



MISSION: ANIMAL RESCUE

» » FUNDRAISING KIT

COMMITMENTS



Introduction.....3
Donation Information.....5
Awareness Activities.....7
Fundraising Activities.....17
Assets.....25



WELCOME!

A NEWBORN
PANDA CUB IS
THE SAME SIZE
AND WEIGHT AS
AN ICE-CREAM
SANDWICH!.

Mission: Animal Rescue is a worldwide effort that not only educates you about our most endangered species, but also teaches you how to rescue them!

This toolkit is a one-stop resource for activities to raise awareness, fundraising ideas, and other ways to get your community and the world involved in protecting animals.

By using these guides to take action, you're helping to make the planet a better place for our endangered species.



MISSION



Mission: Animal Rescue is a multi-platform initiative that charges you to save our planet's most endangered and threatened animals. The initiative aims to inspire you to learn as much as possible about endangered animals and to take action to rescue them.

You will have the opportunity to learn in-depth about endangered animals, as well as access to resources and activities that help you get involved, whether locally or online.

Mission: Animal Rescue gives you the opportunity to work with National Geographic Kids to save our planet's most endangered and threatened animals. We'll provide you information, resources and activities about the animals and how get involved, and then it's up to you to learn as much as possible and take action to rescue them. By combining education, habitat protection, and a global network of kids just like you, we can build a better world for animals and ourselves!

DONATIONS

**TIGERS CAN
EAT MORE THAN
80 POUNDS (36 KG)
OF MEAT IN ONE
MEAL—THAT'S LIKE
EATING 70 T-BONE
STEAKS!**

Where do donations go?

The National Geographic Society is a nonprofit organization whose net proceeds support vital exploration, conservation, research, and education programs. Proceeds from donations will go toward the Society's efforts to support endangered animals and their habitats. From building bomas for big cats to protect their wild territory to studying elephants and how they communicate to exploring wild places to better understand animal habitats, National Geographic's programs help save animals and our world. Thank you for your passion and dedication to this cause.



DONATIONS

How To Donate

Head to kids.nationalgeographic.com/mission-animal-rescue/ to make a donation to help save endangered animals!

To make an additional contribution in support of
Mission: Animal Rescue ask your parents or
legal guardian to consider texting
ANIMAL to 50555 to give ten dollars.

Charges will appear on your wireless bill or be deducted from your prepaid balance. All purchases must be authorized by account holder. Must be 18 years of age or have parental permission to participate. Message and data rates may apply.

Text STOP to 50555 to stop receiving text messages.
Text HELP to 50555 for help.

Full terms: www.mGive.org/T

RAISE AWARENESS

Get Involved

It's time for you to join in on the action and raise awareness! The following rescue activities are here to get you started. The activities can be tailored to support endangered species in general or a specific type of animal. It's up to you how you customize them.

OUTSIDE OF
ZOOS, PANDAS
ONLY LIVE IN THE
REMOTE
MOUNTAINS
OF CENTRAL
CHINA.



GET INVOLVED

Study an Endangered Animal

Research an endangered animal's body language and lifestyle by heading to the local zoo, watching videos online, checking out books, or whatever ways you can think of. Learn how the animal lives and what it eats. Try mirroring its body language to get a better feel for the animal. Share what you've learned! The more we understand animals, the more we can empathize with them.

Mapping Endangered Animal Images

Endangered animals often appear in photos, symbols, statues, and crests. How many can you find where you live?

Go online to check out other businesses that incorporate endangered animals into their logo. If it's not clear from their company information, write a letter asking what they do to help the endangered animal as part of their business plan. Can you persuade a company that uses an endangered animal in its logo to start giving a regular donation to a charity that supports that animal?



»» GET INVOLVED

Research a Powerful Petition

A petition is a statement or request that lots of people sign to show that they agree with it. Research groups petitioning for change and protection for endangered or threatened animals. Start online and write to them to come petition in your area. Volunteer with the group to help out.

Sign the petition!



Be the Professional: Filmmaker

To get a taste of what it's like to be a wildlife film-maker, plan and film a short wildlife film about a dog or cat. You could ask a professional filmmaker to help you, or you can teach yourself. Your film could tell the story of the animal's behavior, the relationship it has with other animals and people, or an idea of your own.

When making the film, ask yourself: Who are you making your film for? Why are you making the film? Which would be the best dog or cat to film? What do you want to include in your film? How are you going to film it? What message will the film send?



