

**BUILDING
POWER
FOR
WILDLIFE
JUSTICE**

WILDLIFE FOR ALL
2026 Training Impact Report



OVERVIEW

In early 2026, Wildlife for All launched its inaugural Building Power for Wildlife Justice, an eight-week organizing intensive training program designed to equip grassroots advocates with the skills, confidence, and strategy needed to advance state-level wildlife governance reform.

The program brought together a diverse cohort of 19 advocates from 13 states across the United States, many of whom were new to policy advocacy but deeply committed to protecting wildlife.

Over eight weeks spending 1.5 hours per week in class learning plus applied work, participants moved from foundational learning to developing and launching real-world advocacy campaigns targeting decision-makers, agencies, and policies in their home states.

PROGRAM STRUCTURE

The training combined political education, skill-building, and applied campaign development:

- 8-week cohort-based program in weekly hour-and-a-half live sessions and independent work
- Core modules included:
 - Wildlife governance systems and history
 - Organizing fundamentals and relationship-building
 - Power mapping and analysis
 - Campaign strategy and theory of change
 - Coalition-building and facilitation
 - Narrative development and media tactics
- Participants developed individual campaign plans, including targets, strategies, and tactics aligned with a broader theory of change
- Ongoing support includes peer learning, campaign feedback, and post-program check-ins

This structure ensured participants were not only learning concepts, but actively applying them to real-world advocacy efforts.



KEY OUTCOMES

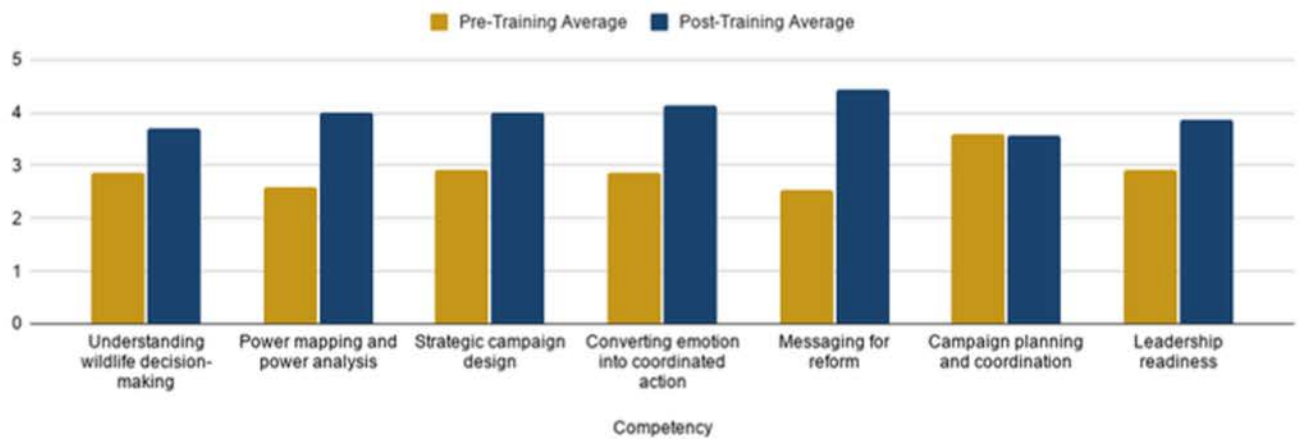
1. SIGNIFICANT GAINS IN KNOWLEDGE AND SKILLS

Participants demonstrated significant improvement across all core competencies, particularly in areas critical to systems-change organizing.

- Understanding of how wildlife decisions are made
- Ability to analyze power and influence decision-makers
- Strategic campaign planning
- Messaging and communication skills
- Readiness to lead or support advocacy efforts



Pre-Training Average and Post-Training Average



Notably, participants saw the largest gains in:

- Messaging and narrative development (+1.9)
- Power analysis (+1.4)
- Strategic action planning (+1.2)

These shifts reflect a transition from general concern about wildlife issues to the ability to engage in targeted, strategic advocacy.

