary practices and **cannot be used** for regulatory efforts, enforcement actions, eminent domain, condemnation or litigation.
- The Trust Fund and expenditures are subject to a yearly audit.

EXAMPLE EXPENDITURES

Natural Resources (DNR)

- Wetland and wildlife habitat restoration and protection
- Technical assistance & sound financial incentives to landowners for land & water conservation
- Improvement of rivers and streams to reduce runoff/restore habitat

Soil Conservation and Water Protection (IDALS)

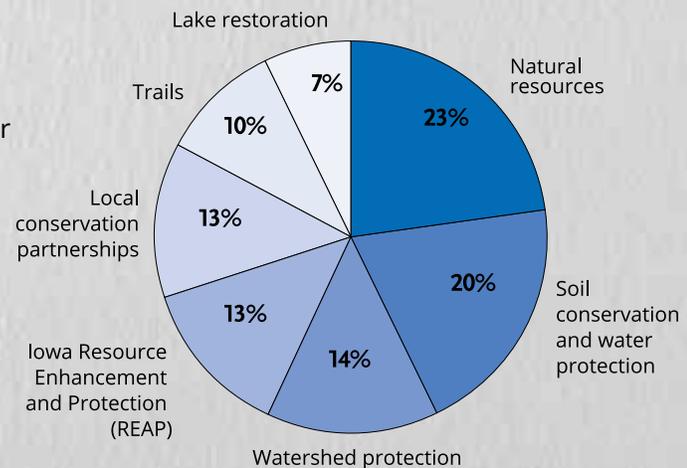
- Installing of conservation practices and watershed protection improvements
- Financial incentives and technical assistance to landowners
- CREP wetlands to enhance water quality

Watershed Protection (shared by DNR and IDALS)

- Financial assistance for locally directed projects/best management practices (BMP)
- Wetland restoration to improve water quality
- Enhance runoff filtration
- Improve water supplies through BMP installation

REAP (administered by the DNR, IDALS, DOT, and Department of Cultural Affairs)

- Buffer strips, wetlands, and roadside prairies to improve water quality
- Conserve critical habitat
- Establish conservation practices (BMPs) to improve water quality





“These funding vehicles were carefully and diligently identified as those which would reduce additional levels of bureaucracy for funding distribution when applicable. They are also structured in a way to work independently and to complement each other.”*

**Quoted directly from Natural Resources and Outdoor Recreation Trust Fund report submitted by the Department of Natural Resources in collaboration with the Department of Agriculture and Land Stewardship.*

Local Conservation Partnerships (allocated by the DNR to local communities)

- Promote programs for soil, water, wildlife and conservation
- Outreach to landowners on conservation practices
- Local partnerships

Trails (allocated by DNR and DOT)

- Develop, maintain and promote trails and water trails enhancing economic development and solidifying Iowa's reputation as national leader in trails

Lake Restoration (DNR)

- Leverage long-term water quality benefits through landowner cost share, federal farm programs and IDALS
- Investments to remove lakes from impaired waters list

IOWA VOTERS SUPPORT THE TRUST

- **66 percent** of Iowans support a revenue enhancement to fill the trust fund
- That number rises to **73 percent** when paired with reduction in other taxes, such as income or property
- **63 percent** of voters supported the creation of the trust fund in 2010
- **81 percent** of Iowans continue to support the fund today
- **82 percent** of Iowans agree that the state's parks, trails, wildlife areas, and other public lands are an essential part of our economy
- **95 percent** of Iowa voters believe we need to ensure our children and grandchildren can enjoy Iowa's water, land, wildlife, and natural beauty the same way we do today



