

Keynote Powerpoint: Amphibian Ark Communications and Fundraising Plan: Raising Awareness, Generating Donations

This document has been generated from what seems to have been the "keynote powerpoint" of the Marketing Conference held in Pretoria October of 2007 in preparation for the Year of the Frog. In it an attempt was made to review the history of the Amphibian Campaign. There was a meeting held in Leipzig, in 2006, where potential marketing goals were discussed and decided, such as :

- To run a global campaign ideally under the brand of WAZA and thus creating global awareness of global zoo community as a leading conservation association
- Bundling up of forces of the regional associations with a globally as well as content-wise highly relevant topic
- To raise funds for the amphibian conservation programme

It was here that the Official "year of the amphibians" 2008 was mooted and the following actions were suggested:

- Development of a marketing strategy by a working group in cooperation with the WAZA office
- Usage of an existing structure of a region to develop a global campaign ?

So it was decided to develop a global campaign "YOTF 2008" in February 2007 with the WAZA Marketing Chair as coordinator. There were several meetings with EAZA Amphibian Campaign Planning Group and a global agency was selected to develop and support the global campaign, e.g. Fleishman Hillard (FH), USA.

The objectives of the global campaign were listed ...

1. Raise awareness among national governments, world media, school educators, and the general public about the fragility of amphibians and the extinction crisis they face
2. Raise funds through corporate sponsorship, philanthropy, consumer, and government involvement to support AArk's rescue efforts and ensure amphibians' long term sustainability
3. Funds will be paid to Amphibian Ark through the Global Conservation Network to cover such costs as:
4. Species acquisition and transportation
5. Biosecure containment facilities, operating expenses, staff, and training
6. Educational workshops and awareness campaigns
7. Inspire the zoo community and appropriate institutions to participate in Amphibian Ark by creating and maintaining *ex situ* facilities for the most threatened amphibians.
8. Further position the zoo community and IUCN as leaders in global conservation.
9. Raise \$50-\$60 million for this campaign.

The 2008 "Year of the Frog" could be likened to a political campaign and focus on a simple message system in order to impart a greater sense of urgency. The audiences would be the Public, government, corporations, foundations, philanthropists, zoo and aquarium organizations, educators, media. All target

audiences also would be connected in a global effort to halt the rapid extinction of amphibians.

Amphibian Ark structure consists of the IUCN SSC Conservation Breeding Specialist Group, the IUCN SSC Amphibian Specialist group and the World Association of Zoos and Aquariums. The AArk would form one part of the Amphibian Conservation Action Plan of the Amphibian Specialist Group.

Amphibian Ark is intended to have a high profile, with an interest-generating, call-to-action platform for media, donors, general public, other stakeholders. The 2008 "Year of the Frog" global campaign is designed to generate international awareness, concern, and action and thereby become an intuitive choice for companies, organizations, individuals, others to support global response to amphibian crisis

The Communications Plan is to be implemented on a global basis, involving international, regional, and national zoo and aquarium associations. The Official launch of "Year of the Frog" and other events (Kiss a Frog Day, International Day of the Frog, Wearing of the Green) are global awareness platforms; they also represent opportunities for corporate partners to develop impactful marketing programs to engage the public. Major global Amphibian Ark corporate and philanthropic sponsors will be sought to generate the US\$50-\$60 million needed to support the efforts of Amphibian Ark

Regionally, the regional zoo associations such as AZA, EAZA, and others will execute amphibian awareness programs customized to their regions.

Key Messages: 2008 "Year of the Frog" Frogs Matter: Amphibians are a critical part of a healthy natural world. They play an important role in the food web as predator and prey. Amphibians eat pest insects, benefiting successful agriculture around the world and minimizing the spread of diseases, including malaria. The skin of amphibians has substances that protect them from some microbes and viruses, offering possible medical cures for a variety of human diseases, including AIDS. Amphibians are nature's "canaries in the coal mine"; they are among the first species to be affected by environmental stressors. When amphibians show a decline, it serves as a warning to other species, including humans.

Currently the problem is that after thriving for more than 360 million years, nearly one half of the 6,000 amphibian species could disappear in the near future. Thus, earth is facing the single largest mass extinction since the disappearance of the dinosaurs because frogs are severely affected by habitat loss, climate change, pollution and pesticides, introduced species, and over-collection for food and pets as well as an immediate threat is a parasitic fungus called amphibian chytrid, a disease that is deadly to hundreds of amphibian species, is unstoppable and untreatable in the wild, and can kill 80 percent of native amphibians within months.