Competency	Pre-Training Average	Post-Training Average
Understanding wildlife decision-making	2.87	3.71
Power mapping and power analysis	2.6	4.0
Strategic campaign design	2.93	4.0
Converting emotion into coordinated action	2.87	4.14
Messaging for reform	2.53	4.43
Campaign planning and coordination	3.6	3.57
Leadership readiness	2.93	3.86



2. LEADERSHIP DEVELOPMENT AND COMMITMENT TO ACTION

The program successfully translated learning into concrete organizing activity:

- 11 participants completed full campaign plans
- 100% of those identified a specific decision-making target
- And 100% have already taken follow-up action
- 7 are actively implementing campaigns within 3 weeks of program completion

Participants are advancing campaigns across at least 11 states, targeting structural barriers in wildlife governance, including:

- Lack of public access to decision-making (e.g., virtual meeting and comment access)
- Agency missions that exclude non-consumptive values
- Funding structures tied to extractive uses of wildlife
- Lack of public representation in advisory and decision-making bodies

This demonstrates early-stage but meaningful movement from capacity-building to coordinated pressure on decision-making systems.

Participants reported strong gains in their readiness to engage in real-world advocacy:

- Confidence in developing messaging increased from 2.53 → 4.43
- Leadership readiness increased from 2.93 → 3.86
- Participants reported a clear shift from uncertainty about “where to start” to having defined strategies and next steps

Additionally 100% of participants completing the program indicated they plan to apply their skills within the next 12 months. This reflects not just knowledge gain, but the development of agency and direction and ultimately activating new leadership in real-world advocacy.

These campaigns reflect a shared focus on democratizing governance, diversifying funding, and aligning wildlife management with public interest and ecological outcomes.

3. HIGH PROGRAM QUALITY AND SATISFACTION

Participant feedback reflects a consistently strong experience:

- Training quality, materials, and instruction were rated very highly
- 100% of respondents indicated they would recommend the program to others
- Participants highlighted the most valuable tools as:
 - Theory of change
 - Power mapping
 - Campaign planning frameworks

100%

**WOULD
RECOMMEND**

5/5

**AVERAGE RATING
GIVEN TO INSTRUCTION**



“NO MATTER WHERE THE STUDENTS WERE... ALL WERE WELCOMED AND MADE TO FEEL WELCOME IRRESPECTIVE OF THEIR KNOWLEDGE BASE.”

“I'M GOING TO PROCEED WITH MY CAMPAIGN, AND I ALREADY HAVE IDEAS FOR THE NEXT CHANGE TO TACKLE!”

“LEARNING THE TERMS, ORGANIZING CONCEPTS, AND HOW TO MAP OUT A CAMPAIGN IS VERY VALUABLE.”

“I LEFT THE COURSE WITH MORE CONFIDENCE IN MY ABILITY TO EFFECTUATE CHANGE... [AND] LEARNED HOW TO BE MORE STRATEGIC.”

WHY THIS MATTERS

State wildlife agencies make critical decisions affecting biodiversity, ecosystem health, and public trust, yet they are often inaccessible, opaque, and dominated by narrow interests.

Public support for wildlife protection is widespread, but without organized pressure, it rarely translates into policy change.

This program addresses a key gap by:

- Equipping new advocates with practical tools for systems change
- Expanding the movement for equitable, science-based wildlife governance
- Building a pipeline of leaders prepared to engage in complex policy environments

In doing so, Building Power for Wildlife Justice operationalizes Wildlife for All's broader theory of change: transforming wildlife governance by building organized, informed public power.

AT A GLANCE

- **19 participants enrolled**
- **13 states represented**
- **11 campaign plans developed**
- **100% identified a target and took action**
- **7 campaigns already in implementation**
- **Significant gains across core organizing competencies**
- **100% plan to apply skills within 12 months**

LOOKING AHEAD

Building on the success of this inaugural cohort, Wildlife for All will:

- Expand the program to train additional cohorts
- Deepen support for graduates launching campaigns with alumni meetups and routine office hours for coaching
- Strengthen interstate collaboration among advocates
- Continue refining the curriculum based on participant feedback

This first cohort represents the early stages of a growing, distributed network working to democratize wildlife governance across the United States.



WILDLIFE FOR ALL

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