



# LAKE HURON FOREVER

Pledge Announcement Guide



# WELCOME

## Lake Huron Forever Pledge Announcement Guide

This pdf guide contains an overview of everything you'll need to announce that you've become a Lake Huron Forever community by taking the Lake Huron Forever Pledge.

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## Lake Huron Forever Pledge Announcement Kit

Along with this guide, you also received a zipped folder with Microsoft Word versions of all of the assets described in this guide:

- Press release
- Social media copy, accounts to tag and follow, social media graphics
- Talking points (the full version)
- The Pledge (the full version)

# OVERVIEW

## Campaign Name

Lake Huron Forever

**Lake Huron Forever initiative** (also acceptable terminology)

*Lake Huron Forever is the only part that should be capitalized.*

## Tagline

Engage communities and activate local solutions  
to sustain a healthy Lake Huron Forever.

# OVERVIEW

## Background

The Lake Huron Forever initiative was developed in 2019 by shoreline community foundations and conservation partners from the United States and Canada to advance water quality protection and healthy, sustainable communities on both sides of the lake. The Lake Huron Forever initiative aims to support community conversation and collaboration in the design and implementation of on-the-ground work to strengthen the health and well-being of residents, as well as natural resources.

Protecting water quality, ensuring the diversity of plant and animal life and supporting communities across the region means committing to the long-term protection of Lake Huron. In the coming years, we strive to *engage* communities and *activate* collaboration and partnerships to *sustain* a healthy Lake Huron through the Lake Huron Forever initiative.

Now is the time to take action. Forever starts today.

*More details about the Lake Huron Forever initiative can be found in the Appendix.*

# TALKING POINTS

## What is the Lake Huron Forever Pledge?

The Lake Huron Forever Pledge represents a community's commitment to the protection of Lake Huron and a call to action to plan and implement projects that ensure clean water, robust local economies and vibrant communities. The pledge includes a framework of broad steps and goals that can be shared across communities as well as action items specific to each community.

As more and more Michigan and Ontario municipalities sign onto the Lake Huron Forever Pledge, we have an opportunity to showcase their commitments, ensure the sustained health of our shared water and elevate visibility for Lake Huron across the Great Lakes basin.

## Why did Alpena County sign the Lake Huron Forever Pledge?

Alpena County has a long history of not only addressing current environmental concerns but also taking proactive actions to protect natural resources for future generations. Lake Huron is a part of the local culture and identity. This pledge solidifies the County's dedication to this important asset.

# TALKING POINTS

## What is Alpena County pledging to do?

The Lake Huron Forever Pledge outlines a commitment to the following actions:

- We hereby pledge to create, implement and update a Lake Huron Forever Community Road Map.
- We promise to serve as an example of how to proactively protect Lake Huron by sharing our work with other Lake Huron communities.
- We will allocate resources (time, money, people) to understanding emerging needs and opportunities in order to protect Lake Huron forever.
- We will commit to and encourage all community organizations and residents to take their own actions to protect Lake Huron forever.
- We will give back to Lake Huron by examining management practices across municipal departments to identify ways to improve efforts to protect land and water resources.
- We will share our pledge with neighboring community leaders as well as state, provincial and federal representatives to generate more conversation and positive action for Lake Huron and Lake Huron communities.

In addition to the actions outlined above, the County utilizes partnership programs and collaborative relationships to improve the health of Lake Huron. The County has also prioritized integrating environmentally designs into its projects and planning.

# TALKING POINTS

## What are some examples of projects around the community that have helped improve Lake Huron's water quality?

- County-wide invasives species inventory conducted by Huron Pines

*For answers to other common questions, please refer to the full Talking Points sheet included in your announcement kit.*

# ANNOUNCING THE PLEDGE

## Press Release

A full editable version of the press release is in your Lake Huron Forever Pledge Announcement Kit along with a few photos of local projects. Please share the press release with any local media contacts, post it on your website and share it via email with partners. It will also be posted on the Huron Pines website and shared with our regional media contacts.



# ANNOUNCING THE PLEDGE

## Social Media Text and Graphics

You will find graphics and social media post copy in your Lake Huron Forever Pledge Announcement Kit. Share them from your own social media accounts.

We have also provided a graphic and text you can share with any community partners encouraging them to celebrate the pledge.



# ANNOUNCING THE PLEDGE

## Social Media Accounts to Follow or Tag

In your Lake Huron Forever Pledge Announcement Kit you will find a full list of social media accounts and links for Lake Huron Forever partners so that you can easily tag them in your posts and follow them.



Engage communities and activate local solutions to sustain a healthy Lake Huron Forever.

### Social Media Accounts to Follow or Tag

Lake Huron Forever partner accounts are listed here so that you can easily tag, follow and share posts.

