



THE ADVOCATE

2020-2022 LHAS Governing Board

Carolyn Powell, Chair
Tyler Daniels, Secretary
Brook Minx, Past Chairman
John McLaurin
Michael Leonard

We thank Don Harter for his service on the Inaugural Governing Board and for his and John McLaurin's work as founders for this society.

Welcome SCI Life Members! The SCI Life Hunter Advocate Society (LHAS) was created in 2016 to allow SCI Life Members – those who have already taken a big step in Protecting the Freedom to Hunt to raise additional funds dedicated to SCI's Advocacy Mission. Funds raised through the LHAS memberships are restricted funds for the purpose of funding only advocacy projects, that includes litigation, marketing, legislative efforts, voter education, and similar projects; but, does not include lobbying for specific legislation or contributions for or against any candidate. There are 4 Levels of Membership:



Bronze



Silver



Gold



Diamond

Participants receive a Certificate and Pin for each level.

Diamond Level (pinnacle) members also receive a vest or cashmere scarf. Please call SCI at 520.620.1220 for more information. Thank you for your unwavering commitment to SCI and LHAS.

New LHAS Award 2020 - “Stand Up for Sportsmen Campaign”

SCI is partnering with the American Conservation Coalition Campus for a marketing and advocacy project. The purpose will be to enable SCI in reaching a newer, younger audience, for new member prospecting, advocacy engagement and raising brand awareness. ACC Campus will deliver an audience of students across 200 college campuses. Technology will be key in this effort to work with hunting and angling organizations to spread awareness of benefits of sportsmen and women in advocating for the rights of hunters and our hunting heritage. This innovative campaign is underway and will continue to organically recruit new hunters and anglers to SCI. Stay tuned for updates to this new project in the works advancing our advocacy mission.



Success Story

LHAS Grant Awarded for “Into the Outdoors”

This SCI television show aired in the mid-west on 22 television stations & was watched by 260,000 viewers (with an estimated 49% under 18 years old). It is estimated that it will receive over 2 million views over the next 2 years. Phase II is now being produced from a \$30,000 grant from the LHAS and additional \$180,000 grant from the US Fish and Wildlife Service. This marketing and advocacy project aids our LHAS mission. For more information and access to the video and support materials, visit the Into the Outdoors website and watch this 3 minute video.

Success Story

LHAS Grant Awarded "Red Deer and District Chapter"

This marketing and advocacy project was funded by LHAS for four chapters in Alberta, Canada. This powerful excerpt is from the Red Deer Chapter:

Our world is changing, and we must change with it. Our goal is to protect our hunting heritage, our values and our commitment to advocacy, the environment and our communities. Membership and volunteerism to any organization sometimes seems to be largely based on people thinking “what’s in it for me.” A clear and concise path with established goals is required to lead us into the future and ensure continuity, understanding and buy-in from membership for growth and cohesion.

Pressures on the hunting community across the globe continue to mount and here in Alberta has been no different. Trying to change the minds of extremists will most always end in frustration as well as allowing them a platform on which to reach their message even further. What we learned we can do however is to create clear and concise messages, based on science, but put forth to compel emotion, to reach not only the like-minded but also those who have an association with our members.

Our proposal was simple:

- 1. To develop an Alberta-based SCI Chapter Business and Strategy Plan which outlines our goals and objectives with timelines and responsibilities. These goals and objectives will include but are not limited to advocacy and*

government relations, communication and awareness, long-term financial sustainability and stability, and succession planning. By including the four Chapters in this process, we can ensure the most return on investment and utilize and capitalize on each of the Chapters strengths and passions.

2. Development of key messages with a focus on previously identified social demographics which recognize the positive benefits hunting and hunters bring to our society. Development of these key messages and supporting facts will benefit the group in not only media communication but also membership communication and govern mental affairs. Included in this session will be interactive on-camera training as well as responding to print, on camera and social media. Our key messages will be based on the SCI brand with a focus on the local Alberta and Canadian social demographics and values.

With LHAS Support SCI Alberta Devised 5-Year Goals :

- 1. Strengthen Membership/Volunteers*
- 2. Increase Public Relations, Marketing and Advocacy Effectiveness*
- 3. Strengthen Our Financial Position*
- 4. Strengthen Governance Functions*
- 5. Expand and Increase the Impact of our Programs*

The Alberta SCI Chapters would like to thank LHAS for their support and guidance on this project. Thank you for making this initiative possible.



LHAS Member Moments

by Carolyn Powell

This is a Red River Pig that I harvested on a hunt in Texas through the Texas Hunt Lodge in June, 2020. I saw this beautiful animal (albeit in taxidermy form) at the SCI convention this past year in Reno for the first time!

No matter our sex, race, religion or language, we all share the passion and appreciation of hunting and fishing. Living in Alabama, fall is in the air and I have been taking Polaris rides with my husband Holland across the hunting fields this summer checking out the stands and getting camera photos of some great white tail deer in our neck of the woods. Secretly, I have been wishing that I had some bow skills; but, sadly will have to wait for rifle season in Alabama!

For me, attending the SCI Annual Life Member Breakfast was the impetus for stepping up to the Diamond level. That year in a room of what seemed to be 500 people I listened to Ivan Carter's passionate presentation and then Don Harter & John McLaurin explained the value and critical importance of stepping up to advance the advocacy initiatives for our hunting heritage. It is a chance to give back to an organization that I know is doing the right thing and is actively striving to protect my hunting rights and freedoms through its advocacy mission.

We need you! Please submit your hunt reports and photos to Carolyn Powell or Stephanie Carabeo —this will help others get to know our LHAS membership.

NEW

Highlights of the LHAS Bylaw Revisions for 2020