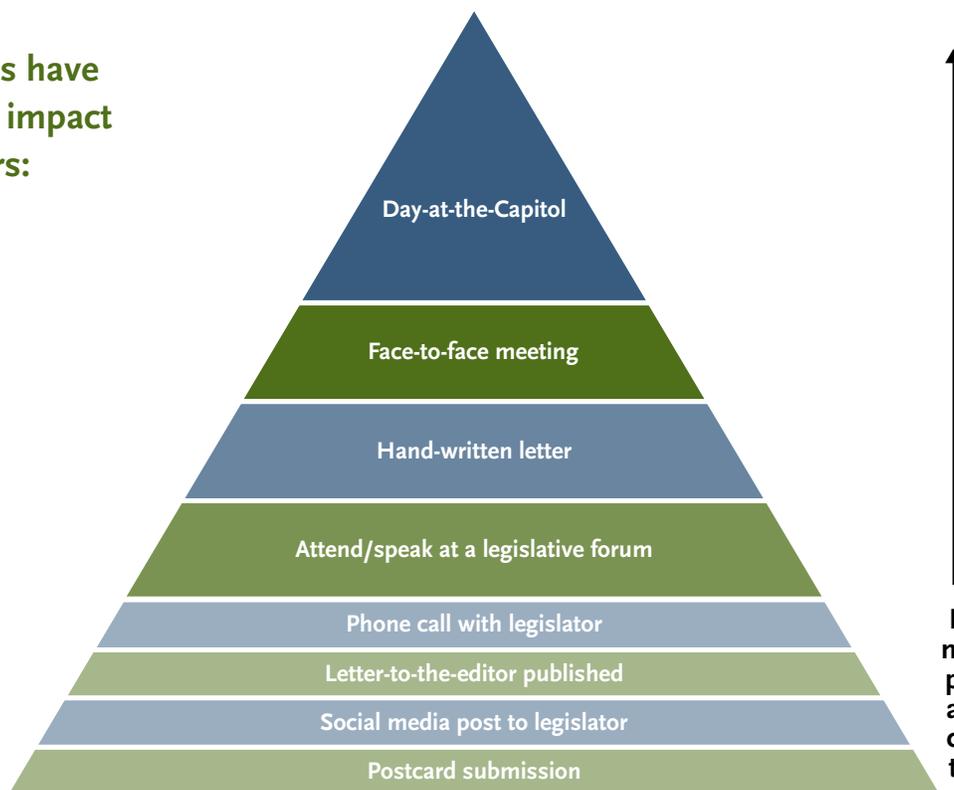
www.iowaswaterandlandlegacy.org

KEY CONTACTS

DUCKS UNLIMITED FUND THE TRUST TEAM KEY CONTACTS

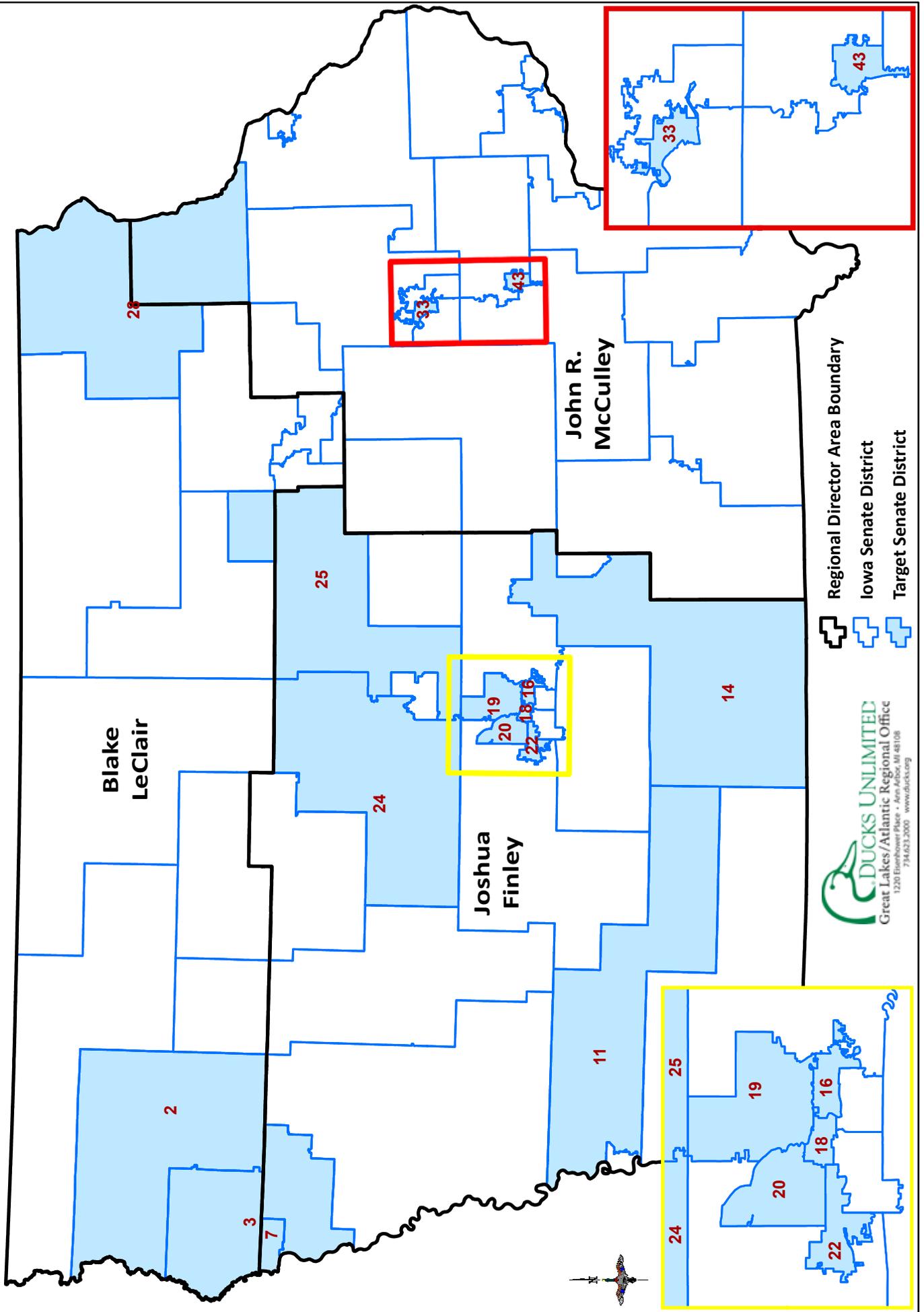
Name	Title	Phone	Email
Gildo Tori	Chair - Policy Director	734-646-5105	gtori@ducks.org
R.G. Schwarm	DU IWILL Field Coordinator	641-590-0921	schwarm@brownwinick.com
Mike Shannon	Regional Biologist	541-891-5047	mshannon@ducks.org
Josh Finley	Regional Director	515-236-4072	jfinley@ducks.org
J.R. McCulley	Regional Director	319-759-4752	jmcculley@ducks.org
Blake LeClair	Regional Director	641-530-9836	bleclair@ducks.org
Chris Sebastian	Communications Manager	734-649-4680	csebastian@ducks.org
Tammi Kircher	State Chair Elect	319-524-2993	tammikircher@yahoo.com
Jon Kruse	State Policy Chairman	712-301-5028	kruser@iw.net
Marc Beltrame	Brown-Winick Lobbyist		beltrame@brownwinick.com

What actions have the greatest impact on legislators:



Target Iowa Senate Districts - 2017

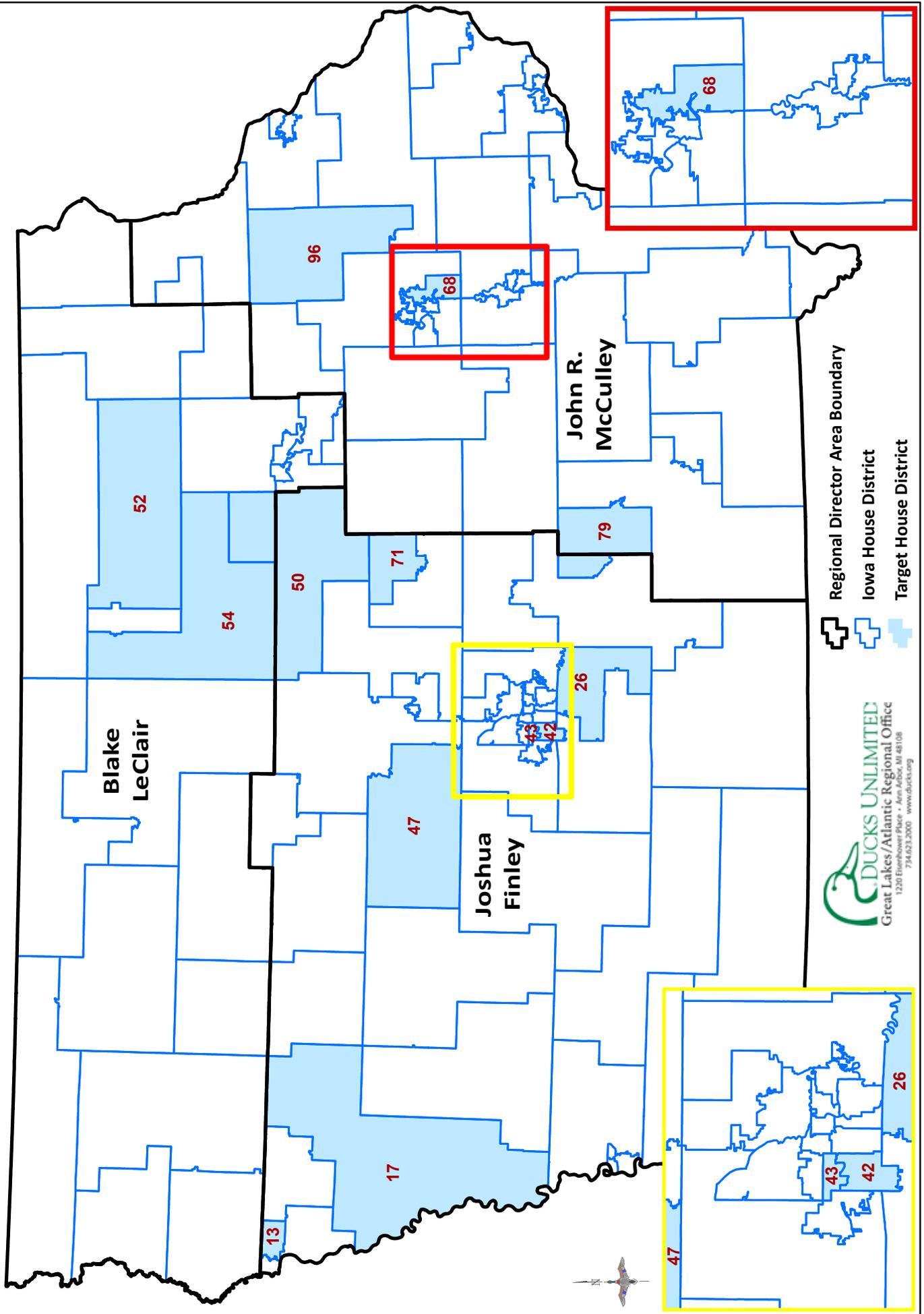
Name and contact info on back



<i>Senator</i>	<i>District</i>	<i>Title</i>	<i>Party</i>	<i>Email</i>
Jack Whitver	19	Senate President	R	jack.whitver@legis.iowa.gov
Jerry Behn	24	President Pro Tempore	R	jerry.behn@legis.iowa.gov
Bill Dix	25	Majority Leader	R	bill.dix@legis.iowa.gov
Amy Sinclair	14	Assistant Majority Leader	R	amy.sinclair@legis.iowa.gov
Michael Breitbach	28	Assistant Majority Leader	R	michael.breitbach@legis.iowa.gov
Charles Schneider	22	Majority Whip	R	charles.schneider@legis.iowa.gov
Bill Anderson	3	Chairman of Commerce Committee	R	bill.anderson@legis.iowa.gov
Brad Zaun	20	Chairman of Judiciary Committee	R	brad.zaun@legis.iowa.gov
Randy Feenstra	2	Chairman of Ways and Means Committee	R	randy.feenstra@legis.iowa.gov
Tom Shipley	11	Chairman of Agriculture and Natural Resources Appropriations Subcommittee	R	tom.shipley@legis.iowa.gov
Rick Bertrand	7	Chairman of Transportation, Infrastructure and Capitals Appropriations Subcommittee	R	rick.bertrand@legis.iowa.gov
Rob Hogg	33	Minority Leader	D	rob.hogg@legis.iowa.gov
Joe Bolkcom	43	Ranking Member of Appropriations Committee	D	joe.bolkcom@legis.iowa.gov
Janet Petersen	18	Ranking Member of Commerce Committee	D	janet.petersen@legis.iowa.gov
Nate Boulton	16	Ranking Member of Labor and Business Relations Committee	D	nate.boulton@legis.iowa.gov

