



# Birds Canada Political Engagement for Protection of Fraser Estuary Important Bird and Biodiversity Area

James Casey with support from  
Caroline Biel

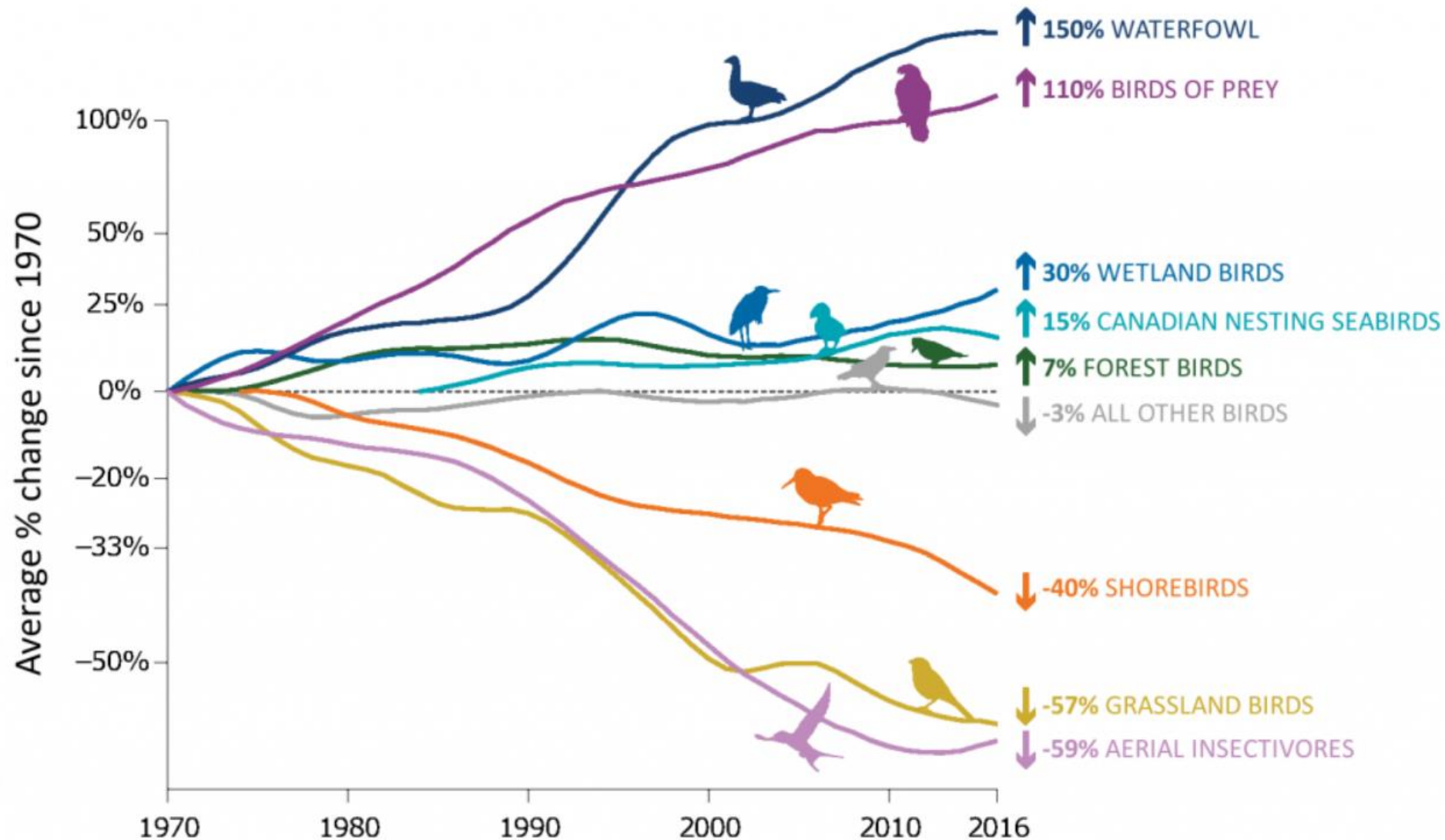
December 10, 2020

# Fraser Estuary

## Important Bird and Biodiversity Area



# State of Canada's Birds





# Non-Bird Targets



Killer Whales

©Tom Middleton



Salmon

©Catherine Jardine



Forage Fish

© Art Martell



Eelgrass

# Threats to Shorebirds



# Shipping Infrastructure Theory of Change



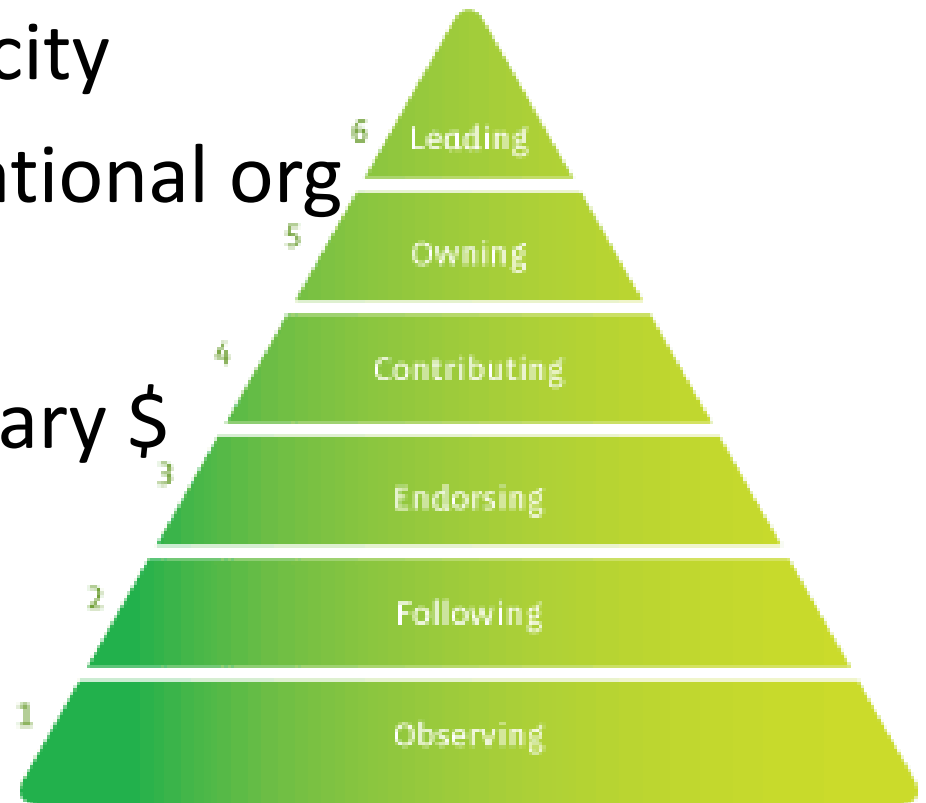
# Working within the Engagement Pyramid Framework

1. Observing – 53,700 Facebook views of Fraser Estuary Videos
2. Following – 3,758 across BC Specific Birds Canada social media platforms
3. Endorsing – 2,003 Fraser Estuary Petition signatures
4. Contributing – This was a big gap for us until the Fall
5. Owning – 50 ENGO linked individuals contacting decision makers at various levels



# Engagement Challenges

- Birds Canada was doing a lot of what is recommended in the Engagement Lit.
- Limited backend capacity
- Local integration of national org
- Not getting to scale
- Mostly non-discretionary \$





# Turning the corner with a push from Endorsing to Contributing

- We had 2003 people signing a petition
- Many were national or international
- Many were “single touch”
- We decided on a Mail to Target campaign



# Engaging Networks as Advocacy Tool



## ADVOCACY

Best-in-class tools to win more campaigns



## FUNDRAISING

Raise more funds online with our platform



## EMAIL

Email tools you won't believe



## PEER-TO-PEER

Amazing peer-to-peer campaigns for your cause



## CRM & DATA MANAGEMENT

Manage data and integrate with databases



## EVENTS

Tools for house parties to grand galas



## MEMBERSHIP

Membership tools for any nonprofit



## ECOMMERCE

Set up an online store in no time

# Letter to MP

<https://e-activist.com/page/66669/action/1>



## Help protect the Fraser Estuary

To protect the Fraser Estuary and the birds we love, please encourage your Member of Parliament to speak out against Roberts Bank Terminal 2. As a first step, take a moment to fill in your contact details before proceeding to your letter on the next page.

First name\*

Last name\*



