

# LSOHC Call for Funding Request Overview

LSOHC Staff  
June 17<sup>th</sup>, 2026



Marsh Lake (Photo: MN DNR)



Moose on OHF site, Cook County (Photo: Thomas Spence)

# Call for Funding Request Process



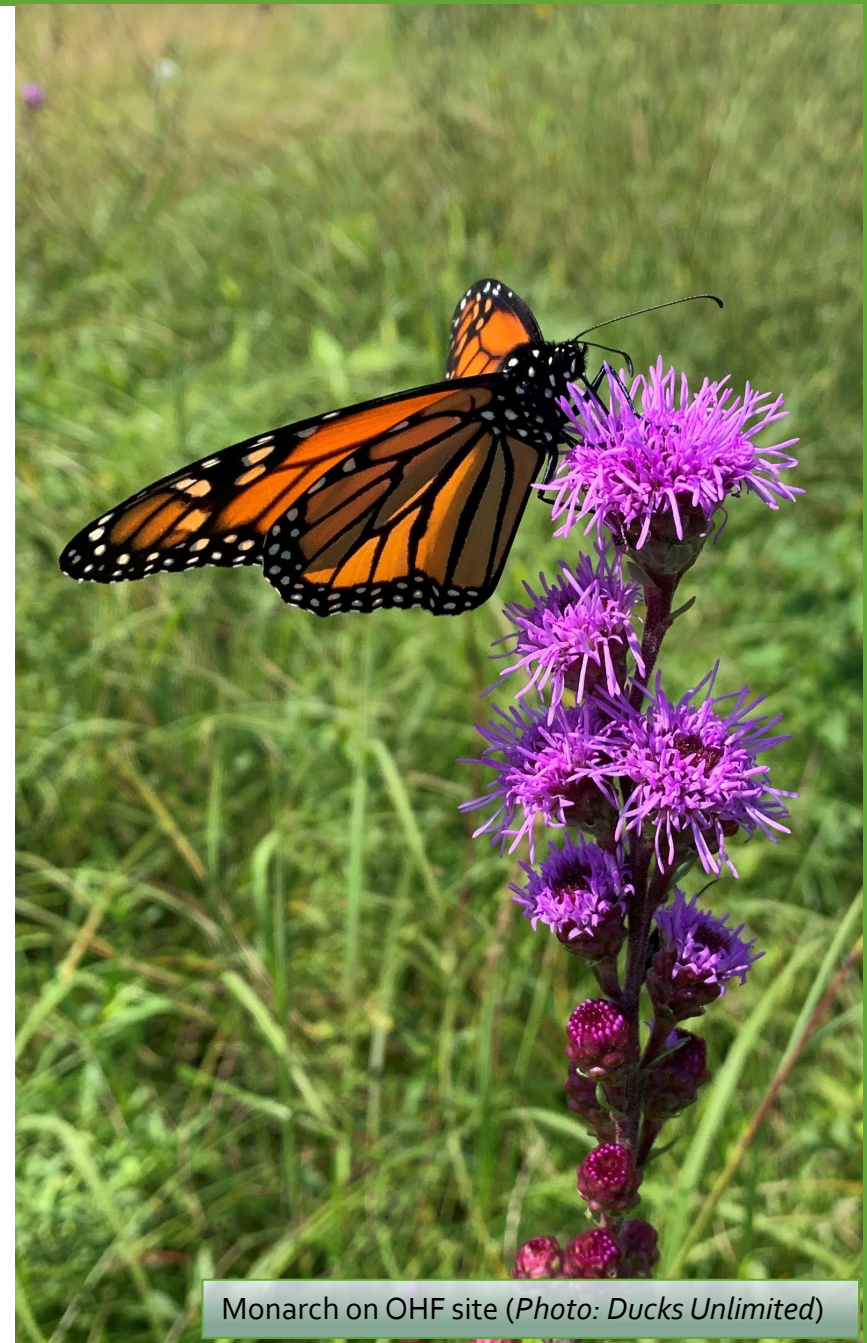
Press Release  
Distributed



News Coverage



Proposals Received



Monarch on OHF site (Photo: Ducks Unlimited)