#### Bay Area Community Foundation

- [Facebook](#): @BayAreaCommunityFoundation
- [YouTube](#): Bay Area Community Foundation
- [LinkedIn](#): Bay Area Community Foundation

#### Community Foundation for Northeast Michigan

- [Facebook](#): @CommunityFoundationforNortheastMichigan
- [Twitter](#): @CFNEM
- [Instagram](#): @communityfoundationnemi

#### Huron Pines

- [Facebook](#): @huronpines1
- [Twitter](#): @HuronPines
- [Instagram](#): @huronpines
- [YouTube](#): huronpines
- [LinkedIn](#): Huron Pines





# APPENDIX

## Additional Resources

Background on Lake Huron Forever  
The Pledge Overview

## Contact information

For any Lake Huron Forever questions please contact Samantha Nellis at [samantha@huronpines.org](mailto:samantha@huronpines.org).

# BACKGROUND ON LAKE HURON FOREVER

## Lake Huron Forever Ecological Overview

### *Great Lakes*

The Great Lakes are vital to the ecological, economic and social well-being of the people, places and wildlife that make up the Great Lakes region. Combined, the Great Lakes contain one-fifth of the world's fresh surface water by volume. They are a non-renewable resource with over 3,000 miles of shoreline that is home to varied and unique vistas, rare landforms, recreation opportunities and wildlife habitat. The Great Lakes region includes eight U.S. states and two Canadian provinces, generating 1.3 million jobs as well as \$82 billion in wages annually. With an abundance of natural resources, visitors and residents find a deep connection to place along the shorelines, in the forests and on the many flowing rivers and streams that define the Great Lakes region. (Sources: EGLE CMP Program, Michigan Sea Grant Great Lakes and the Economy)

### *Lake Huron*

With the longest shoreline of the Great Lakes, Lake Huron supports unique and imperiled ecosystems with an abundance of rare plant and animal species that exist nowhere else on Earth. With forested woodlands, dune and swale formations, karst geology and more islands than all the other Great Lakes combined (30,000+), the Lake Huron Basin creates the perfect backdrop for biodiversity.

# BACKGROUND ON LAKE HURON FOREVER

## Ecological Overview Continued

### *Michigan*

The Lake Huron shoreline is home to the endangered Hine's emerald dragonfly and Michigan's rare state wildflower, the dwarf lake iris. The northern shores of Lake Huron are among the most important migratory bird pathways in North America. Rich with food sources, Lake Huron's coastal wetlands provide ideal stopover sites for migrating birds in need of sustenance. The dense white cedar swamps provide ideal cover for songbirds while the marshes and swales provide shelter for shorebirds and waterfowl.

### *Ontario*

Ontario's Lake Huron shoreline is dotted with scenic sunset beaches, cottage towns and picturesque dune and swale systems providing important scenic and natural habitat values. This area is also home to several First Nations who are the traditional keepers of the territory and stewards of its associated waters. Unique landforms define the shoreline with Georgian Bay boasting over 30,000 islands and amazing kayaking and hiking opportunities along the dramatic rocky cliffs of the Niagara Escarpment - a UNESCO World Biosphere Reserve. The Bruce Peninsula, the largest remaining intact natural habitat in southern Ontario, features dramatic cliff ecosystems and is an important stopover for migratory birds. It also provides a safe haven for globally rare alvar ecosystems (thin, nutrient-poor soils that overlay limestone gravel and bedrock that as a result, support sparse, sensitive and sometimes rare grasses and plants), over 40 species of orchids as well as lush and varied fern species.

# BACKGROUND ON LAKE HURON FOREVER

## Lake Huron Forever Example Areas of Focus

### *Land Protection*

Protect wild places to keep natural habitats intact, support natural filtration systems and limit coastal development. More natural landscapes can reduce flooding and pollution in lakes and streams that drain into Lake Huron.

### *Water Quality*

Protecting water quality for people and wildlife ensures that it's safe for drinking and recreation. Assess and manage pollution and flooding caused by excess stormwater runoff. Understand existing stormwater management and water quality protection programs and partners and assess current municipal green and grey infrastructure best management practices.

### *Public Health*

Focus on the intersection between communities and the environment, or people and place. Projects that protect Lake Huron also focus on improving and protecting human and public health. We sustain a healthy Lake Huron so our people can be healthy by working with communities to balance access to natural spaces, recreation opportunities and quality of life benefits with long-term stewardship and protection planning.

# BACKGROUND ON LAKE HURON FOREVER

## Example Areas of Focus Continued

### *Education*

Peer-to-peer learning can be used to raise awareness for the challenges and values Lake Huron communities face. Communities can improve and adapt programs and management strategies based on shared learning from their peers.

