

# **STOP** **THE ARCTIC CASH GRAB**

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## Overview

Right now, oil and gas companies and their political allies are pulling off a massive cash grab on public land, carving up the Arctic behind closed doors while everyday people pay the cost. This isn't about energy security or helping communities. It's about squeezing one more payday out of a place they don't own. The result means damaged wildlife habitat, a hotter climate, and Indigenous communities pushed aside so corporations can cash in.

The Arctic is public land, not a piggy bank for exploiters.

We're building a movement to expose this cash grab. Help us spread the word by using your platform to call out the companies and politicians trying to cash in at any expense off the Arctic.

No matter who you are, this fight needs you.

## Message guide

Below, we've outlined the top messaging themes and talking points associated with this campaign. Please use these to help guide and craft your social content, or use one of our pre-drafted campaign posts at the end of this toolkit. For a more detailed message guide, click [this link](#).

### Theme: Political Accountability

- The Trump administration and its allies in Congress are auctioning off America's Arctic—one of our most iconic public lands—to the highest bidder.
- Alaska's political leaders aren't standing up for their people—they're cutting backroom deals with multinational oil companies, ignoring public opposition and endangering the state's future.
- Opening the Arctic to oil and gas doesn't just sacrifice wildlife and public lands—it delays climate action, undermines renewable energy investment, and puts jobs and communities at risk across the country.

### Theme: Corporate Greed and Accountability

- Big Oil billionaires and their corporate cronies are trying to plunder the Arctic, cash out, and leave behind a scarred landscape for the rest of us to deal with.
- This isn't business—it's an ice cold cash grab. Every company that profits from Arctic oil is complicit in the destruction of a place that belongs to all Americans.
- These corporations are knowingly putting Indigenous lives, iconic wildlife, and the global climate on the line—all to chase short-term profits.

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### Theme: Wildlife, Habitat, and Climate

- The Arctic remains one of the last wild places on the planet. It is not a place for oil and gas development, research, or exploration
- The Arctic is home to some of the world's most iconic wildlife—caribou, polar bears, muskoxen, Arctic foxes, moose, and more. If we drill, we destroy their habitat forever.
- Seismic testing and drilling leave lasting scars. Giant trucks and equipment crush tundra, disrupt migration, and threaten denning polar bears and other vulnerable species.
- The Arctic Refuge is irreplaceable—once it's gone, it's gone. You can't restore wilderness.
- Drilling here pours gas on the fire of climate change, saddling future generations with droughts, floods, wildfires, and rising seas—all so oil CEOs can get richer.

### Theme: People and Justice

- Big Oil billionaires and their corporate cronies are trying to Indigenous Peoples: The Gwich'in people have lived in the Arctic Refuge region for countless generations and have made their position clear: drilling violates their rights, traditions, and sovereignty.
- Alaskans: This isn't a win for Alaska. The state is subsidizing oil companies with public money while schools, healthcare, and basic services go underfunded. The profits leave; the damage stays.
- All Americans: The Arctic Refuge is a symbol of America's wild legacy. Its fate affects us all—whether we live in Fairbanks or Florida. We all have a stake in protecting our public lands, climate, and future.

### Theme: Public Land, Not Private Profiteering

- The Arctic is not Big Oil's private playground—it's public land, owned by all Americans. The only result of Arctic drilling is profits for them and huge risks for everyone else.
- These companies want to pump it dry, leave a mess behind, and stick taxpayers with the bill. If we don't act, we lose this land forever.
- The Arctic Refuge is the crown jewel of America's public lands—a wild, untamed landscape that should be protected for future generations, not handed over to oil giants behind closed doors.

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## Social graphics

DOWNLOAD GRAPHICS

You can download campaign social graphics in our shared Google Drive. Graphics are sized for both Feed and Stories placements.

