

SAMPLE END OF YEAR CAMPAIGN

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Content
Creation

Redacted to share with the public.



**WE
ARE THE
SHIELD
OF THE
RAINFOREST**

 Rainforest
Foundation US

EMAILS/
SOCIAL MEDIA

ALEXANDRA ZOBEL



BACKGROUND

The Rainforest Foundation faces two significant fundraising and communications challenges. The first challenge is that its work on the intersection of human rights and environmental defense is multifaceted and complex. The strategies it employs in its work are difficult to dilute into accessible campaign-friendly, bite-size materials.

Its second challenge is that when its work is most successful, Rainforest Foundation ceases to be central to the work being done and can therefore be invisible in the narratives explaining success. Central to RF's mission is to be led by indigenous communities' values and needs and to put the voices of the communities it serves at the forefront. This lack of spotlight on the organization and its staff and actions can be confusing to donors who want to hear about the organization itself in order to feel confident that they understand what the Rainforest Foundation does with its financing.

RATIONALE

Rainforest Foundation had two goals to fundraise and to connect with a new generation for future funding. I tasked the designers from Pratt University's Design Corps to create something that would appeal emotionally both to current supporters who skewed both liberal and older, with an interest in spiritual connection to nature, and could help the organization appeal to a younger audience.

The design selected emphasized the activism of the communities RF supports, while adding a dreamy quality to the images to intimate the communities' connections to the rainforest as well as the timelessness/importance of these forests. I combined these images with personal stories from some of our partners and images from the field.

EMAIL

This sample email takes up the general theme of the campaign and serves as one of the initial emails of a set of ten emails encouraging former donors and new supporters to donate. It links to a campaign donation page that matches the emails in tone, image, and messaging.

FOR CURRENT SUPPORTERS:

(EMAIL ONLY) Subject: FIRSTNAME, Diana Rios and the Rainforest Foundation are inviting you

Dear Friend/FIRSTNAME,

(EMAIL ONLY) We are inviting you to look back ten years from now and know you made a difference.

Diana Rios puts her life on the line every day, speaking out against the illegal loggers who brutally murdered her father and three other community leaders. Today she is demanding justice and fighting to protect her forest home from those who would tear it down.

Betty Rubio fights deforestation in her ancestral forest and in forests hundreds of miles from her home by training indigenous activists to analyze satellite data, identify illegal logging and stop it in its tracks.

Teofilo Magipo uses GPS and drones hiking into remote, high-risk areas to track and document deforestation of his community's forests. Because of his work and the work of many other community monitors, today his community has eliminated all deforestation on his land.

They do this to protect their home.
They do this to protect the rainforest.
They do this to protect the world.

These three climate heroes are part of a shield built up of more than 200 communities that are protecting some of the most biologically significant rainforests in the world. But they need you to strengthen this shield and help extend it across Amazon and beyond.

Today, Diana, Betty, Teofilio, and all of us at the Rainforest Foundation family are asking you to give now and become part of this shield. Together we can stop deforestation in its tracks.

Wishing you a holiday season filled with happiness and love,

NAME
TITLE

PS. Your gift will strengthen and grow our network of indigenous climate heroes, ensuring the forests we all depend on will continue to be home to indigenous communities committed to protect biodiversity and our climate.

FACEBOOK

Portraits are combined with quotes and explanations. Design Corps graphics are used for banner and opening and closing posts for the campaign.



Diana Rios

"They want me to give up my home. I can't do that. I'm fighting for all of our homes and for all of us."

Diana puts her life on the line to protect her ancestral forests and our climate. Join us in building a high-tech, indigenous-led shield to protect the forests we all depend on.

Protect her home. Protect your home. Help Build the Shield.



Betty Rubio

Betty is a Shield of the Forest

It's my home. It's my training. It's my duty to my forests and my community."

Betty is training a cadre of forest guardians to read satellite maps, fly drones and use GPS to identify, document, and stop deforestation in its tracks. She and other guardians are putting their lives on the line to protect the forests we all depend on. Build the Shield. Protect their homes, protect their ancestral knowledge, protect our planet.



Inon Sanken

Inon Sanken is shielding his forest to ensure it's there for future generations. He realized that if deforestation continued apace in his ancestral forests, by the time his children were grown there would be no forest remaining. By documenting incursions, and insisting that the government recognize his community's legal right to protect the forests, his community and the Rainforest Foundation eliminated deforestation in his ancestral forests. Today he knows his children and the generations to come have a chance to live in their home.

INSTAGRAM

The campaign uses original graphics by Design Corps to make a micro-video and uses the images themselves as posts. It also includes portraits of several indigenous activists and leaders using a filter that connects to the original design concept from Design Corps. Each portrait includes a short quote from the subject pictured.

