

2025 National Campaign Quarter 1 Activity Planning I



Go Wild for Wildlife. July – September 2025

When we think about wildlife, we usually think about animals living in jungles and forests throughout the world. And we're right – that is "wildlife". For this campaign, we're including **all** wildlife that live in a variety of habitats. Those wild mammals, birds and fish that live in your area or in your own backyard are also included. Maybe your focus for this quarter is protecting wildlife habitats. You and your members can choose from a variety of wildlife-related options.

Host fraternal activities that provide supports and educate communities about wildlife.

Planning the activity

Activity categories are flexible! Any activity type may be held according to community needs and/or interest of chapter/YSC members. Suggested activities: educational event; Matching Fund or service project

Select the type of activity that works best for your chapter or club. Include your membership team and members as you plan. Some members may have connections to organizations and/or individuals in your community.

- Select a recipient or organization that:
 - Is well-respected.
 - Your members will enthusiastically support.
- Make an impact locally.
- Ask members about their interests. Do they have activity suggestions?
- Ensure members with allergies or who are uncomfortable around animals can choose their level of participation.
- Before your event is requested, contact the selected location or individual you are working with.
 - Discuss event options and location.
 - Decide if a Zoom meeting is an option. (There are great online resources related to wildlife that you could share with members via Zoom.)
 - Choose a date and time that works best for presenters or organizations involved.

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Hosting the activity

Educational Event

Possible topics:

- Wildlife (Choose one or more creatures/habitats/countries)
- Wildlife conservation. How can we help?
- Wildlife and their habitats. (Don't forget oceans.)
- Endangered species
- Protecting local wildlife habitats. (forests, parks, marshlands, rivers, etc.)
- Wildlife in our own backyards. (rabbits, deer, squirrels, birds, etc.)
- Don't feed the animals! Should we feed wild animals in our yard?
- Creating safe and healthy backyards for wildlife.
- Gardening for Wildlife/Native gardening
- Make feeders for birds, butterflies, and/or hummingbirds.
- Environmental issues affecting wildlife. (land and water)
- Wildlife preserves, rescues, and sanctuaries.
- Learn how to sketch or paint wildlife portraits.
- Wildlife-themed craft projects.
- Nature walk (Take photos or use online photos and make scrapbooks)
 - Check out nature guide apps like [Nature Guides | National Wildlife Federation \(nwf.org\)](https://www.nwf.org)
- Create wildlife-themed books with kids.
- Visit a local zoo and ask for a staff-led instructional tour.

Possible presenters:

- *Local college instructors*
- *Online courses*
- *Environmental organizations*
- *Park/zoo/aquarium staff*
- *Veterinarians*
- *Librarians (They can suggest materials you can use.)*

Activity ideas and add-ons

- Create events tied to one of the following:
 - Shark Week July 21st-28th
 - International Tiger Day July 29th
 - World Elephant Day August 12th
 - World Clean-up Day Sept. 20th (protecting habitats)
 - World Rhino Day Sept. 22nd
 - Sea Otter Awareness Week September 22nd -28th
 - International Rabbit Day Sept.30th
- Donate items members create at your event to local parks, schools, or senior centers.
- Take photos at the event.

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Matching Fund

Possible recipients:

- Work with a local nonprofit, zoo, wildlife preserves, rescue, or sanctuary and raise funds to sponsor wildlife.
- Raise funds to purchase wildlife educational materials for local organizations working with kids. (Boys and Girls Clubs; after-school programs; shelters; foster programs.)
- Partner with a local school to raise funds to build a schoolyard habitat. [At Schools \(nwf.org\)](https://www.nwf.org)
- Provide funding for habitat upkeep and improvements at a local park or community space.
- Ask if a local homeless shelter, community center or senior center is interested in creating habitat spaces for their guests to enjoy.
- Raise money for a local organization that works to improve the environment.

Activity ideas and add-ons

- Wildlife-themed trivia night.
- Wildlife "Hunt" – wildlife themed scavenger hunt
- Host a wildlife carnival. Provide games and activities for attendees. Have wildlife face-painting available.
- Host a party. Pick a wildlife theme. To raise additional funds, set up a fun photo shoot for attendees. Use wildlife themed backgrounds, props or animal cut-outs for the photos. Charge a fee for each photo.
- Create a "Wild" Challenge. Partner with an organization to host an event to challenge attendees. Some possible options: fun run; 5K; obstacle course; golf challenge; jump rope challenge, etc.
- Start a GoFundMe page to raise money to provide support in your community.
- Hold a green, eco-friendly event.
- Utilize the branded campaign supplies available on the supplies area.
- Take photos at the event.

Service Project

Possible events:

- Build a schoolyard or community habitat.
- Help clean-up or maintain nature habitats in your community.
- Provide feeders for birds, butterflies, and/or hummingbirds. for community areas.
- Plant native gardens.

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- Offer to help at wildlife preserves, rescues, and sanctuaries.
- Contact wildlife organizations in your area to find out ways to help.

Activity ideas and add-ons

- Talk about the project with members ahead of time – maybe at a social event.
 - Explain the project.
 - Share the impact the project will have.
 - Ensure members can choose how they participate in the project.
- Have needed tools and materials on hand the day of the event.
- Provide light snacks for attendees.
- Take photos at the event.

Supplies

- "Donated by" stickers.
- "Sponsored by" sign.

Additional Resources

[TIME for Kids | Animals](#)

[Garden for Wildlife \(nwf.org\)](#)

[Connecting Kids and Nature | National Wildlife Federation \(nwf.org\)](#)

National Wildlife Federation website: [nwf.org](#)

[New England Aquarium in Boston - Protecting Animals & the Ocean \(neaq.org\)](#)

[Comedy Wildlife Photography Awards 2023: See the funniest winners – NBC New York](#)