»» GET INVOLVED

Research Current Rescue or Charity Organizations that Help Endangered Animals

How do they communicate their message to the world? Do they use social media, newsletters, incentives, or websites? Come up with your own plan to get your message out to the world.

**POLAR BEARS
HAVE BEEN KNOWN
TO SWIM UP TO
100 MILES (161 KM)
IN ONE STRETCH!**

Put Your Paws Up!

Show your school's commitment to helping stop the decline of big cats by decorating your school with paw prints containing facts about endangered animals.

Adopt an Endangered Animal

Many rescues let you “adopt” an endangered animal by helping to support it. Develop a unique and interactive program to raise money from friends, teachers, and neighbors to adopt an endangered animal.

➤➤ GET INVOLVED

Mission: Animal Rescue Lessons

Ask teachers to dedicate one of their lessons to teaching their students about an endangered species. Or ask students to teach their classmates about what they've learned about an endangered animal. Encourage and excite them about careers in endangered species conservation.

Cause Your OWN Uproar

In honor of wolves or big cats, encourage fans at your next sporting event to roar or howl instead of cheering. Hold a roaring/howling contest during halftime and let fans know you're supporting endangered animals.

Draw an Endangered Animal in a Public Place

Many endangered animals live far away from most of us. They are so distant that they're invisible to many of us and can easily be forgotten. By doing this challenge, you'll be putting endangered animals on the map for all to see. When someone asks about your creation, you can use the opportunity to explain the problems that animal faces!

There are lots of different ways that you can do this: Use a large sheet of paper or wallpaper; draw on sheets using fabric pens; chalk your animals on a wall of pavement; or go natural and use leaves, sand, or pebbles. For a more advanced challenge, try making a life-sized endangered animal out of free stuff you can find. If you go exploring, you should be able to find all kinds of things!

»» GET INVOLVED

Trip to Your Local Zoo

See endangered species up close by taking a trip to your local zoo. Classmates, neighbors, friends, and family can come along too. Make an appointment with the zookeeper and ask questions about the animals. Or impress the zookeeper with what you already know!



Write a Letter

Who has the power to help endangered animals? Perhaps there is a government that is not taking action to protect lions, or a hunting organization that wants to remove wolves from an area. Find out who is in charge. These are the people you are going to write to.

Write a letter to the powerful person that you have identified. Take your time to present your argument. Give evidence and examples for each point that you make. This is your chance to help an endangered species by representing it.

Once your letter is finished it is time to get as many people as possible to sign it. The more people that sign it, the more powerful your words will become. Once you have gathered as many supporters as you can, send your letter off! With some skill and a bit of luck, your efforts may just help protect endangered animals.

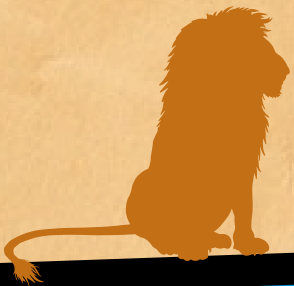
GET INVOLVED

Be the Professional: Animal Psychologist

Visit a zoo that has a pack of wolves, a pride of lions, or another group of endangered animals. Use a sketchbook to keep a record of all the animals, their relationships, and what they get up to. Bring a good set of pencils and a camera to help you.

When making your observations think about these questions: Where is the best place to observe the animals from? How can you tell them apart? Can you identify which animals have the most and least power?

How many different behaviors can you record? What do the different behaviors mean?



Write Letters to Lions

Filmmakers and National Geographic Explorers-in-Residence Dereck and Beverly Joubert want you to help save lions! Write letters to lions, and the Jouberts will deliver them to African leaders to let them know how important lions are to kids everywhere.

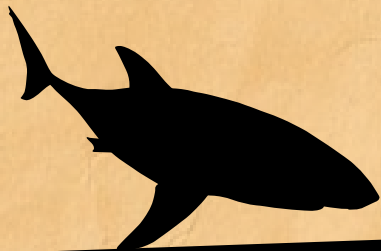
Draw a picture of a lion to go with your letter. Visit kids.nationalgeographic.com/kids/activities/letters-to-lions to find out how you can help.

➤➤ GET INVOLVED

SHARKS
LIVED ON EARTH
170 MILLION
YEARS BEFORE
DINOSAURS.

