

Version 3.0

BuffaloFieldCampaign.Org

Protect Our National Mammal Campaign

American Bison: An Endangered Species

Goals

1. Raise public awareness of the 2016 designation by Congress of the American Bison as Our National Mammal
2. Motivate and inspire action to recover wild American bison in the Yellowstone ecosystem and protect their habitat
3. Gain new members and allies by highlighting the importance of wild buffalo and the work of BFC



How would we like our audience to feel?

- Informed, educated and emotionally invested in the well being of the Yellowstone Bison
- Have a clear understanding of current BFC issues and initiatives
- Eager to engage and participate
- Have a clear understanding of next steps



Who we are trying to reach

- Native allies and Tribal peoples
- Businesses
- Tax paying citizens
- American & Global audiences
- Organized groups
- Farmers and ranchers



Approach

- Deliver in-person presentations to each group or our target audience
- Customize each presentation to the concerns of each group
- Provide clear and simple talking points so each group can pass along and amplify our message
- Provide clear calls-to-action such that each group can support BFC initiatives



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Presentation Begins on Next Slide



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America's National Mammal





May 9, 2016

National Bison Legacy Act Signed Into Law

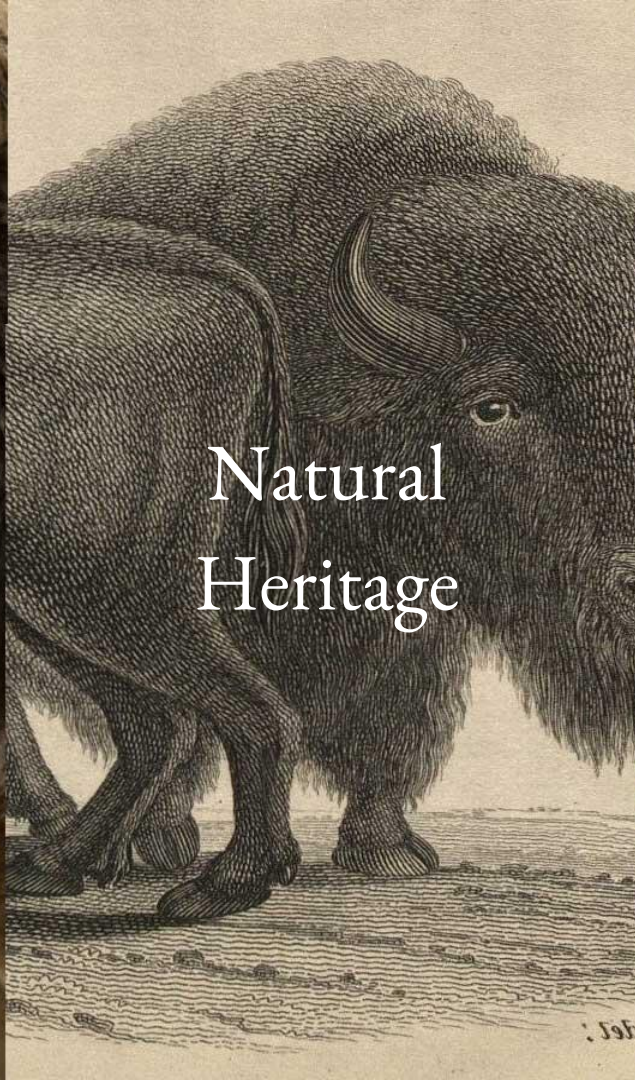
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Community



Natural
Heritage



Strength
of Spirit

A photograph of an adult bison and its calf in a grassy field. The adult bison is on the right, facing left, with its large, shaggy brown fur and curved horns. The calf is on the left, also facing left, with lighter brown fur. The background shows a blue lake, green hills, and a clear sky.

Community

North America's Largest Mammal



From Alaska to Mexico, Nevada to Appalachia

A black and white photograph of a vast herd of bison on a plain. The herd is dense and stretches across the foreground and middle ground, filling most of the frame. In the background, there are rolling hills or low mountains under a cloudy sky. The overall scene is a historical representation of the American West.

