

A Guidebook for your Campaign

# END THE ROAD TO EXTINCTION

Together we can end the  
road to extinction.



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**THERE ARE OVER 38,000  
ENDANGERED SPECIES THAT  
NEED YOUR HELP!**

Visit [zoo.ngo](http://zoo.ngo)

A close-up, high-resolution photograph of a tiger's face, focusing on its eyes, nose, and whiskers. The tiger's fur is a mix of brown, tan, and grey, with distinct stripes. The background is dark, making the tiger's features stand out.

# WELCOME

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Get ready to launch your campaign, reach your fundraising goal, and make a significant impact on endangered species and their habitats. We're excited to begin! This user-friendly guide will coach you to success, and we're always here to support you.

# WHAT'S INSIDE THE GUIDEBOOK?



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Discover the essential steps to create, launch, and manage a successful fundraising campaign for the Zoo Labs Foundation while engaging your community and having fun.

# WRITE YOUR STORY

Refine Your Vision: Select a Campaign Focus

## SPECIAL OCCASIONS

Ask wedding guests to donate to your Zoo Labs Foundation campaign instead of giving gifts.

## BIRTHDAY

Celebrate your birthday by asking family and friends to contribute to your campaign instead of receiving gifts.

## ENDURANCE

Race, bike, or run. Earn donations per mile and/ or contributions to your campaign for Zoo.

## HOLIDAY SEASON

Transform the holiday season into a heartwarming campaign by inspiring your loved ones.

## CREATIVE

Host a wildlife-themed art show, collect change in your community, or get imaginative and create your own unique campaign.

## CO-WORKERS

Ignite the spirit of teamwork by starting a collaborative fundraising campaign with your co-workers.



# COMMUNICATION PLAN

## Launch your page: You x Zoo Foundation

### DONATE

Make a donation to your own campaign to show your commitment and inspire others.

### PERSONALIZE

Make it your own fundraising page with photos and a captivating story.



### CLOSE CONTACTS

Contact 10-15 people who you know are supportive of your goals. They should hear about your campaign first, in a personal message. The more personal your outreach is, the more likely they'll make a meaningful gift.

Dear friend,

Millions of species are at risk of extinction. Together, we can change that. Help me raise money for conservation by donating to my Zoo Labs Foundation campaign. Zoo Labs supports initiatives to protect endangered species and their habitats.

[Link to fundraising page].

All species deserve our protection and efforts to ensure their survival. Every donation can make a difference.

Thank you for your support!

Your Name

# SOCIAL SUPPORT

## Announce Your Campaign

After demonstrating your personal commitment and involving your closest contacts, officially launch your campaign on SOCIAL MEDIA.

Over 38,000 endangered are threatened with extinction. Together, we can change that.  
Join my campaign: [Insert Campaign Page Link]

I'm halfway to my fundraising goal! Support my conservation efforts by donating to my campaign:  
[Insert Campaign Page Link]

Help me celebrate my birthday by supporting my @ZooLabsFoundation campaign here:  
[Insert Campaign Page Link]

## **KEEP YOUR NETWORK UPDATED**

POST ON SOCIAL MEDIA ONCE A WEEK, BUT VARY YOUR CONTENT. ROTATE BETWEEN THANKING DONORS, UPDATING THEM ON PROGRESS YOU'VE MADE, DISCUSSING YOUR PASSION FOR CONSERVATION, AND ASKING THEM TO GET INVOLVED.

# KEEP GOING

## Follow-Up

**CONTINUE** updating your network and following up with potential donors.

Dear Friend,

As you know, I've been raising money to support conservation efforts for endangered species. Many of you have already donated to my campaign, and I'm incredibly grateful for your support. To check out my fundraising progress or to make a donation, click here: [Link to fundraising page]. All online donations go directly toward Zoo Labs Foundation's work to protect endangered species and their habitats.

Thanks,

Your Name



## Tell A Story

Not every message about your campaign should be an ask for dollars. Share a story about why Zoo Labs Foundation is important to you. Remind people why you've chosen to become an advocate. Use social media like FACEBOOK Cover Photos, TWITTER Backgrounds, reposting our posts, making your own content, and working with influencers.

# ONE LAST CHANCE

## Keep Your Community Updated

**INFORM** your social media community about the **PROGRESS** you've made and be sure to thank those who have already donated.

Thanks to everyone who donated to my @ZooLabsFoundation campaign! Check out the progress on my fundraising page: [Link to page]

## Reaching Out

**SEND A REMINDER** to your contacts who have not yet donated. Let them know time is running out and emphasize the importance of their support.

Dear friend,

My Zoo Labs Foundation campaign is ending soon, and I'm asking for your help to reach my fundraising goal! Millions of species are at risk of extinction, and together, we can change that. Every little bit helps - you can make a difference by donating to my campaign: [Link to fundraising page] Just a few days to go!

Thanks for joining me,

Your Name





# SAY THANKS

## The Final Push

Share across your SOCIAL NETWORK that time is running out in your campaign!

My @ZooLabsFoundation fundraising campaign is almost over! Help me protect endangered species and their habitats: [Link to fundraising page]

## Send An Email

Email each donor that contributed to your campaign a personalized THANK YOU.

Thank you for donating to my Zoo Labs Foundation campaign. 100% of our funds will help support endangered species and their habitats. This has been an incredibly rewarding experience, and I've learned so much about the impact of conservation efforts.  
[Link to campaign page]

## Thank Your Social Network

THANK YOU to those who donated to my @ZooLabsFoundation campaign, we helped protect endangered species and their habitats!

[Link to campaign page]

*Our Promise, Your Impact*

# AFTER YOUR CAMPAIGN

## Our 100% Promise

After your campaign is over, **we'll send 100% of your donation to support our conservation initiatives.** Then, we'll report back to you with info about the projects that your campaign made possible.



## Thank You!

Thank you for joining us in our mission to protect endangered species and their habitats. We are deeply grateful for your dedication in running your own campaign, as your invaluable support empowers us to protect endangered species and their habitats for a better, sustainable future.

**With your support, together we can end the road to extinction.**

# CONTACT US

Together, we'll work to protect endangered species and their habitats.



## Have Questions?

Our support doesn't stop with this guidebook. The Zoo Labs Foundation team is here to help and to answer any questions you have.

### Contact Us

[campaigns@zoolabsfoundation.org](mailto:campaigns@zoolabsfoundation.org)

[www.zoolabsfoundation.org](http://www.zoolabsfoundation.org)