Feel free to customize the following template letter before sending to your Member of Parliament, with copies to:

- Jonathan Wilkinson, Minister of Environment and Climate Change Canada
- James Casey, Birds Canada

**Ms. Laurel Collins**

☒ Victoria

Help Protect the Fraser Estuary - Reject Terminal 2

Cross-border migratory birds are reliant on Canada to do its part as steward of a shared population. Therefore, I'm asking you as my representative in parliament to speak in support of Petition e-2828 and call on the Government of Canada to:

1. Maintain the environmental integrity of the Roberts Bank ecosystem;
2. Protect the Pacific Flyway and its Roberts Bank migration stopover, critical to Western Sandpipers and millions of other shorebirds;
3. Protect endangered Southern Resident Killer Whales, Great Blue Herons, and other wildlife that rely on Roberts Bank; and
4. Deny approval of the Roberts Bank Container Terminal 2 Project.

Sincerely,  
James Casey

# Facebook Paid Ad

Campaigns

1 Selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B Test

Preview





Rules

View Setup

Columns: Performance

Breakdown

Reports

	Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking
	 Ottawa ad	Active	Ottawa 1 active ad	Lowest cost Link Clicks	\$1,000.00 Lifetime		101 Link Clicks	15,382	19,522	\$1.27 Per Link Click		—
	 Ontario 905 Millennials Ad	Active	Ontario 905 Millennials 1 active ad	Lowest cost Link Clicks	\$1,000.00 Lifetime		1,061 Link Clicks	16,447	22,485	\$0.15 Per Link Click		—
	 Ontario 905 Boomers Ad	Active	Ontario 905 Boomers 1 active ad	Lowest cost Link Clicks	\$1,000.00 Lifetime		485 Link Clicks	20,845	24,878	\$0.47 Per Link Click		—
	 BC youth ad	Active	BC youth 1 active ad	Lowest cost Link Clicks	\$1,000.00 Lifetime		159 Link Clicks	23,739	31,391	\$1.32 Per Link Click		—
	Results from 4 ads					—	1,806 Link Clicks	76,091 People	98,276 Total	\$0.40 Per Link Click		



# Thank You to Nature Canada for Day on the Hill and Other Support





# Current Challenges

- What social media content will grow the Observers group?
- What other strategies can we use to build database of Endorsing contact information?
- How do we resource continuous social media content?
- What “solutions oriented” message can the Leadership group deliver to MP’s?