

THANK YOU FOR PARTICIPATING

YOUR VOICE MATTERS - THIS IS YOUR CALL TO ACTION!

In coordination with our Northwest partners in Washington and Oregon, we will be **maximizing our collective impact during the week of April 12-16**. Thank you for playing a part in increasing public pressure on key decision makers.

We are targeting Idaho decision-makers, listed in this toolkit, urging them to support and work with Rep. Mike Simpson on [his proposal](#) that strengthens our regions, invests in clean energy and modern infrastructure for our communities, and restores salmon to Idahoans and the Northwest tribes by removing the four lower Snake River dams.

- **MONDAY 4/12** **THEME OF THE DAY:** *Opportunity for a regional solution*
Call to Action: Send a quick email using [this link](#). Tell Idaho decision makers that this is an urgent moment for the Northwest. By working together, we can save salmon from extinction and invest in modern infrastructure and clean energy jobs to move our communities forward. Share the link.

- **TUESDAY, 4/13:** **THEME OF THE DAY:** *Justice and tribes*
Call to Action: Dig out the pen and paper! Write a letter to you Idaho decision maker, use the brainstorming story sheet if you need help. Remind them that restoring salmon is a human rights issue for Northwest tribes. We need Congress to act now to prevent salmon extinction and honor our promises.

- **WEDNESDAY, 4/14:** **THEME OF THE DAY:** *Climate Change and Resiliency*
Call to Action: Submit an LTE. Use that letter you just wrote and submit it to your local paper, LTE's are the most-read section of the news. Or change it up and talk about how now is the time to modernize our Northwest energy system. We need infrastructure investment that helps in the fight against climate change, creates jobs, and restores salmon to our rivers.

- **THURSDAY, 4/15:** **THEME OF THE DAY:** *Infrastructure*
Call to Action: Call your Idaho decision-makers office! Phone calls are reported to the member of Congress every day. Let them know that it's time for smart investment in rail, ports and roads across the Northwest. With Congressional leadership, we'll make sure our best-in-class farmers get their goods to market affordably.

- **FRIDAY, 4/16:** **THEME OF THE DAY:** *Jobs and Economic Development*
Call to Action: Use your social media prowess to share, tag, link, text. Spread the word! We can't let the Northwest lose out on new investment. Restoring the Snake River and building our transportation and energy infrastructure will create tens of thousands of jobs for families across the region. Share [this link](#), comment on a relevant news article, tweet your decision-makers!

TEXT IDAHO FISH TO 52886 TO TAKE ACTION TODAY!

TELLING YOUR OWN STORY

A BRAINSTORMING WORKSHEET FOR TAKING ACTION

What is your name?

Where do you live?

What role do you play in your community?

What brought you to Idaho and why have you stayed here (or what do you miss)?



When did you first see a salmon or steelhead or understand their migration and impact?

What would your Idaho experience look like with renewable and clean energy?

Why is the Snake River or free-flowing rivers important to you?

What does your Idaho experience look like personally or for your family?



What should be done?

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TALKING POINTS

CONSIDER INCLUDING SOME OF THESE POINTS

Congressman Simpson's "Northwest in Transition" proposal would...

- Restore the lower Snake River in eastern Washington and bring back abundant, wild Snake River salmon and steelhead. Enhance local economies and support the culture of local communities, who depend on Idaho's fish.
- Remove the earthen portion of the four lower Snake River dams to improve migration conditions for salmon and steelhead.
- Develop clean energy throughout the region and modernize the Northwest's energy transmission system, bringing local investment and energy security to rural areas and making future power prices more certain.
- Improve water quality and quantity throughout the Northwest via watershed partnerships and university research programs. In Idaho, this includes funds for mid-Snake River (southern Idaho) programs, grants/incentives to manage agricultural waste, and water research by the University of Idaho.
- Help businesses transition to a revitalized Snake River waterfront and enhance the Lewiston-Clarkston area as a recreational destination.
- Rebuild and expand road and rail links to ensure that Idaho and eastern WA farmers continue to move their crops efficiently.
- Establish a "Snake River Center for Advanced Energy Storage," a new research laboratory to be co-located in Lewiston-Clarkston and the Tri-Cities, WA.
- Modify irrigation infrastructure along the lower Snake River corridor so it continues to function in a restored river.
- Designate a new Lower Snake River National Recreation Area.

For more information on the Northwest in Transition proposal and how funds would be allocated, visit <https://simpson.house.gov/salmon/>

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LETTERS TO DECISION MAKERS

DIG OUT THE STAMPS AND ENVELOPES! WRITE A PERSONAL LETTER

- Make it Personal
 - Share your story
 - Why are you concerned?
- State the Solution
 - Include the facts
 - Choose one or two key points to back up your solution
- Ask to Engage
 - Urge decision-makers to work with others to advance Rep. Simpson's proposal into legislation

GOV. BRAD LITTLE

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Boise, ID 83720

SEN. JIM RISCH

Phone: (202) 224-2752

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SEN. MIKE CRAPO

Phone: (202) 224-6141

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Washington, DC 20510

REP. MIKE SIMPSON

Phone: (202) 225-5531

Address: 2084 Rayburn HOB

Washington, DC 20515

And remember...

- Speak to shared values. Be respectful.
- Share the positive economics of fish recovery and the value of healthy river systems.
- Prepare for the long-haul. Find your community and engage in a way that feels sustainable.
- Motivate others to engage and speak up. Your voice matters.
- Find other ways to get involved.



LETTERS TO THE EDITOR

A TESTED AND TRUE METHOD FOR GETTING THE WORD OUT

Still to this day, publishing your opinion as a letter to the editor (LTE) in your local paper can influence elected officials. Decision-makers rely on local papers as a gauge for public opinion, and as an influential community member, your voice matters.

LTE's should be localized, punchy and timely. Your fellow community members read LTE's to find out how people think or feel about particular issues and how those issues affect them locally, not to hear in-depth policy analysis or engage in national policy debate.

State the reason you are writing, make 2 or 3 strong factual points to support your position, state why this issue matters to you (personal story - write from the heart about why you care), state clearly what you are asking for, and keep it short (Usually 200-300 words max). Ground your story in some aspect of the proposal.

- State your name, where you live, and what you do.
- Thank Congressman Mike Simpson for his proposal. The proposal is bold, comprehensive, and urgently needed for Idahoans and the people of the Northwest.
- The proposal is a solution for many of the challenges facing the people of the region and it ensures a prosperous future for all of us while restoring abundant, healthy, and self-sustaining populations of salmon and steelhead to Idaho.
- The comprehensive proposal includes funds/investment throughout Idaho and the Northwest for clean, reliable and affordable energy, clean water, outdoor recreation, local communities who depend on salmon and steelhead, improvements for transportation and irrigation for farmers and other water users, and research on clean energy and storage technologies.
- Urge Gov. Brad Little, Sens. Crapo and Risch to support Rep. Simpson's proposal as it addresses the concerns of all stakeholders and makes Idaho communities whole.

***Do not send the same letter to competing publications.**

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NEWSPAPER ADDRESSES

CONTACTS FOR PRINT AND ONLINE NEWSPAPERS IN THE REGION

Boise Weekly
P.O. Box 1657
Boise, ID 83701
editor@boiseweekly.com

Bonner County Daily Bee
P.O. Box 159
Sandpoint, Idaho 83864
bonnercountydailybee.com
<https://form.jotform.com/63485081842157>

Bonnerr Ferry Herald
7183 Main St.
Bonnerr Ferry, ID 83805
<https://form.jotform.com/63477482582164>

Coeur d'Alene/Post Falls Press
201 Second St.
Coeur d'Alene, ID 83814
<https://form.jotform.com/63567976899183>

Idaho Falls Post Register
P.O. Box 1800
Idaho Falls, Idaho 83403
https://www.postregister.com/site/forms/postregister/pr_letter/

Idaho Mountain Express
Box 1013
Ketchum, ID 83340
https://www.mtexpress.com/site/forms/online_services/letter/letter_editor/