# BACKGROUND ON LAKE HURON FOREVER

## Engage. Activate. Sustain.

*Engage: Initiate dialogues in communities about the resources each community needs to take action.* By taking inventory of existing programs and partners and assessing current municipal conservation practices, Lake Huron communities will have the initial information they need to start taking steps toward Great Lakes protection. The goal of this stage is to facilitate increased access to knowledge, resources and technical experts to help communities establish a plan of action with prioritized solutions.

*Activate: Connect communities to resources and deepen understanding through learning opportunities.* By supporting the activation of tailored learning opportunities that can be delivered to community leaders, Lake Huron communities will share expertise and access to water quality, land protection and stewardship resources that will, in turn, allow for prioritizing and implementing solutions. Through broad outreach and customized solutions, each community can be activated to protect the health of Lake Huron with solutions to meet their unique needs.

*Sustain: Ensure long-term protection of the Great Lakes through sustained action.* Increasing the readiness of Lake Huron communities to collaborate on and implement land protection and clean water action is one step toward sustainable water quality for Lake Huron. To further ensure long-term protections of the Great Lakes and to support increased community readiness, local, state, provincial, federal and basin-wide funders will need to prioritize Lake Huron's communities and water quality in their funding decisions.



# THE PLEDGE OVERVIEW

## Lake Huron Forever Pledge

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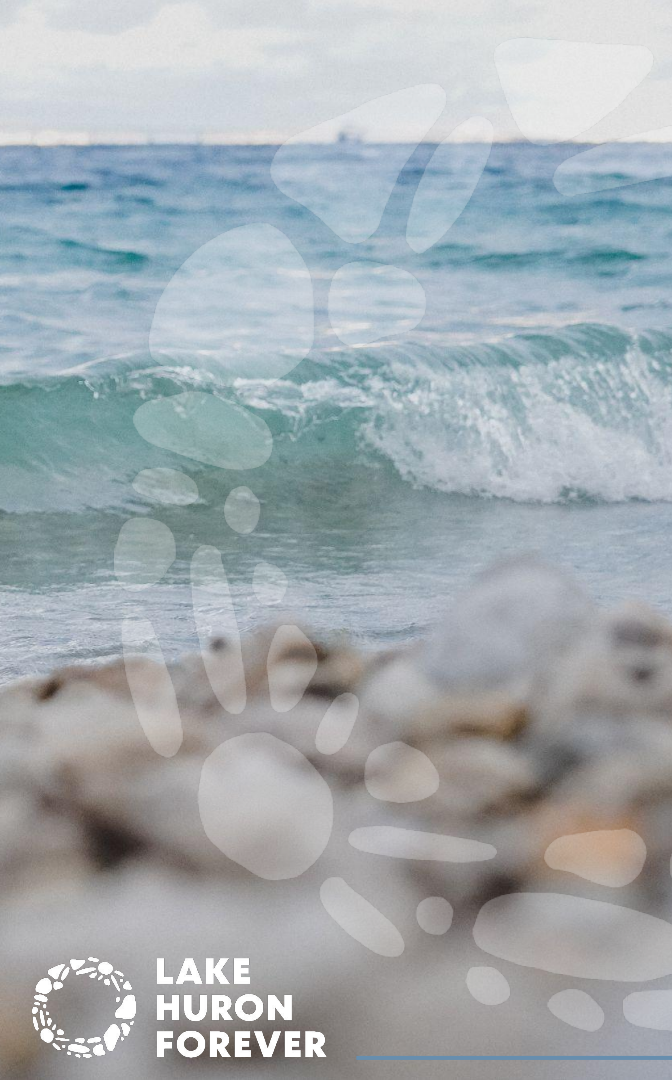
The City knows that a healthy Lake Huron means a healthy, strong and vibrant future for our community. As a result, we are committed to keeping the protection of Lake Huron at the forefront of our planning, decision making and resource allocation.

Our community well-being and economic prosperity are tied to Lake Huron. We understand that access to healthy natural resources like fresh air, clean water and public land improve the health and wellness of our entire community.

We must work together to protect the forests, wetlands and waterways to address threats of pollution and flooding caused by stormwater, proactively plan for the impacts of a changing climate, support native plant restoration and provide corridors for wildlife.

We are committed to understanding the unique connections our residents and visitors have to the City and to incorporating their priorities and concerns into our decision making as we continue to lead natural resources protection efforts in our region. We pledge to protect Lake Huron forever.

*The full Pledge can be found in the accompanying Lake Huron Forever Pledge Announcement Kit.*



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**EGLE**

MICHIGAN DEPARTMENT OF  
ENVIRONMENT, GREAT LAKES, AND ENERGY