

July 2026 Protect Public Lands Campaign

PARTNER TOOLKIT

Campaign Overview

During National Parks and Recreation Month, the Partnership for Public Service is spotlighting the public servants who care for our nation's parks and wildlands, illustrating the challenges they face as the Trump administration's federal workforce and funding cuts take effect. We invite you to join us to highlight the public servants who protect our public lands and to share why their work matters.

This toolkit includes key messages, ready-to-use social media posts, newsletter and email copy, graphics and additional resources to help you engage your audiences and amplify our campaign. Use these materials to raise awareness about why protecting public lands means supporting the public servants who care for them.

Top-Line Messages

PUBLIC LANDS POWER LOCAL ECONOMIES AND STRENGTHEN COMMUNITIES.

America's public lands support local businesses, tourism and jobs, and provide spaces where people make memories, connect with their communities and experience the outdoors. In 2024, National Park Service tourism generated \$56.3 billion in economic output and supported more than 340,000 jobs nationwide.

PUBLIC SERVANTS HELP KEEP PUBLIC LANDS CLEAN, SAFE AND RESILIENT.

Park rangers, scientists, engineers, foresters, land managers and other public servants do the behind-the-scenes work that keeps public lands clean, safe and resilient. They help care for our national treasures, prepare for natural disasters that may hit national parks and surrounding areas and conserve shared resources, so we can all continue to enjoy these spaces for generations to come.

WE ALL CAN HELP PROTECT PUBLIC LANDS THROUGH CONTINUED INVESTMENT AND STEWARDSHIP.

Trump administration cuts to federal public land agencies have left on-the-ground workers struggling to fill the gaps. Continued investment in the public servants and federal programs that protect and maintain our public lands is critical to ensuring these treasured places remain safe, accessible and resilient for future generations.

Newsletter Blurb

National Parks and Recreation Month: What's at stake for our public lands

America's public lands strengthen local economies, support communities and provide places where people connect with nature. This National Parks and Recreation Month, explore resources on how federal workforce and funding cuts are affecting public lands—and help share why continued investment in the public servants who protect these places matters.

[Explore the impacts and share resources](#)

Email Blast

Subject Line

Help raise awareness about what's at stake for our public lands

Body Message

Hi **[Name]**,

America's public lands support local economies, create jobs and provide places where people connect with nature, their communities and one another.

This National Parks and Recreation Month, we're shining a light on what's at stake for these treasured places and the public servants whose work keeps them safe, accessible and resilient. As federal workforce and funding cuts affect public land agencies across the country, it's more important than ever to raise awareness about why continued investment and stewardship matter.

Explore our communications resources to learn more, share the facts with your networks and help amplify the importance of protecting our public lands and the people who care for them.

[Explore the Public Lands Communications Toolkit](#)

Thank you for helping spread the word.

Warmly,

[insert org name]

Social Media Content

Post 1

Public lands are more than places to visit—they help power local economies, support small businesses and create jobs in communities across the country.

In 2024 alone, visitors to National Park Service sites generated \$56.3 billion in economic output and supported more than 340,000 jobs nationwide.

But now, all of this is threatened. Find out why

science.federalharmstracker.org

Post 2

From helping fight wildfires to protecting forests and drinking water, public servants keep public lands safe, accessible and resilient.

But they can't do their work without continued federal funding and support

Explore what's at stake

science.federalharmstracker.org

Post 3

Our national parks and public lands are places we go to reconnect with nature, ourselves and our families. But last year, national park and public land agencies lost over 27% of their federal workforces, collectively, leaving fewer public servants to care for these shared places.

See how government funding cuts affect all of us

science.federalharmstracker.org

Science Harms Tracker



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DID YOU KNOW

More than one-quarter of U.S. land is overseen by federal park rangers and land managers who protect biodiversity, preserve historical sites and ensure the responsible use of natural resources.

science.federalharmstracker.org

Communications toolkit

RESOURCES

- ★ The Cost of Cutting American Science
- ★ Save Our Science - Partnership for Public Service
- ★ Meet public servants who continue to advocate for America's health and future - Partnership for Public Service
- ★ Honoree Archive • Service to America Medals

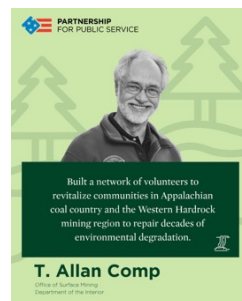
Public Service Profiles



PARTNERSHIP FOR PUBLIC SERVICE

Built a coalition of government officials, local landowners and conservation groups to develop and execute a plan to restore Montana's Blackfoot River watershed.

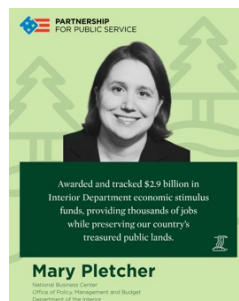
Greg Neudecker
Director, Central and Eastern Regions
U.S. Fish and Wildlife Service



PARTNERSHIP FOR PUBLIC SERVICE

Built a network of volunteers to revitalize communities in Appalachian coal country and the Western Hardrock mining region to repair decades of environmental degradation.

T. Allan Comp
Office of Land Mining
Department of the Interior



PARTNERSHIP FOR PUBLIC SERVICE

Awarded and tracked \$2.9 billion in Interior Department economic stimulus funds, providing thousands of jobs while preserving our country's treasured public lands.

Mary Pletcher
National Business Council
Office of Policy Management and Budget
Department of the Interior



PARTNERSHIP FOR PUBLIC SERVICE

Created public-private partnerships to clean up and revitalize urban waterways and surrounding lands, spurring economic development and reversing decades of neglect.

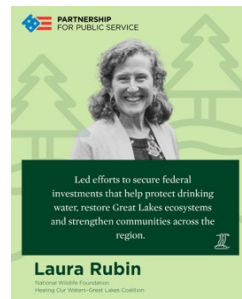
Surabhi Shah
Urban Waters Program
Environmental Protection Agency



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Provided timely and reliable information on wildfires, storm damage and global energy consumption to help scientists and policymakers better understand and respond to natural disasters and climate change.

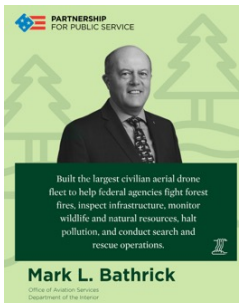
Miguel O. Román
Terrestrial Information Systems Laboratory
Department of Forest Health Control
National Aeronautics and Space Administration



PARTNERSHIP FOR PUBLIC SERVICE

Led efforts to secure federal investments that help protect drinking water, restore Great Lakes ecosystems and strengthen communities across the region.

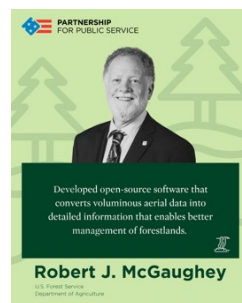
Laura Rubin
National Wildlife Foundation
Heating Our Waters - Great Lakes Coalition



PARTNERSHIP FOR PUBLIC SERVICE

Built the largest civilian aerial drone fleet to help federal agencies fight forest fires, inspect infrastructure, monitor wildlife and natural resources, halt pollution, and conduct search and rescue operations.

Mark L. Bathrick
Office of Aerial Services
Department of the Interior



PARTNERSHIP FOR PUBLIC SERVICE

Developed open-source software that converts voluminous aerial data into detailed information that enables better management of forests.

Robert J. McGaughey
U.S. Forest Service
Department of Agriculture

Click here to learn more and share their stories with your networks

Canva View