Idaho Press
P.O. Box 9399
Nampa, ID 83652
op-ed@idahopress.com
https://www.idahopress.com/site/forms/online_services/letter/

Idaho State Journal
P.O. Box 431
Pocatello, ID 83204
ifennell@journalnet.com
https://www.idahostatejournal.com/site/forms/online_services/letter/

Idaho Statesman
1200 North Curtis
Boise, ID 83706
<http://www.idahostatesman.com/opinion/letters-to-the-editor/submit-letter/>

Lewiston Tribune
P.O. Box 957
Lewiston, ID 83501
letters@lmtribune.com
https://lmtribune.com/site/forms/online_services/letter/letter_editor/

McCall Star-News
1000 First Street
McCall, Idaho 83638
starnews@frontier.com

Moscow-Pullman Daily News
220 E. Fifth St., Suite 314
Moscow, ID 83843
letters@dnews.com
https://dnews.com/site/forms/online_services/letter/letter_editor/

Rexburg Standard Journal
PO Box 10
Rexburg, ID 83440
editor@uvsj.com
<https://www.rexburgstandardjournal.com/submissions/letter/>

The Spokesman-Review
999 W. Riverside Ave.
Spokane, WA 99201
editor@spokesman.com
<https://www.spokesman.com/letters/submit/>

Twin Falls Times-News (magicvalley.com)
P.O. Box 548
Twin Falls, Idaho 83303-0548
https://magicvalley.com/forms/contact/letter_to_the_editor/

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IDAHO
CONSERVATION
LEAGUE

Need more information?
Visit our website at idahoconservation.org/solutionstogether
or email us at lweber@idahoconservation.org

CALL YOUR DECISION MAKERS

PICK UP THE PHONE! YOUR (ACTUAL) VOICE CAN MAKE A DIFFERENCE

- Make it Personal!
 - Share your story and your connection to Idaho
 - Why are you concerned?
- Keep it Short and to the Point
 - State why you are calling - to urge Idaho's leaders to support Rep. Simpson's "Northwest in Transition" framework
- Ask to Engage
 - Urge decision-makers to work with others to advance Rep. Simpson's proposal into legislation

Sample phone script

Hi, my name is _____ and I am calling from _____. I am calling to urge [name of decision maker] to engage with and support Congressman Simpson's Northwest in Transition proposal. [Share your story, why you are concerned, and why Rep. Simpson's proposal is the path forward]. I urge [decision maker] to join with Simpson and work to advance this proposal into legislation. Thank you.

GOV. BRAD LITTLE

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And remember...

- Speak to shared values. Be respectful.
- You will most likely share your concerns with a staffer, be sure to thank them.
- Motivate others to engage and speak up. Your voice matters.



USE SOCIAL MEDIA

MANY DECISION-MAKERS USE SOCIAL MEDIA, AND PAY ATTENTION TO IT

- Like a Letter to the Editor, decision-makers use social media as a gauge for public opinion. Just a few comments can make an impact
- Social media makes it easier for people to engage on issues, and decision-makers have to be more responsive
- Social media plays a valuable role in getting the attention of a decision-maker, but it also informs others that care about an issue

Share this Take Action: <https://p2a.co/LJrhMYQ>.

Use these hashtags when creating your post:

*#investinNorthwest #saveidahosalmon #freethesnake #solutionstogether
#wildidaho #idaho #cleanwater #idahome #snakeriver*

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Twitter: @GovernorLittle
Facebook: @governorbradlittle
Instagram: @governorbradlittle

SEN. JIM RISCH

Twitter: @SenatorRisch
Facebook: @SenatorJimRisch

SEN. MIKE CRAPO

Twitter: @MikeCrapo
Facebook: @mikecrapo
Instagram: @mikecrapo

REP. MIKE SIMPSON

Twitter: @MikeSimpson4ID
Facebook: @RepMikeSimpson

And remember...

- Speak to shared values. Be respectful.
- Motivate others to engage and speak up by sharing your posts, tagging others and using hashtags.