Natural Heritage

“The moving multitude...
darkened the whole plains”

—Lewis & Clark, 1806



Natural Heritage

“The buffalo gave us everything we needed.
Without it we were nothing.”

— John Fire Lame Deer,
Lakota Holy Man

A large, conical pile of bison skulls, ready to be ground into fertilizer. A man stands on the peak, and another man sits at the base. The scene is set outdoors, with a building visible in the background.

Natural Heritage

Man standing on skulls of bison ready to be ground into fertilizer

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A close-up photograph of a bison's face, heavily covered in snow. The bison's dark eye is visible, looking towards the camera. The snow is piled up on its nose and forehead, partially obscuring its features. The background is a soft, out-of-focus white, suggesting a snowy environment.

Resilience

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A herd of bison is grazing in a vast, green, grassy field. In the background, a low, rounded hill rises under a bright blue sky filled with fluffy white clouds. The bison are scattered across the field, some standing and some grazing. The overall scene is peaceful and natural.

Strength of Spirit

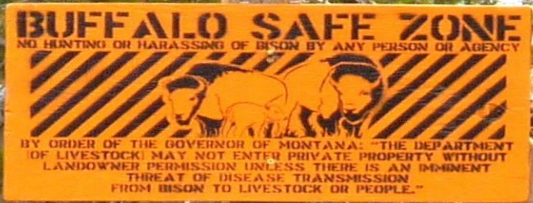
The Last Wild Herds

A photograph of a large brown bison and a smaller reddish-brown calf in a grassy field. The bison is in the foreground, lying down with its head resting on the grass. The calf is standing to the right of the bison, looking towards the camera. The background is a green field with small yellow flowers. The text "Strength of Spirit" is overlaid on the left side of the image.

Strength of Spirit

A photograph of a dead bison lying on a snowy hillside. The bison is in the foreground, its body partially covered in snow. In the background, a wooden cross stands on a hillside. The sky is blue with some clouds. The overall scene is somber and suggests a message about environmental threats.

Threats



Natural Habitat Protection

CK-IN HERE

elcome

ARM RESORT

GROUND

MARINA



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Still image from short film "Our National Mammal"









YRP 

PRIVATE PROPERTY · BISON SAFE ZONE
NO TRESPASSING · NO HUNTING · NO SNOWMOBILES

HARASSMENT OF WILDLIFE
BY ANY PERSON OR AGENCY WILL NOT BE TOLERATED
VIOLATORS WILL BE PROSECUTED TO THE FULLEST EXTENT
Yellowstone Ranch Preserve

YRP  **Yellowstone Ranch Preserve**
For More Information:
(801) 263-3623
www.yellowstoneranchpreserve.com

A close-up photograph of two bison standing in a snowy field. The bison on the right is larger and has prominent horns, while the one on the left is smaller. Both have thick, dark brown fur. The background is a bright, snowy landscape with some blurred trees.

Become an Ally

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A photograph of two young bison calves in a natural, outdoor setting. The calves are covered in thick, reddish-brown fur. One calf is in the foreground, looking towards the camera with a slightly open mouth. The second calf is behind it, looking to the left. The ground is covered with dry, brown brush and some green grass. The background is out of focus, showing more of the natural environment.

How can you help?

Help Recover Wild Migratory Bison

- Help us protect the American Bison as an Endangered Species
- America is blessed with an abundance of public trust lands: National Parks, National Forests, National Wildlife Refuges, and Bureau of Land Management holdings
- Public trust lands can and should provide habitat for wild bison recovery



Help us Raise Public Awareness of Our National Mammal

- The National Bison Legacy Act does not include protective measures for wild bison
- Most people are unaware of the National Bison Legacy Act and its' designation, help to spread the word!
- Contact your members of Congress to demand protections for Our National Mammal



Become an Advocate

- Help us educate the public on the plight of our National Mammal
- Give this presentation to your class, coworkers, community group or any group who may be interested
- Ask me for more information on how to download this presentation



Visit BuffaloFieldCampaign.org and get involved

- Join us in the Field
- Sign up for our Updates from the Field
- Become a Buffalo Guardian





Spread the word on Social Media



Financial Support



SAVE OUR



**NATIONAL
MAMMAL**

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Thank You

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