Diana Rios

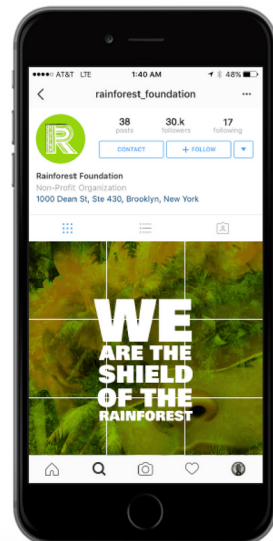
"They want me to give up my home. I can't do that. I'm fighting for all of our homes." Protect her home. Protect your home. #climatechange #rainforest #makeadifference #activism #landrights #landrightsnow #indigenous #ClimateChange #ClimateActivism #IndigenousRights #SaveTheRainforest

Betty Rubio

Betty is a shield of the Forest. "It's my home. It's my training. It's my duty." Join her and build the shield. #climatechange #rainforest #makeadifference #activism #landrights #landrightsnow #indigenous #ClimateChange #ClimateActivism #IndigenousRights #SaveTheRainforest

Teofilo Magipo

"I am a guardian of the forest . The government won't do its job, so we have to." Become part of the shield. #climatechange #rainforest #makeadifference #activism #landrights #landrightsnow #indigenous #ClimateChange #ClimateActivism #IndigenousRights #SaveTheRainforest



TWITTER

While the Rainforest Foundation usually uses Twitter to engage in policy recommendations and share news, RF can take advantage of Twitter to reach out in a more emotive manner to current funders, foundations, and journalists that follow the organization's work.



They want me to give up my home. I can't do that. I'm fighting for all of our homes." Protect Diana's home. Protect your home. Join Us & Strengthen the Shield. [LINK TO DONATION](#). #rainforest #climatechange #landrights



He is fighting for his children's future and yours. Teofilo is using #drones and GPS to ensure we have a #forest and a future. Join him and strengthen the shield. #rainforest #climatechange #landrights

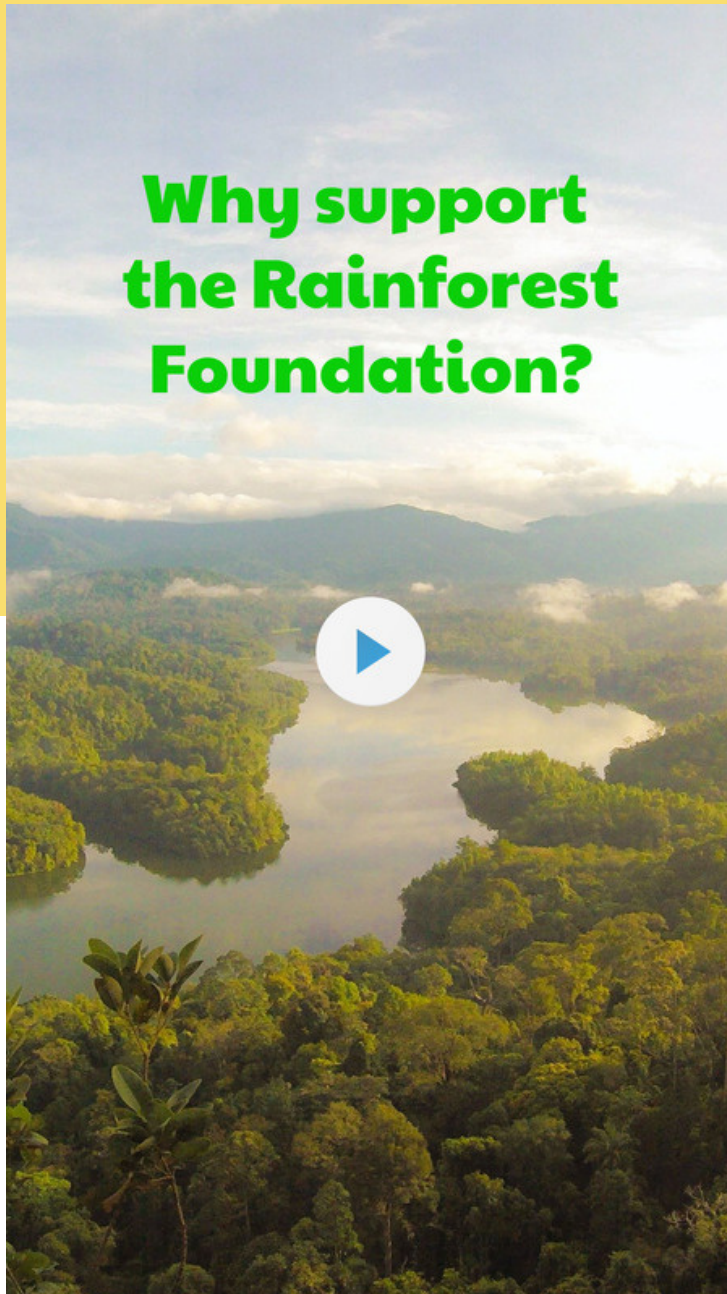
Video: Patchwork collage of portraits of many indigenous activists from the communities RF works with, each quickly fades in from black, along with images from just a few previous volunteers fading in from black ending with just one black space in the collage on the second from the lower right hand corner with the text "Help us strengthen the shield."



Our #forests and our planet need you. Join us and strengthen the shield. #makeadifference #rainforest #climatechange #landrights

TIKTOK

TikTok presents an opportunity to experiment and communicate with new audiences without having to channel significant investment into this outreach. Using Design Corps materials and homemade videos Rainforest Foundation can begin to explore communicating with new demographics on this channel.



TikTok



Twitter

Instagram

Videos (with minor modifications)
are posted across channels.

Why Support The Rainforest Foundation?
Camera pans beautiful vista, staff member or indigenous partner in Panama walks out of vista into forest points to things around him in the rainforest (for example a leaf, flower, insect, etc.) while reasons for protecting these things pop up in text bubbles next to his pointed finger. (Reasons include: Solves 1/3 of our climate crisis, Holds 50% of the land's biodiversity, key to water security, source of life saving medicines) The video ends with him walking out of the forest into a village with many indigenous partners around and text read "Because You Can Join These Activists & Strengthen Shield of the Forest."