



Photo by Mike Dulaney

# Tiger SSP Tiger Conservation Campaign

**Tigers once roamed across much of Asia.  
Today, fewer than 4,000 remain.  
Please join us in helping to secure a future for wild tigers.**

## Wild Tigers are in Danger of Extinction.

Thought to occupy less than seven percent of their original range, today's tiger populations are threatened by habitat loss and degradation, poaching, tiger-human conflict, loss of prey, and other factors. Bali, Caspian, Javan, and South China tigers (i.e., four of nine subspecies) have all disappeared from the wild, just in the past hundred years. Amur, Sumatran, and Malayan tigers are all thought to number fewer than 500 individuals in the wild.

## A World Without Wild Tigers is Unimaginable.

Tigers are one of the largest land-dwelling predators on Earth and a powerful cultural symbol to many around the world. Both revered and feared, they are a wilderness icon. Our world would be much impoverished without these awe-inspiring felines.

## Zoos can be a Powerful Force for Tiger Conservation.

Tigers are one of the most popular zoo animals, captivating millions of guests every year. Outside of the tiger's natural habitat, zoos' tiger exhibits are the ultimate settings to engage people, raising tiger awareness and funding. With our dedicated and knowledgeable staff, zoos can collectively make a big impact in support of wild tigers.

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

# THE CAMPAIGN

The Tiger Species Survival Plan (SSP) provides a connection between North American zoos and the conservation of wild tigers across Asia. In 2012, the Tiger SSP launched the Tiger Conservation Campaign to raise awareness about the plight of wild tigers and support for their conservation. To increase effectiveness and efficiency of zoo support for wild tigers, the SSP has teamed with the Wildlife Conservation Society (WCS), which operates the largest field conservation program for tigers across the five subspecies that remain in the wild. We hope your zoo will join our campaign to secure a future for these animals.

## Why Support the Campaign?

As part of the Tiger Conservation Campaign, your zoo has the opportunity to be connected to critically important conservation work. You will receive updates and photos from the field to keep you informed about the conservation activities your zoo is supporting and the outcomes of those efforts. Materials like these, along with promotional materials from the Tiger Conservation Campaign, can help your zoo engage guests by making connections between the animals in your collection and their endangered counterparts in the wild.

## Information and Resources

Tiger Conservation Campaign:  
[tigercampaign.org](http://tigercampaign.org)

Facebook:  
[facebook.com/tigercampaign](https://facebook.com/tigercampaign)

Flickr page:  
[flickr.com/groups/tigerconservationcampaign](https://flickr.com/groups/tigerconservationcampaign)

Tiger SSP:  
[mnzoo.org/tigerssp](http://mnzoo.org/tigerssp)

For promotional materials, please contact us.

## Your Next Steps

*After reviewing the enclosed information, we ask you to join the Tiger SSP's campaign. Please let us know that you're interested!*

**Please also consider which fundraising and awareness-raising strategies would work best for your zoo, and which project you would like to support.**

*Feel free to start planning your events or activities.*

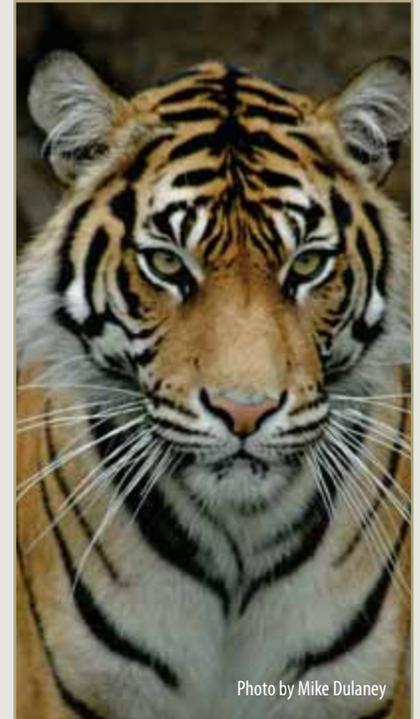


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## Promoting Your Efforts and Our Collective Impact:

From the Campaign's home page, click on "Supporters" to find out which zoos are supporting the Tiger Conservation Campaign and how your zoo will be acknowledged. Additionally, the Tiger SSP is happy to announce your campaign-related events and promote your efforts on its Facebook page. The Campaign's program updates and presentations will also acknowledge your zoo's support.