# Press Release Distribution

## Legislature

All House Members

All Senate Members

Legislative Staff

## Units of Government

All Counties via Assoc. of MN Counties

All Cities via League of MN Cities

All MN Tribes

Watershed Districts

## Additional Contacts

Lake Associations

State and local news media



Protected habitat on Little Pine River  
(Photo: Crow Wing SWCD)

# Timeline

- **April 1, 2026:**

- Call for Funding Request released
- Press Release announcing Call is distributed via GlobeNewswire
- Email sent to LSOHC subscribers

- **April-May 2026:**

- Call for Funding Request updates sent in weekly LSOHC legislative updates
- News coverage throughout

- **May 7, 2026**

- Additional press release distributed noting Call for Funding Request deadline

- **May 22, 2026**

- Proposal deadline



(Photo: Hennepin County)



(Photo: Audubon MN)

# Press Coverage

20,589  
Total Views

10,008  
Unique Readers

8,461  
Link Clicks

1,085  
Release  
Placements

Coverage includes:

- Associated Press, Yahoo! News, Markets Insider
- NBC and Fox Affiliate Stations
- Legislative Updates & Social Media
- Local and state news sources

**The Globe**  
Worthington, MN

 **RED LAKE** NATION NEWS  
*Babaamaajimowinan - "Telling of news in different places"*

 **THE Daily Agenda**  
Informed Perspective.  
By Blois Olson

 **Outdoor News**

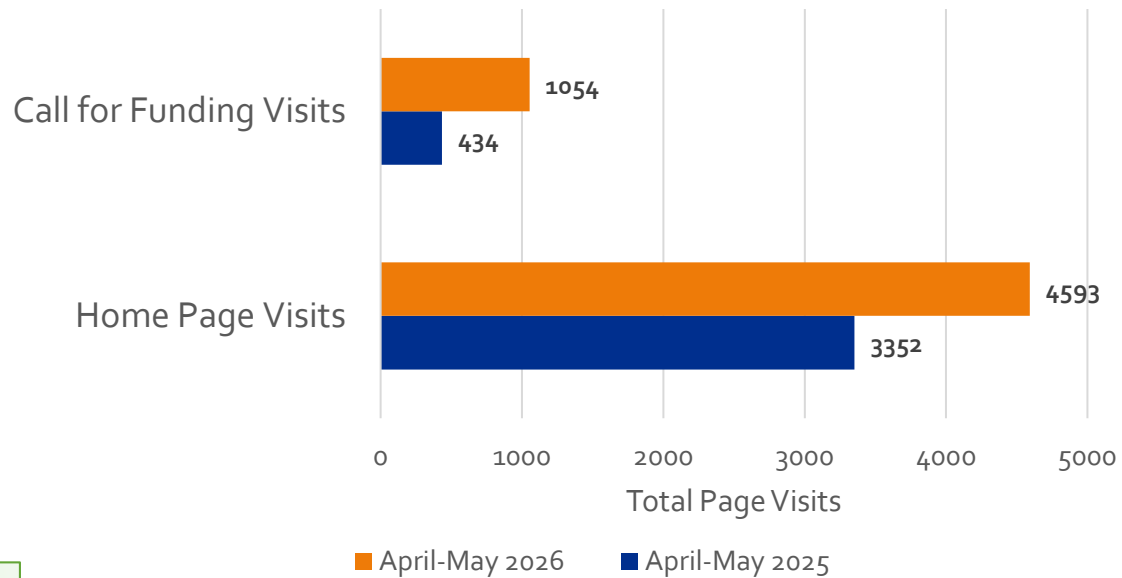


Whiskey Creek Restoration, Clay County (Photo by: MN BWSR)

# Results

- Record number of 62 proposals were received.
  - 7 have never applied for OHF funds before.
- LSOHC web traffic increased significantly
  - Visits to the Call for Funding Requests page more than doubled from 2025.

LSOHC Web Traffic Analysis



**ML 27:**  
62 Proposals

**ML 22-26:**  
Average of 55 Proposals



Keystone Woods WMA, Washington County (Photo: Trust for Public Land)

## Results (Continued)

- Coverage by Legislators increased significantly
- Media outlet coverage increased significantly
  - Does not always translate to local/state media coverage

## Future Considerations

- Results from current approach are positive
- How can we better reach intended audience?
  - Additional relevant interest groups
  - Direct outreach to reporters/outlets or interest groups
  - Encourage interest groups or agencies to run press release