Endangered Species-themed Party

Get friends and classmates excited about helping endangered animals by hosting a themed party. Send out themed invitations and ask guests to dress up like their favorite endangered species. Party favors could include a themed cake and goodie bags with fun facts about the animals. This makes for a fun-filled birthday or Halloween party.



Animal Calendar

Remind friends, family, and your school that every day is a great day to help by creating a calendar with pictures and facts about endangered animals. Sites such as www.shutterfly.com offer creative ways to create your own calendar. Calendars even make great gifts!

Rescue T-shirt Design

Create your own T-shirts with friends and classmates, showing pictures of endangered animals on the front of your T-shirt and fun facts about the animal on the back. Get your school or neighborhood involved by asking everyone to wear their T-shirts on each Friday throughout one month. You can also buy big cats-themed T-shirts from <http://shop.cafepress.com/cause-an-uproar>.

GET INVOLVED

Be the Professional: Vet

It is sometimes possible to work-shadow, interview, or volunteer with your local vet. Depending on where in the world you live, they might work with a wide range of different animals. Use helping your local vet as an opportunity to learn as much as you can about animals.

When helping the vet you could ask: How certain animals different from other animals? Has he or she ever worked with endangered animals? What would be special about working with an endangered animal compared to other animals? What common problems do domestic animals face? How can vets help domestic animals?



EXPERT TIPS

Do you want a career working with wildlife? Check out these tips to help you start out.

1

Be brave and ask. If you would like to work with a professional write them a warm letter, be polite, and ask. The worst that could happen is they say no... but then they could say yes!

2

Keep a notebook of your questions, answers, and detailed notes about your experience.

3

Keep a record of your achievements. Make sure to stay in touch with your contact. You can use this evidence to support your next request to have an experience or get a job in the field.

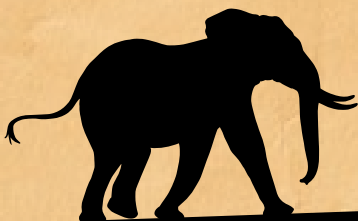
GET INVOLVED

Create a Petition

When tens, hundreds, or even thousands of people sign a petition it can be a powerful way to demonstrate support for a point of view. By making a petition on behalf of an endangered species, you can help to protect them.

Research a particular animal, group of animals, or habitat that is in trouble. Take some time to do lots of research and make sure you know all about it. Collecting evidence to support your argument will help you to gain support and influence.

Start support for your petition online. Get it out there in as many ways as possible. Create posters and establish tables at local stores with their permission.



EXPERT TIPS

1 Send it to the media. Share a copy of the letter and list of supporters with local or national bloggers, radio stations, and newspapers. Try to get your message or petition out to well-known people, public officials, and politicians.

2 Be social by gathering signatures of support and sharing your final petition online. Using a website to create an online ePetition will help you to do this. Ask everyone that signs to tweet, share, and "like" the petition.

3 Be visual. Pictures, videos, and maps can all be powerful ways to communicate stories, issues, and problems. If you can, make your letter visual and include pictures of the animals. This will help your supporters to connect to the issue.

FUNDRAISING ACTIVITIES

A
SEA TURTLE
CAN WEIGH
AS MUCH AS
A WATER
BUFFALO.

Fundraising

We've included some great ways you can rally your friends, school, and community to help support endangered animals. Try these out, or come up with even more amazing ideas on your own! Just make sure to ask the right people for permission and to use adult supervision where necessary.

The ideas that follow are strictly suggestions. Many of these ideas involve giving out prizes. **Mission: Animal Rescue** will not supply prizes for any of the ideas you choose to use. The ideas can be changed so that prizes do not have to be involved.

Many of the ideas that follow can fall into several different categories. It's up to you to decide how you want to promote endangered animal awareness!

Provisions: The National Geographic Society is not responsible for any service learning activity done by nonstaff members. The Society will not sponsor events or enter into any contracts with individuals or organizations for the purpose of independent service learning for the **Mission: Animal Rescue** Initiative, and is strictly the beneficiary of funds raised. Use of any National Geographic logos is strictly prohibited.

➤➤ FUNDRAISING: Classroom, School, and Group Activities

Campaign for an endangered species!

Create posters, buttons, and bumper stickers with “Did you know...?” facts about an endangered species. Pass them out around the school for a donation of \$1 or more, and encourage your friends and neighbors to get involved with this important effort.

Hats for Helping

On a designated school day, students donate \$1 or more and can wear a hat of their choice. Give prizes for the cutest, funniest, or most creative. Pictures of the students in hats will make great yearbook photos.

Yearbook Sales

Don't let endangered animals fade into distant memories. Donate a portion of the sale of your yearbooks to the helping an endangered species, or even dedicate the inside cover of your yearbook to the animal. Your students won't just have great memories of a fun school year but will also remember how they helped save endangered animals!



»» FUNDRAISING: Classroom, School, and Group Activities

Animal Photo Booth

Pay \$1 to take a picture with a big plush version of an endangered animal. Photo booths could be set up at sporting events or even at your next school dance!



Penny Quilts

Find a room with large tiles, and give each person a tile that she or he can fill up with change so it looks like a quilt from above. Then donate the value of the change.

**LIONS BEGIN
GROWING THEIR
MANES AT ABOUT
THREE YEARS
OLD.**

Build a Boma

Bomas are “living fences”—plants and wire—built to keep livestock safe from the predation of lions. When lions kill livestock, herders often retaliate. Use construction paper to symbolize a section of boma. Have students or community members donate \$1 or more for a section and write their names on it. Link the sections together to create a “finished” boma. Learn more about bomas: www.nationalgeographic.org/bigcats

»» FUNDRAISING: Classroom, School, and Group Activities

Hands Helping Paws

Have students or community members trace their hands (or a cut-out stencil of a paw) on construction paper. For a donation of \$1 or more, names can be written on the cut-outs and displayed.

Reach Out Across the Miles

Determine how many miles it is from your school or building to an area where a certain endangered animal is threatened. Collect \$1 or more for each mile. Post a map, and each day, draw the progress made toward “reaching” the area through donations.

**UNLIKE
MOST DOMESTIC
CATS, TIGERS
LIKE THE
WATER.**

Jeans Day

Leave your dressy clothes at home for the day, donate \$5 or more, and wear jeans to the office or school. Not only will you be comfortable all day but you’ll know that you’ve helped!

Matching Funds

Parents and community members can be invited to participate in a Matching Funds Campaign. Students raise money in school and local businesses, or individuals can make financial contributions to match the funds raised.



»» FUNDRAISING: Classroom, School, and Group Activities

Traditional Fund-raiser

Traditional fund-raisers are a great way to raise money for a great cause. Hold a bake sale, car wash, dinner, or auction to benefit endangered species!

Movie Night

Purchase one of the many existing DVDs about endangered animals and host a movie night at your school.



Ask students to make a donation for the endangered animal.

Don't Walk, Run to Show Your Support for Endangered Animals

Host a 5K in your school or neighborhood to show your support for an endangered species. Money raised from the 5K would go toward saving them.

Book Drive

Those old books in your home could help save endangered animals! Host a book sale with used books from around your home. Proceeds would go toward saving animals in need.

**PRACTICE
MAKES PERFECT:
BABY ELEPHANTS
ARE CLUMSY WITH
THEIR TRUNKS
AT FIRST.**

»» FUNDRAISING: Sporting Events

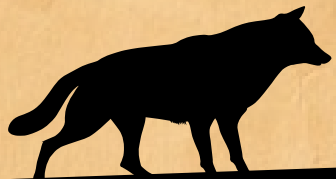
**SOMETIMES
WOLVES PLAY
BEFORE THEY HUNT,
AS IF THEY'RE
HAVING A PEP
RALLY BEFORE
A BIG GAME.**

Candies for A Cause

At your next sporting event, sell lollipops with “Did you know...?” facts about an endangered species tied around the stem of each lollipop.

Face Painting

How would you look with cat whiskers or a trunk? At your next sports event, ask people to pay \$1 to have a picture of an endangered animal painted on their faces. Donations would go toward supporting the animals.



Ticket Sales

At your next sporting event, theater show, or dance competition charge one extra dollar per ticket and donate it to rescuing endangered animals.

Animal Tattoos

Sell \$1 removable tattoos at your next sporting event. Proceeds would go toward saving endangered species.



»» FUNDRAISING: Contests and Games

Roaring/Howling Competition

Each classroom will receive the opportunity to compete in a roaring/howling competition if it raises \$100. The classroom that roars or howls the loudest wins a pizza party.

Pizza Party Competition

Who doesn't love pizza? Ask each classroom to raise a certain amount of money for endangered animals. The classroom that reaches the goal first wins a pizza party.

Paw Print Competition

Pay \$0.50 to post a paw print with a fact about endangered animals around your school. The student or classroom with the most paw prints wins a prize.



**A LION'S ROAR
CAN BE HEARD
UP TO 5 MILES
(8 KM) AWAY.**



»» FUNDRAISING: Contests and Games

Throw a Party

Use your special day to make a difference. In lieu of toys and gifts, make a donation to **Mission: Animal Rescue** at your birthday party. This is a wonderful way to raise awareness about the decline of certain species.

Storybook Contest

Challenge the artists and writers in your school by holding an endangered animals themed-story contest. Ask students to create picture books or short stories about helping endangered species. Select the best entries—or use them all!—and create a student-made book of stories to sell to classmates and teachers. Donations go to saving endangered animals, and your stories might inspire others to get involved in this great cause.



Animal Bingo

Host a bingo night at your school with all ticket sales going to support **Mission: Animal Rescue**. Bingo winners could receive various prizes.

**A BABY
PANDA IS AS BIG
AS A STICK OF
BUTTER.**



➤➤ FUNDRAISING: Contests and Games



Endangered Animal Halloween Parade

Students pay \$5 to dress up as an endangered animal. The student with the best costume wins a prize (or an out-of-uniform day).

Little Kitties for Big Cats/Puppies for Wolves Photo Contest

Students pay \$1 to post a picture of their pet cat or dog on a designated wall in their school. Students then vote for their favorite picture. The photo voted as favorite wins a prize!



Scavenger Hunt

Encourage kids to explore the world around them by having a school-wide scavenger hunt. Create a list of interesting facts about endangered animals, which will lead children to various clues around the school. The student who finds all the clues first wins a prize. Students would pay \$5 each to participate.

ASSETS

Get Started!

We've included some handy material to help you get started, whether it's hosting a bake sale, covering your school in paw prints, or more!

Head to <http://kids.nationalgeographic.com/explore/nature/mission-animal-rescue.html> to download these awesome extras and put them to good use by raising awareness, fundraising, or whatever you can come up with!

Just be sure to get the appropriate permissions when hanging or handing out materials.

**ONE EAR OF
THE AFRICAN
ELEPHANT CAN
WEIGH MORE
THAN 100 POUNDS
(45 KG).**



ASSETS

Lemon Lion Cupcakes

These tasty cupcakes are sure to stand out at your next bake sale, and raise awareness for lions. See if you can come up with ways to decorate cupcakes to look like other endangered animals, too!

You Will Need:

One box of lemon cake mix
 One brown writing icing
 One tub of yellow lemon frosting
 One box of muffin cups
 One decorating tip: hair
 One disposable decorating bag
 One coupler
 One mixing bowl
 Muffin pans

Instructions:

1. Bake the cupcakes according to the box instructions and let them cool completely.
2. Using the brown writing icing, draw the details of a lion's face on each cupcake.
3. Attach the hair top to the decorating bag using the coupler.
4. Spoon about half of the lemon frosting into the decorating bag.
5. Squeeze down on the bag until the frosting comes out of the tip, and use to add the lion's mane to each cupcake.
6. Serve and enjoy!



ASSETS

Bookmarks

Check out <http://kids.nationalgeographic.com/explore/nature/mission-animal-rescue.html> to download 8 awesome animal bookmarks, including these three samples. Then, print them and cut them out. Spread the word about endangered animals by giving these bookmarks to your parents, brothers, sisters, and friends. Or, start a fund by asking for a small donation for a set of these bookmarks to support the mission. Try to use paper that is heavier than normal—like an index or cover stock, then just print away!

MISSION: ANIMAL RESCUE



ELEPHANTS SOMETIMES HUG EACH OTHER BY WRAPPING THEIR TRUNKS TOGETHER.

These animals are in danger, but you can protect them!
Become an animal rescuer to help save endangered species. Get in on the action by going to kids.nationalgeographic.com/mission-animal-rescue/.

Save **ANIMALS** >>
Save the **WORLD**

NATIONAL
GEOGRAPHIC
KIDS

MISSION: ANIMAL RESCUE



POLAR BEARS HAVE ROUGH PADS ON THEIR PAWS THAT PREVENT THEM FROM SLIPPING ON ICE.

These animals are in danger, but you can protect them!
Become an animal rescuer to help save endangered species. Get in on the action by going to kids.nationalgeographic.com/mission-animal-rescue/.

Save **ANIMALS** >>
Save the **WORLD**

NATIONAL
GEOGRAPHIC
KIDS

MISSION: ANIMAL RESCUE



A SHARK CAN GROW AND LOSE UP TO 30,000 TEETH IN A LIFETIME.

These animals are in danger, but you can protect them!
Become an animal rescuer to help save endangered species. Get in on the action by going to kids.nationalgeographic.com/mission-animal-rescue/.

Save **ANIMALS** >>
Save the **WORLD**

NATIONAL
GEOGRAPHIC
KIDS

ASSETS

Posters

You can download and print out this poster, or any or all of the other seven provided, to use in various fundraising and awareness activities at your school or neighborhood.

Print out the two pdfs and tape together on the back side to make one big poster. Spread the word about endangered animals by hanging the posters in your room, in your school, or where ever you can, but be sure to ask permission first. You could also start a fund by asking for a small donation for a set of these posters to support the mission.

SAVE US SAVE THE WORLD



ASSETS

Paw Prints

Head to <http://kids.nationalgeographic.com/explore/nature/mission-animal-rescue.html> to download any of these three paw print samples. Print them and cut them out to use in fundraising or awareness activities. You can use them to lead people to bake sales, donation stands, or other activities, or use them as directed in the fundraising section.

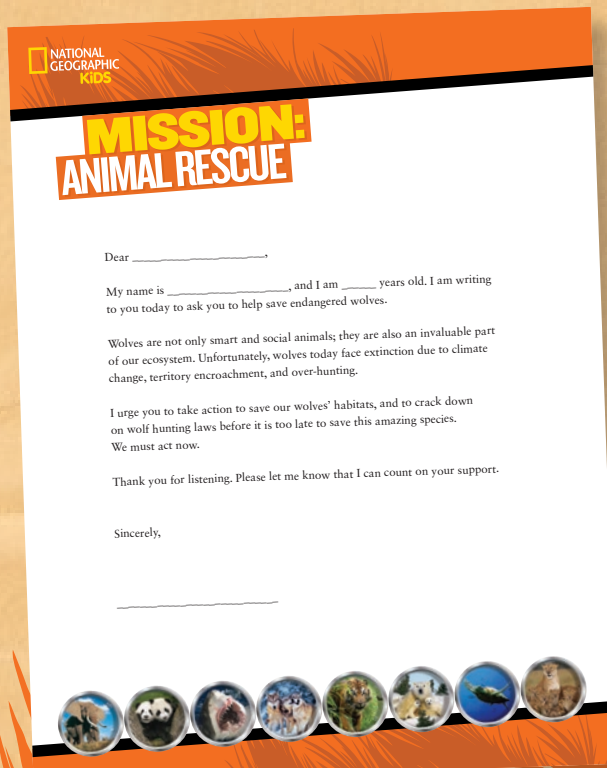


ASSETS

Sample Letter

Try using this sample letter below as a starting point for your own letters and petitions. Make sure to add in special facts that you've learned about the

animal, and why they are important to you and your community. These letters can be tailored to support any endangered animal. Go to <http://kids.nationalgeographic.com/explore/nature/mission-animal-rescue.html> to download and print out our custom letterhead!



EXPERT TIPS

1 Send it to the media. Share a copy of the letter and list of supporters with local or national bloggers, radio stations, and newspapers. Try to get your message or petition out to well-known people, public officials, and politicians.

2 Be social by gathering signatures of support and sharing your final petition online. Using a website to create an online ePetition will help you to do this. Ask everyone that signs to tweet, share, and "like" the petition.

3 Be visual. Pictures, videos, and maps can all be powerful ways to communicate stories, issues, and problems. If you can, make your letter visual and include pictures of the animals. This will help your supporters to connect to the issue.

ASSETS

Business Cards

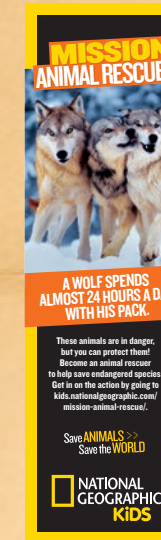
Now that you're helping to save endangered species, you are an official animal rescuer!

Personalize these business cards with your name, and with the permission of your parent or legal guardian, hand them out to spread the word and show people what you've been up to.

You can download these cards at <http://kids.nationalgeographic.com/explore/nature/mission-animal-rescue.html> Try to use paper that is heavier than normal—like an index or cover stock, then just print away!



Posters, Business Cards, and Bookmarks





NOW, GO SAVE ANIMALS!

