

MUTUAL of OMAHA'S
WILD KINGDOM

Tune in Sundays at 7pm E/P

Campaign for a Cause

Objective

To define the terms “endangered” and “extinct;” to emphasize the impact of habitat destruction to animal species; and what scientists, environmental and wildlife organizations, and ordinary citizens can do to make a difference.

Grades

4-6

Materials

- poster board
- markers
- Internet access for research

Description

Create a campaign to protect an animal on the endangered species list. Come up with a slogan, and design a logo that could be used on t-shirts, posters, buttons or stickers.

Instructions

1. Define the terms “endangered species” and “extinct.”
(See vocabulary below for detailed information.)

2. Discuss what environmental and wildlife organizations are doing to help protect these animals at risk.

They work to preserve habitats by creating wildlife refugees and wilderness areas. They sometimes use captive breeding programs to protect animals, increase their numbers, and then release them to their native habitats. They work hard to educate the public about the dangers of habitat destruction.

3. How do these organizations heighten awareness and educate the public about endangered animals?

Show examples of successful cause marketing campaigns. Begin by telling the class about the “Save the Whales” campaign in the 1970s, which is widely considered to be the first major campaign of its kind, and the one that ushered in the animal protection movement. Visit the Greenpeace, World Wildlife Fund, and other organization websites below for examples of other campaigns.

4. Tips for successful campaigns:

Slogans:

- brief
- catchy

- clever
- memorable
- not silly (remember, it's a serious issue)
- include a tag line

Logos:

- eye-catching
- simple (simple is always best with logos)
- make sure your individual letters, words and message are clear

Purpose of a campaign:

- raise awareness
- inspire action
- rally your supporters, mobilize

What makes a compelling message?

- passionate
- sobering
- builds empathy
- call to action

List your goals and objectives

- Who might your audience be?
- How do you want to spread your message?

5. Ask students to each pick a different animal from the endangered species list, using the IUCN website. This animal will be the subject of their animal protection campaign.

IUCN "Red List" of Threatened Species

<http://www.redlist.org/>

Examples:

- Atlantic Salmon
- Corals
- Elephants
- Great Apes
- Marine Turtles
- Monarchs
- Pandas
- Pikas
- Polar Bears
- Rhinos
- Snow Leopards
- Tigers
- Whales and Dolphins

Vocabulary

Endangered: According to the Columbia Encyclopedia, an endangered species is “any plant or animal species whose ability to survive and reproduce has been jeopardized by human activities. In 1999 the U.S. government, in accordance with the U.S. Endangered Species Act (1973), classified 935 native species as endangered or threatened, including animals such as the Florida panther, the Key deer, the San Joaquin kit fox, the northern spotted owl, the chinook salmon, the Karner blue butterfly, the snail darter, and the cave crayfish and plants such as the Hawaiian nehe and the clover lupine. Over 500 more species were so classified worldwide. The official list of endangered wildlife and plants in the United States is kept by the Fish and Wildlife Service; the National Marine Fisheries Service oversees marine species. In addition, many states keep their own lists. The International Union for the Conservation of Nature and Natural Resources maintains an international list, published as the Red Data Book.”

Extinct: When a plant or animal species no longer exists in the wild, it is considered extinct. Examples of extinct animals include the dinosaur, the dodo bird, the passenger pigeon, the monk seal, the saber-toothed cat, and the woolly mammoth. According to the IUCN, "a species is presumed extinct when exhaustive surveys in known and/or expected habitat, at appropriate times (diurnal, seasonal, annual) throughout its historic range failed to record an individual."

References

Environmental and Wildlife Organizations

- World Wildlife Fund
<http://www.worldwildlife.org/>
WWF safeguards hundreds of species around the world. In particular, it focuses special attention on its flagship species: giant pandas, tigers, endangered whales and dolphins, rhinos, elephants, marine turtles and great apes. These species not only need special measures and extra protection in order to survive, they also serve as umbrella species: helping them helps numerous other species that live in the same habitats.
- Greenpeace Foundation
www.greenpeacefoundation.org
- Sierra Club
www.sierraclub.org
- The Audubon Society
www.audubon.org
- The Nature Conservancy
www.nature.org

- Friends of the Earth
www.foe.org
- IUCN “Red List” of Threatened Species
<http://www.redlist.org/>
The “Publications and Links” button in the home page sidebar is a good place to begin your research.

Campaign Examples

Save the Whale campaign – 1970s
<http://news.bbc.co.uk/1/hi/uk/787425.stm>

No Whaling Virtual March
<http://whales.greenpeace.org/>

Dolphin-Safe campaign
<http://www.greenpeacefoundation.com/action/actions.cfm>

The Body Shop AAT (Against Animal Testing) Campaign:
http://www.thebodyshopinternational.com/web/tbsgl/values_aat_history.jsp

The first window campaign, run by The Body Shop, was launched in 1986 in support of the Greenpeace campaign to Save the Whale. Since then The Body Shop has run campaigns around the world to save endangered species. Funds have been raised through the sales of t-shirts and accessories enabling the company to raise hundreds of thousands of pounds for campaign groups.

