



MONTANA CONSERVATION VOTERS

2024 IMPACT REPORT

A Note from Our Executive Director

As we reflect on the past year and look ahead to the promise of 2025, I am filled with deep gratitude for the extraordinary impact we've made together in Montana's conservation movement. Your generosity has been the driving force behind every milestone we've reached, and your unwavering belief in our mission inspires us to strive for even greater heights.

Together, we've engaged thousands of Montanans, sparked critical conversations in communities across the state, and held our leaders accountable to the values we hold dear. From grassroots campaigns and media advocacy to transformative community events, your support has made all of this possible. As we look ahead to 2025, I am inspired by the possibilities your partnership creates.

I'm energized by the opportunities ahead and our continued partnership this year.

Thank you for your vision, your generosity, and your unwavering commitment to this vital work.

Yours in conservation,

Whitney Tawney, Executive Director
Montana Conservation Voters & the MCV Education Fund

CONNECT

Team MCV hit the ground running this year, hosting and attending **137 grassroots events** that brought communities together — whether picking up trash on local trails, engaging college students in conservation, or sparking conversations over bingo at the VFW. Every gathering strengthened our movement and expanded our reach.

On the campaign trail, **we knocked nearly 45,000 doors for MCV-endorsed candidates**, ensuring that conservation champions had the support they needed to fight for Montana's clean air, clean water, public lands, and democracy. Our impact grew even stronger with the addition of **25 field organizers** in key regions like Billings, Bozeman, Missoula, and the Flathead.

We also raised a glass for conservation at **six pint nights across the state**, sharing stories, building connections, and diving into the issues that matter most. Two of these gatherings featured powerful panel discussions — one on the role of Montana's Constitution and independent judiciary in protecting our outdoor spaces, and another on how election results will shape the future of our state's land, water, and democracy. These conversations sparked real action and deepened our collective commitment to the fight ahead.

And because conservation is worth celebrating, we came together at our **Member Celebration and Annual Gala**, uniting friends, colleagues, and fellow advocates to recognize the work we've accomplished — and gear up for what's next.

Of course, our movement isn't just about people — it's about pups, too! Our third annual Pups for Public Lands photo contest brought Montanans together online, highlighting the love we all share for our public lands through adorable dog photos. This wildly popular campaign raised awareness and rallied support, with winning images featured in our Pups for Public Lands calendar.

PROTECT

At MCV, we don't back down when it comes to protecting Montana's public lands and natural resources. This year, we led bold advocacy campaigns and took direct action to advance key conservation policies — because when Montana's outdoor legacy is at stake, we show up.

One of our biggest fights? **Challenging Governor Gianforte's veto of Senate Bill 442**, a bipartisan measure that would have delivered **critical funding for wildlife habitat, public lands access, and conservation programs across the state**. While the veto override fell short, we **mobilized fierce public support**, rallying Montanans with five powerful op-eds from our supporters and flooding the conversation with fact-based advocacy.

Beyond our fight for conservation funding, we made sure Montanans understood what's at risk. **Through statewide outreach, fact sheets, and on-the-ground events, we educated communities about the vast network of state public lands** and why we must fight to keep them accessible and protected.

We didn't win every battle — but we strengthened our movement, amplified our message, and made it clear that **Montanans won't sit back when their public lands are under attack**. With your support, we're keeping up the fight — and we're not backing down.



ELECT

Despite a challenging political landscape, MCV **made history this election cycle** — electing leaders who will fight for Montana’s public lands, clean air and water, and democracy.

We recruited and endorsed 73 candidates, including an Independent for Public Service Commission District 4, ensuring strong conservation leadership at every level of government. And with the launch of our federal super PAC, we expanded our reach, delivering critical support to pro-conservation candidates in key federal races.

To power these victories, **the MCV Action Fund and our affiliated PACs — Montanans for Freedom (our moderate Republican PAC) and the Montana Outdoor Values Action Fund — raised over \$1.8 million**. These resources fueled a multi-channel strategy that left no voter behind, from field organizing to digital, mail, texts, and paid calls. **We also produced MCV’s largest-ever endorsement guide**, ensuring Montanans had the facts they needed at the ballot box.

By the Numbers:

- **44,707** doors knocked
- **49,612** phone calls made
- **132,430** texts sent
- **524,271** mail pieces delivered

And the results speak for themselves: **Over two-thirds of MCV-endorsed candidates won their races**. But perhaps the biggest victory? **We helped break the anti-conservation supermajority in the state Legislature**. With 39 MCV-endorsed legislative candidates winning their contests, **Montana saw the largest single-chamber shift in the entire country** — a level of change not seen in our state since 1990.

We also played a key role in securing **Judge Katherine Bidegaray’s** election to the Montana Supreme Court, protecting a pro-constitutional majority that will defend our rights, public lands, and clean water for years to come.

These victories are more than just numbers — they are a step forward for Montana’s future. **Thanks to your support**, we’ve ensured that conservation and democracy remain at the heart of our state’s policies.

ENGAGE

In 2024, the MCV Education Fund took grassroots action to the next level — mobilizing Montanans to protect our public lands and influence key conservation policies. Through statewide events, email outreach, and dynamic social media campaigns, we amplified local voices and put real pressure on decision-makers. **And the results were powerful:**

- **10,000** signatures gathered urging the U.S. Forest Service to protect the Smith River
- **300** letters sent from Montanans advocating for the Smith River's future
- **2,000** signatures collected calling on Senator Steve Daines to meet with Montanans about the Montana Sportsmen Conservation Act
- **200** letters delivered to Representative Ryan Zinke in support of the Blackfoot Clearwater Stewardship Act
- **200** letters sent to Rep. Zinke pushing back against his support for reversing the Bureau of Land Management's (BLM) Public Lands Rule
- **600** signatures gathered opposing changes to the BLM's Oil and Gas Rule, defending responsible land management

Each of these actions sent a clear message: **Montanans demand a say in the future of our public lands.** *MontanaPushback.org* was relaunched to offer **real-time legislative updates and advocacy tools ahead of the 2025 legislative session.** By creating opportunities for direct public input, we didn't just raise awareness — we empowered communities to make their voices heard in the decision-making process.