Photo by Chet Ellingston

## CONTACT:

Dr. Tara Harris  
Vice President for Conservation  
AZA Tiger SSP Coordinator  
Minnesota Zoo  
952.431.9206  
[tara.harris@state.mn.us](mailto:tara.harris@state.mn.us)

# TIGER CONSERVATION EFFORTS



## The Projects

### AMUR TIGERS

Anti-poaching Efforts

Amur Tiger-human Conflict Mitigation

### MALAYAN TIGERS

Anti-poaching Efforts

Tiger-themed Education and Outreach

### SUMATRAN TIGERS

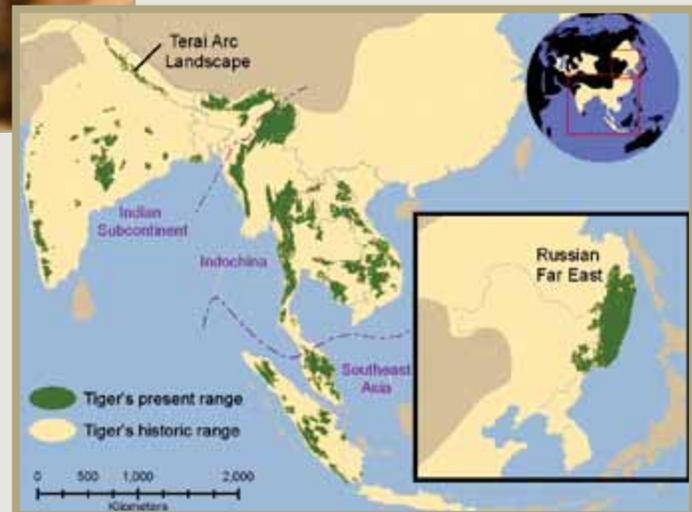
Tiger-human Conflict Mitigation

Combating Wildlife Crime & Habitat Loss

## Supported Tiger Conservation Efforts

Each year, the Tiger Conservation Campaign will offer a selection of Amur, Malayan, and Sumatran tiger conservation projects that zoos can choose to support. Currently, we are supporting the projects of the Wildlife Conservation Society (WCS). To find the most up-to-date and detailed information about the supported projects, please visit

[tigercampaign.org](http://tigercampaign.org)



WWF, WCS, Smithsonian, STF.

**The Tiger Conservation Campaign is envisioned as an ongoing program, to be reviewed annually. We welcome your feedback.**

# BENEFITS OF PARTICIPATION

## Explanation of Levels of Support

**Platinum:** \$10,000 or more contribution, or at least three years pledged or continuous support of \$5,000 or more

**Gold:** \$5,000–\$9,999 contribution or at least three years pledged or continuous support of \$2,000 or more

**Silver:** \$2,000–\$4,999 contribution

Zoos wishing to contribute at a lower level \$500–\$1,999 are welcomed into the “Family of Supporters.”



Photo by Tara Harris

Benefit	Level of Support		
	Silver	Gold	Platinum
Opportunity for a visit/presentation from WCS staff *			✓
Annual WCS Technical Report for supported project		✓	✓
Tiger Conservation Campaign annual report and email updates	✓	✓	✓
Opportunity for a visit/presentation from Tiger Conservation Campaign Coordinator *	✓	✓	✓
High-resolution photos of WCS tiger conservation efforts	2	4	6
Inclusion in WCS Annual Report, and use of WCS logo on your zoo’s website	✓	✓	✓
Recognition as a major Tiger Conservation Campaign supporter in presentations, reports, and our webpage	Listing	Zoo logo displayed (small)	Zoo logo displayed (large)
Promotional posts per year on the Tiger Conservation Campaign’s Facebook page	1	Potential for multiple	Potential for multiple

\* Travel costs at host zoo’s expense

At the “Family of Supporters” Level (\$500–\$1,999), supporters will receive the Tiger Conservation Campaign Annual Report and e-mail updates, one Facebook post acknowledging their support, and a listing on the Tiger Conservation Campaign’s “Supporters” page, under the “Family of Supporters” heading. In addition to the benefits listed above, zoos pledging three plus years of \$10,000 or more/year may request to visit WCS tiger conservation field sites.



## Sending and Distributing Funds

The Tiger SSP will collect the funds raised through this campaign, in order to keep track of zoos' collective impact. The Minnesota Zoo Foundation, a 501c3 nonprofit organization, has set up an account specifically for the Campaign. Please write your check to the Minnesota Zoo Foundation and enclose it with a letter indicating that your funds are for the Tiger SSP Tiger Conservation Campaign.

