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

BuffaloFieldCampaign.Org
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
Presentation Begins on Next Slide
America’s National Mammal
May 9, 2016

National Bison Legacy Act Signed Into Law
North America’s Largest Mammal
From Alaska to Mexico, Nevada to Appalachia
“The moving multitude... darkened the whole plains”

—Lewis & Clark, 1806
“The buffalo gave us everything we needed. Without it we were nothing.”

— John Fire Lame Deer, Lakota Holy Man
Man standing on skulls of bison ready to be ground into fertilizer
Strength of Spirit

The Last Wild Herds
Strength of Spirit
Threats
Natural Habitat Protection
Still image from short film "Our National Mammal"
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

For More Information:
(601) 263-3623
www.yellowstoneranchpreserve.com
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

BuffaloFieldCampaign.Org
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

BuffaloFieldCampaign.Org
SAVE OUR NATIONAL MAMMAL
Thank You