EMPOWER

In 2024, Team MCV ignited a movement, equipping Montanans with the tools and opportunities to take action on the issues that matter most. **Our largest-ever Get Out The Vote (GOTV) campaign** reached deep into urban, rural, and tribal communities, ensuring that conservation champions showed up at the ballot box.

Here's how we made an impact:

- **Ten high-visibility billboards** placed in key locations ensured that Indigenous and outdoor recreation communities saw powerful reminders to vote.
- **Nine targeted digital and radio ads** reached key audiences, with YouTube ads engaging nearly 40,000 unique viewers and racking up an incredible 183,074 full views — a 93% completion rate.
- Instagram and Snapchat ads **expanded our reach to over 85,000 individuals**, driving **551,063 video views** and inspiring action.
- **3,000 Montanans pledged to vote** through an exciting collaboration with Pearl Jam and local allies, turning passive support into real civic action.

The Result? MCV didn't just encourage people to vote — we empowered them to stand up for conservation, democracy, and the future of Montana. By making voting accessible, engaging, and urgent, we helped ensure that Montanans' voices were heard loud and clear in the 2024 elections.

And we didn't stop there. **After the elections, we made the strategic decision to keep our field leads on staff in Billings, Bozeman, and Missoula to build on this momentum.** These field leads are continuing to engage Montanans year-round — expanding our Super Volunteer Program and taking engagement to the next level, focusing on educating and empowering their communities during the Montana legislative session.



EDUCATE

In 2024, Team MCV took a **hyper-local approach to conservation advocacy**, ensuring that Montanans saw how federal policies directly impact their communities. Through our **Community Localized Communications (CLC) project**, we engaged residents in Yellowstone, Gallatin, and Flathead Counties with customized messaging about federal investments like the Inflation Reduction Act and the Great American Outdoors Act — and the results were remarkable.

- **1,541,937** impressions and 26,686 clicks on localized Meta digital ads
- **Digital ads that were over 3.5 times more effective** than typical issue campaigns
- **24 localized mailers** and accompanying **digital ads** explaining how conservation policies shape community landscapes
- **10,375 doors knocked** and 17,527 people contacted
- **1,293 meaningful conversations** connecting Montanans to the real-world effects of federal policies

Follow-up surveys showed that localized communications increased trust in government and deepened understanding of how federal policies impact local communities — proving that when conservation issues feel personal, people are more likely to take action. Beyond CLC, we led grassroots education efforts across the state:

- **71 community events** where our field teams built local partnerships and strengthened connections
- Distributed custom **Smith River** maps to highlight the threat of the Black Butte Copper Mine
- Statewide digital ads on Montana's Constitution and public lands, reaching nearly **80,000 unique viewers with 342,269 video views**
- Candidate education memos & trainings, equipping leaders with conservation knowledge for informed policymaking

These strategic efforts ensured that Montanans were seeing their real-life impact, in their own backyards. By making policy local, we empowered communities to take action, strengthened trust in government, and built momentum for a future where Montana's lands, water, and democracy are always protected.

2024 FINANCIAL SUMMARY

This financial information is based on unaudited reports.

Your generous support fueled real impact for Montana's lands, waters, and democracy. Thanks to you, MCV was able to organize, advocate, and mobilize like never before.

Here's how your contributions powered our work:

Montana Conservation Voters received over \$999,613 in contributions and grants, while the Montana Conservation Voters Education Fund secured \$870,686 — funding a dedicated team of seven full-time and three part-time staff working across the state to protect Montana's outdoor legacy and democratic values.

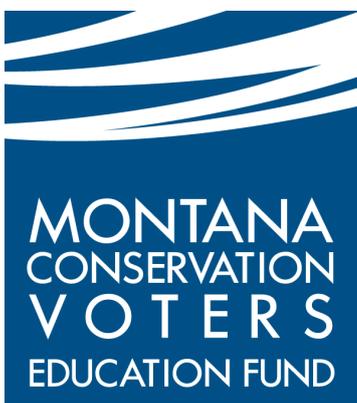
More than \$1.8 million was invested the MCV Action Fund and our affiliated PACs — Montanans for Freedom (our moderate Republican PAC) and the Montana Outdoor Values Action Fund — powering door-to-door canvassing, targeted direct mail, and digital advertising to connect with voters and amplify conservation values at the ballot box.

Your continued support is vital — help us sustain our impact in 2025 by sending your gift via check to the addresses below or by using the provided web address.



Montana Conservation Voters
PO Box 1812
432 N Last Chance Gulch, Ste J
Helena, MT 59624-1812
mtvoters.org/donate

*Montana Conservation Voters is a 501(c)4 nonprofit organization.
Contributions are not tax deductible.*



Montana Conservation Voters Education Fund
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*The MCV Education Fund is a 501(c)3 nonprofit organization.
Contributions are tax deductible. Tax ID: 81-0525336.*

For questions or other ways to give, please contact Development Director Jessica Lillie at 406-530-5105 or via email at jessica@mtvoters.org.