Please also let us know which effort you would like to support for Amur, Malayan, or Sumatran tigers, or whether you would like the funds to be designated to the project with the most urgent funding need. The Minnesota Zoo Foundation will send you a letter acknowledging your zoo's support, for tax purposes. You can also make a contribution online at [tigercampaign.org](http://tigercampaign.org).

The Minnesota Zoo Foundation will disburse Tiger Conservation Campaign funds to WCS twice annually (approximately mid-June and mid-December) as restricted gifts in support of a pre-defined set of tiger conservation projects, chosen annually. Contributions are directed entirely to the chosen field projects.

## Write and Send Checks to:

"Minnesota Zoo Foundation"  
13000 Zoo Boulevard  
Apple Valley, MN 55124 USA

# TIGER-THEMED FUNDRAISING AND ACTIVITY IDEAS

## Events

There are lots of ways to raise funding for tiger conservation and raise awareness at the same time! Here are some ideas:

- Dinner with tigers, or a tiger-themed party
- Tiger-themed date night event
- Sleepover with tigers
- Tiger-themed raffle
- Tiger-themed concert
- Tiger coin boxes for kids
- Tiger- or big cat-themed art sale
- Online auction
- Tiger-themed golf, putt-putt, or frisbee golf tournament
- Tiger-themed race

## Mark your Calendars!

### Global Tiger Day is July 29th!

The Tiger SSP encourages your zoo to consider a “Tiger Conservation Day” to highlight wild tigers’ precarious situation and raise funding for tiger conservation.



Photo by Bob Cole



Photo by Christopher Dulaney

## Continuous Fundraisers/Activities:

- Tiger-themed spiral coin wishing well
- Quarters for Conservation
- Year-round donation box at tiger exhibit
- Tiger face painting station
- Tiger enrichment activities, followed by donation request
- Email appeal to members
- “Round up for Tiger Conservation” at gift stores or food concessions
- Partner with restaurants or tiger-mascot sports team for fundraising activities

**We welcome your fundraising ideas and hope to introduce new ones as the campaign progresses.**

*Given the numerous school and professional teams with tiger mascots, and businesses with tiger-themed logos and marketing strategies, we also encourage you to seek out connections and sponsorships locally.*

# FIELD CONSERVATION PARTNER

*The Tiger SSP has chosen six tiger conservation efforts to offer for support: two options for each managed subspecies of tiger (Amur, Malayan, and Sumatran).*

We recognize that your institution may already be supporting another tiger project, and that there are many other great tiger conservation efforts that are worthy of support. We encourage you to support the tiger conservation project that works best for your zoo, and we thank you for considering the ones we have chosen.

## Why Wildlife Conservation Society?

Our supported projects are conducted by WCS, based in New York and with offices in the range states of Amur, Malayan, and Sumatran tigers. WCS operates the largest field conservation program for tigers across the five subspecies that remain in the wild. Working with a single conservation organization that has field-based conservation programs for all three Tiger SSP-managed subspecies will allow us to have a more streamlined campaign,

and provide your zoo with consistent updates about field conservation efforts. WCS's tiger conservation programs are highly respected and employ permanent staff working in the field. Lastly, since an important aim of our campaign is to highlight what zoos are doing to help secure a future for wild tigers, it is fitting to support WCS, which operates four zoos, including the Bronx Zoo, a Tiger SSP member institution.