## Hashtags & links

### PRIMARY HASHTAGS

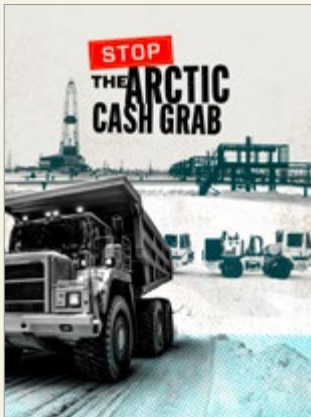
#StopArcticCashGrab #ArcticExploitation

### SECONDARY HASHTAGS

#Arctic #DefendTheArctic #AlaskaWild #ArcticWild

Please include a link to the campaign website, <https://stayoutofthearctic.org/>, in your social content.

## Sample social posts



### THE ARCTIC CASH GRAB

From Washington, D.C. to Juneau, oil-backed politicians are lining up for a public lands cash grab, trying to hand over one of America's last truly wild places to the fossil fuel industry. In Alaska, a state agency funded by taxpayers is leading the charge, pushing plans to open up the Arctic to seismic blasting and oil drilling so corporations can cash in.

They're calling it exploration. But let's be honest—it's exploitation. And unless we stop them, they'll torch the land, trash the climate, and vanish with the cash.



### COLLATERAL DAMAGE —THE LAND

From Washington, D.C. to Juneau, oil-backed politicians are lining up for a public lands cash grab. Once they carve up the Arctic, there's no going back. Seismic testing crushes tundra. Drilling scars wilderness. Roads and pipelines slice through ecosystems. Stop the Arctic cash grab.



### VICTIMS —WILDLIFE

Polar bears, caribou, arctic foxes, muskoxen — this wildlife will be collateral damage. If the Arctic exploitation goes through, their home becomes a construction zone—and eventually, a graveyard..

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## Sample social posts

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### VICTIMS —AMERICANS

The Arctic belongs to all Americans. It's our shared inheritance. Corrupt politicians and state agencies are trying to sell it off to the highest bidder who will leave behind wreckage, while we foot the bill.



### VICTIMS —CLIMATE

Extractive industries and greedy politicians are going after every last drop of oil. If they get their way, we'll be thrust into a world of climate chaos. The Arctic Refuge is the crown jewel of America's public lands. It's irreplaceable. Priceless. Once it's gone, it's gone.

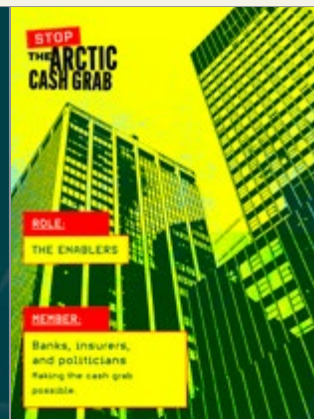
There's no receipt. No refund. No reset button.



### TAKE ACTION

The Arctic National Wildlife Refuge is the crown jewel of America's public lands. If these greedy oil companies get their hands on it, it's gone forever. We can't let them get away with this. Here's how you can help:

Sign our petition and tell oil corporations: stay out of the Arctic. No drilling. No seismic testing. No excuses.



### MEET THE CASH GRABBERS (SLIDE SERIES)

From D.C. to Juneau, oil-backed politicians and corporate allies are orchestrating a raid on the Arctic National Wildlife Refuge—one of America's last truly wild places. Together, they form a circle of greed—betting big and risking the future of the climate, Indigenous rights, and public lands for a buck.

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## Posting recommendations

### X/BLUESKY POSTING STRATEGIES

- Post content in response to existing popular or relevant threads.
- Tag relevant elected officials, journalists, influencers, and organizations concerned with Arctic protection
- Schedule posts for the morning and early afternoon for higher visibility

### INSTAGRAM POSTING STRATEGIES

- Try carousel posts and reels for dramatic visuals and storytelling
- Include polls and quizzes in Stories for engagement
- Pin key stories with action links to Highlights
- Do not include links in post copy, instead use bio links/Linktrees or include in bio
- Incorporate hashtags into post copy

### FACEBOOK POSTING STRATEGIES

- Can expand to post longer captions, or add links to full articles and campaign website.
- Share within local groups when possible and encourage followers to share.