Target Iowa House Districts - 2017

Name and contact info on back



<i>Representative</i>	<i>District</i>	<i>Title</i>	<i>Party</i>	<i>Email</i>
Linda Upmeyer	54	Speaker of the House	R	linda.upmeyer@legis.iowa.gov
Matt Windschitl	7	Speaker Pro Tempore	R	matt.windschitl@legis.iowa.gov
Chris Hagenow	43	Majority Leader	R	chris.hagenow@legis.iowa.gov
Pat Grassley	50	Chairman of Appropriations Committee	R	pat.grassley@legis.iowa.gov
Peter Cownie	42	Chairman of Commerce Committee	R	peter.cownie@legis.iowa.gov
Chip Baltimore	47	Chairman of Judiciary Committee	R	chip.baltimore@legis.iowa.gov
Guy Vander Linden	79	Chairman of Ways and Means Committee	R	guy.vander.linden@legis.iowa.gov
Lee Hein	96	Chairman of Agriculture Committee	R	lee.heine@legis.iowa.gov
Ken Rizer	68	Chairman of State Government Committee	R	ken.rizere@legis.iowa.gov
Mark Smith	71	Minority Leader	D	mark.smith@legis.iowa.gov
Chris Hall	13	Ranking Member of Appropriations Committee	D	chris.hall@legis.iowa.gov
Todd Prichard	52	Ranking Member of Agriculture Committee	D	todd.prichard@legis.iowa.gov
Scott Ourth	26	Ranking Member of Agriculture and Natural Resources Appropriations Subcommittee	D	scott.ourth@legis.iowa.gov

PROTOCOL FOR “FUND THE TRUST POSTCARDS” SIGNING AT DU EVENTS

Goal & purpose

To get attendees to fill out one or two Fund the Trust postcards at fundraising events and other gatherings. These postcards will then be mailed by DU to their respective legislator to influence them to Fund the Trust.

Protocol:

1. First secure permission from AC/Event Coordinator to conduct this brief activity.
2. Regional Directors or other DU leaders/staff will have supply of postcards, plus talking points below.
3. Determine method from the following: A) place a variety of postcards (five different ones) on tables along with DU IWILL infographic. Have someone read bullet points/script (below) – should take no longer than 2-3 minutes and encourage attendees to fill out back of postcard (preferred option). B) Have table set aside and make an announcement that attendees can fill out postcards and get more information. C) Have a designated volunteer or staff available to talk to people about Funding the Trust, and provide postcards to willing attendees.
4. Ask attendees to drop off completed postcards at front registration table. Cards will be collected by RDs/staff or senior volunteers and mailed to Great Lakes/Atlantic Region office.

SUGGESTED TALKING POINTS/SCRIPT

- Greetings, my name is _____ and I'm here on behalf of Ducks Unlimited and Iowa's water and land legacy also known as IWILL or the Trust Fund.
- For the past 10 years, many groups have worked to improve funding for conservation in Iowa. In 2010 Iowans passed a Constitutional amendment to create the Natural Resources & Outdoor Recreation Trust Fund. However, our legislators have failed to provide funding for the Trust.
- So now we need your help to encourage them to do so. On your tables are various Fund the Trust postcards. So please grab a postcard in front of you and put your name, address and email on the card to be mailed to your legislator. Don't worry if you don't know your legislator's name, we'll add that for you and put a stamp on it as well.
- If you would like us to contact you so you can do more to support IWILL, put a STAR ★ on the postcard by your name. We are most effective when we speak directly to our legislators.
- We simply need you – as a member of Ducks Unlimited – to help us make our legislators understand that we want over \$180 million a year pumped into our economy for conservation. In fact, fill out two postcards and we will send one each to your senator and representative.
- If you have any questions, see the flyer on your table, or I or someone will be in the back of the room to answer your questions. Thanks so much for your time and support of DU!



IOWA'S
WATER & LAND
LEGACY

**Contact your legislators today!
Tell them to support funding
the **Natural Resources and
Outdoor Recreation Fund****

Details at:

www.iowaswaterandlandlegacy.org/

Find your legislator:

www.legis.iowa.gov/legislators/find