



GO AZ Charter Document

Overview:

Get Outdoors Arizona (GO AZ) is a coalition of business leaders who recognize the important linkage between conservation and public lands policies and vibrant economic opportunities across Arizona. The coalition works to educate business leaders on current policy issues and to amplify the voice of the business community with elected officials and agencies on the importance of sound conservation policies, well-managed public lands, healthy wildlife, clean water, and clean air.

Mission:

GO AZ strives to increase the vitality of Arizona's outdoor recreation industry and associated business sectors by encouraging sound conservation and public lands policies with our local, state and federal elected officials and agencies.

Leadership and Organizational Structure:

Initially, the structure of the GO AZ coalition will be informal with a steering committee of selected business leaders, nonprofit organization leaders, and active members serving as a steering committee. Initially, the Arizona Wildlife Federation (AWF) will lead the steering committee with communications and coordination support from S+C Communications. GO AZ will be included in the AWF 501(c)(3) organizational structure to provide any necessary non-profit protections including revenue receipts and expenses. As GO AZ matures, it is expected that business members will take over the leadership of the coalition and GO AZ may become an independent 501(c)(3).



Membership:

GO AZ is open to any business that supports the GO AZ mission and charter. Membership is free; participation is encouraged; commitment to the mission is required.

Member businesses are those that typically benefit from outdoor recreation and share a commitment to conservation, sound public land management, healthy wildlife populations, clean air, and clean water. Representatives to the GO AZ coalition are generally business owners, or in the case of larger companies, public relations or marketing directors.

Advocacy Issues and Support:

The GO AZ steering committee will maintain a list of core state and federal issues affecting outdoor recreation related businesses in Arizona and will prioritize communications content and recommend advocacy actions for members.

The initial set of advocacy issues will include:

- Full funding for the Land and Water Conservation Fund
- Funding for the Arizona State Parks Heritage Program
- Support of the Grand Canyon Centennial Protection Act

These advocacy issues may be changed, modified, or expanded at any time based on agreement from the majority of the steering committee. Any member may suggest additional issues or changes to the advocacy issues list.

Communications and Support:

AWF, S+C Communications, and any other non-profit partners will provide support to GO AZ members to help raise the advocacy voice of GO AZ. That support will include:

1. Education on issues and effective advocacy
2. Opportunities to author LTEs and Op-Eds and support through the drafting and submission process



3. Opportunities to talk to press on relevant public lands issues and support through the process
4. Opportunities to testify on state level policy issues and participate in DC fly-ins when appropriate

The Coalition will create and maintain an independent GO AZ website that lists members; archives issue fact sheets, and tracks action alerts. The alliance will publish a monthly coalition newsletter and hold monthly or bi-monthly calls covering

- Topics of education (Advocacy issues summaries, Conservation in the West survey results, North American Model of Wildlife Conservation, Forest Planning process, etc.)
- Conservation and public lands legislative news
- Calls to action (advocacy)
- Events Calendar
- Members calls for support (business and events)
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Member Benefits and Expectations:

Members are encouraged to participate and learn about the issues identified by the steering committee and through the opportunities provided by GO AZ. Members are also encouraged to advocate for these issues, but are not required to do so.

Member businesses should benefit from their association with GO AZ. The coalition provides a network for members to identify potential business opportunities including joint marketing with other members or partnering with non-profits, providing product offerings via non-profit websites or events, event sponsorship, etc.

Changes to this Charter:

This charter document may be modified by a majority vote of steering committee members after providing proposed changes to all GO AZ members with an opportunity to provide feedback.



Member Agreement:

Signed:

Date:

Business Name:

Business Rep's Name:

Email:

Phone: