BIG THANKS!
Fundraising often takes a little creativity and persistence, but it’s vitally important to our mission, especially at this time, and we know you can do it. Please know that your effort will make a big difference. Thank you!

Walk for the Wild Instructions & Tips
FUNDRAISING & SPREADING THE WORD

Now that you’ve registered, read on for tips on how to maximize your Walk for the Wild impact. If you haven’t signed up yet, see the separate tip sheet for instructions on registration and joining or creating a team.

FUNDRAISING TIPS

• **Get the ball rolling.** Nobody likes to be the first. That’s why it’s always a good idea to kickstart your fundraising by making the first contribution. It will make others more likely to get involved.

• **Include your “why.”** When asking friends and family for donations, it’s best to convey why this cause is so important to you. So, be sure to go to “Edit Fundraiser” on Charity Footprints and update the ”Your Fundraising Appeal” section to include your personal “why.”

• **Make a list of potential donors, starting with your close contacts.** Using the “Invite Donors” tool in Charity Footprints, send emails to your inner circle to build momentum. You can continue to invite more donors throughout Walk for the Wild.

• **Try asking for a specific dollar amount.** Being direct with an amount will help you feel more comfortable with asking for money and will make it easier for supporters to decide how much to contribute.

• **Move to social media.** Once you’ve sent your first batch of fundraising emails, it’s time to turn to social media. It’s easy to share on Facebook and Twitter by going to your “My Fundraiser” page in Charity Footprints and clicking the icons at the top of the page. You’ll have the option to customize the message, so do it! (Include your “why.”) Be sure to tag the Zoo by using #LAZoo or @LAZoo so we’ll see and like it.

• **Continue thanking and updating on social media.** As more of your contacts donate, keep thanking them on social media and make sure you continue to share your progress toward your goal. Include #LAZoo or @LAZoo.

SPREADING THE WORD & INSPIRING OTHERS

Whether to your book club, hiking group, professional group, or your significant other’s place of work, spread the word far and wide about why people should register and join a team. Here are some ideas to get you started:

• **Post about the event on your neighborhood’s NextDoor page (on the site or via the app).** Sample message:

  Hi neighbors! I’m participating in the L.A. Zoo’s Walk for the Wild fundraiser and fitness challenge, where real-world steps power a virtual tour of conservation destinations around the world. Together, we can make a real impact for wildlife and get fit while doing it. Who wants to join me on #TeamHistoricHighlands? Learn more at www.LAZoo.org/WalkForTheWild.

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SPREADING THE WORD & INSPIRING OTHERS, continued

• Share the supplied Walk for the Wild flyer with HR professionals and other business contacts who you think might be interested in starting corporate teams. Walk for the Wild is a great way for coworkers to connect virtually, build morale, get fit together, engage in some friendly competition, and make a real impact. Remember, many companies match their employees’ charitable contributions.

• Provide friends and family with an incentive for joining your team by organizing a group activity like an ocean trash clean-up that’s meaningful, fun, and counts toward Walk for the Wild miles.

• To convey the seriousness of the cause you’re recruiting and raising money for, use the facts below, direct people to the “Save Wildlife” section of our new website for more (www.lazoo.org/save-wildlife), or draw from your personal experience.

  • Collectively, zoos are the third-largest global funder of direct conservation, providing hundreds of millions of dollars to support conservation organizations around the world each year.

  • Zoos like ours have directly saved countless species from extinction. Many species survive today thanks to zoo efforts to breed and reintroduce animals into the wild. Specifically, the L.A. Zoo has been instrumental in saving the California condor, southern mountain yellow-legged frog, and berrendo. Without the L.A. Zoo, these species would be extinct today.

  • In an increasingly urbanized world, zoos provide communities with meaningful connections to nature that they could not get elsewhere. Because of rampant inequality, many people will never have the opportunity to travel the globe or experience the wonder of biodiversity in the wild. For people to take actions in their own lives, to live more sustainably and support conservation (including through the power of voting), they have to care about and feel connected to the nature and wildlife.

BONUS TIP!
An easy way to help raise awareness is by making the Walk for the Wild logo your profile picture on social media for the duration of the fitness challenge portion of the event, April 22 through May 21.

MORE QUESTIONS?
If you have questions that aren’t answered in either the registration or fundraising tip sheets, please email events@lazoo.org.