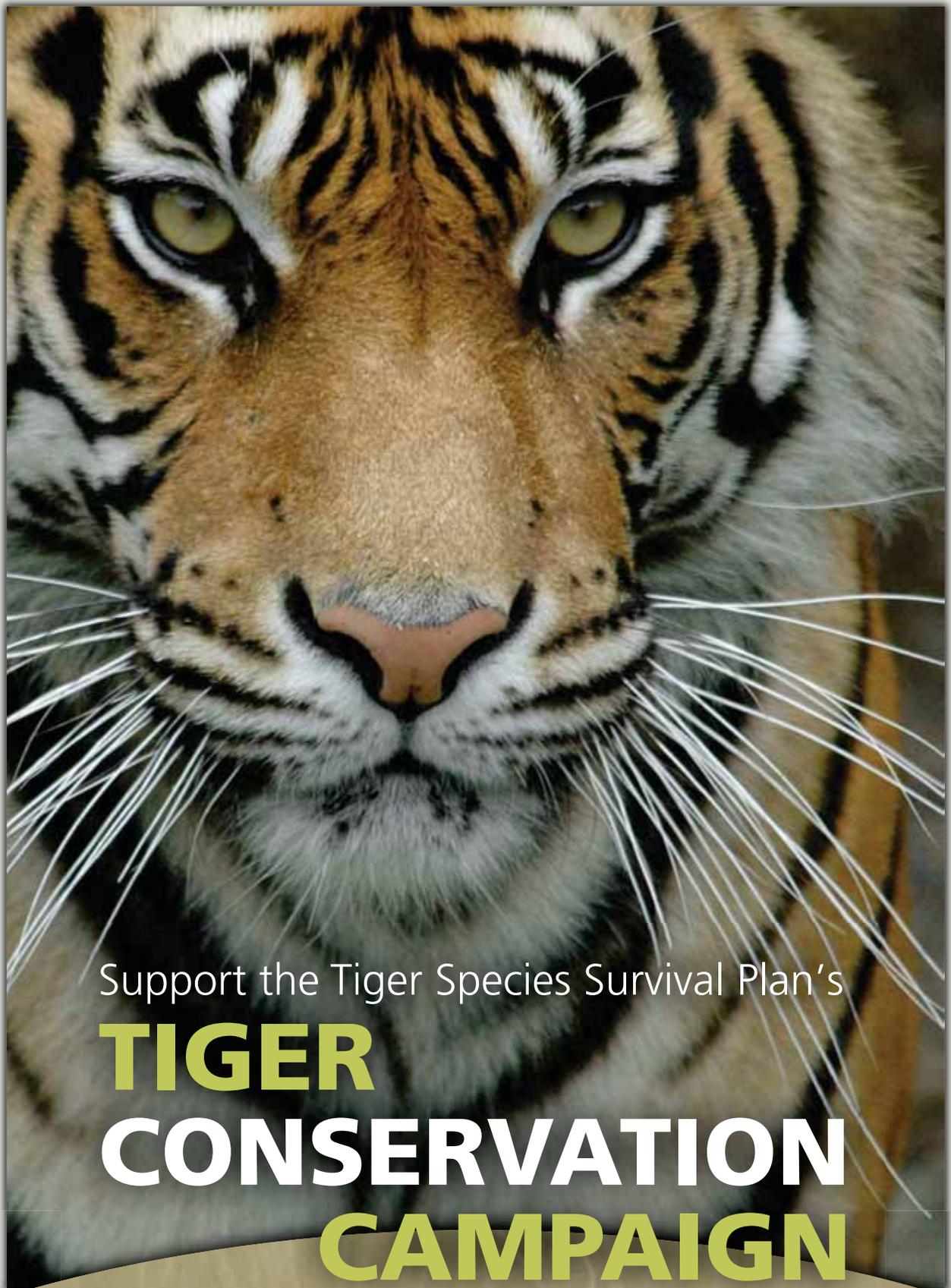
## WCS's overall tiger conservation strategy is comprised of the following elements:

- 1) A focus on securing **source sites for tigers**, areas across Asia where at least 25 breeding tigresses can exist free from threats
- 2) Ensuring that WCS staff are **on-the-ground** at these source sites, and have in-depth, daily knowledge about the threats to tigers, know well and work well with the junior and senior level staff of the protected areas that are at the heart of most source sites, and know well and work well with the local communities living inside and adjacent to the source sites
- 3) A focus on ensuring that the highest quality **protection** is given to tigers in these source sites through robust ranger patrols and extensive intelligence gathering mechanisms
- 4) Regular **high-quality, peer-reviewed, science-based monitoring** of tiger populations, tiger prey populations, habitat extent and quality, and the threats to tigers so as to ensure that we can quickly make course corrections in our conservation interventions in response to the changing nature of the threats to tigers
- 5) A **long-term commitment** to these source-site-focused tiger conservation interventions, as the time frame over which tigers will recover in these source sites is typically on the order of decades. There are currently about 40 tiger source sites remaining in Asia, and WCS works in about half of these, including sites in Russia, Malaysia and Indonesia.

We hope you will find a project to support that works well for your zoo. Please direct questions to Tara Harris, Vice President for Conservation, AZA Tiger SSP Coordinator, Minnesota Zoo, 952.431.9206; tara.harris@state.mn.us



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Support the Tiger Species Survival Plan's

**TIGER**  
**CONSERVATION**  
**CAMPAIGN**

**WILD TIGERS ARE DISAPPEARING FAST.**

**BUT YOU CAN MAKE A DIFFERENCE FOR  
THIS AWE-INSPIRING ENDANGERED SPECIES.**