

WILDLIFE PROTECTION ADVOCACY

Every creature plays a role in keeping our planet alive. By stopping poaching, preserving forests, and protecting endangered species, we're not just saving animals—we're saving ourselves. Together, we can build a future where humans and wildlife thrive side by side.

"Save Wildlife, Save Life"

INTRODUCTION

The Philippines, being a tropical country, has a diverse collection of wildlife. However, as the country progresses and environments change over time, the population of wildlife can slowly decrease either due to human activity or climate change. As it stands, according to the Convention on Biological Diversity, the Philippines has over 700 threatened species of wildlife, which includes the Philippine eagle and even the Tamaraw or the Mindoro dwarf buffalo. These animals, among many others, give our country its identity as a 'biodiversity hotspot' and are symbols of our culture and history. Besides that, wildlife protection is also an action to maintain the balance of ecosystems, which is why keeping these animals from going extinct is of the utmost importance.

There are many actions taken to protect our fauna, but despite this, the public can still benefit from education and awareness of the issues our local wildlife is facing. With the rise of the digital age, it's easy to forget certain issues such as species endangerment, so it's essential that information and news about it is easily accessible. Raising awareness not only spreads knowledge, it can also gather the efforts of the public to work towards solutions and direct actions to wildlife protection, made simpler with the use of today's technology. As such,

fundraising and education can be made widespread through engagement on a website and different social media platforms.

PURPOSE

Wildlife protection is valuable because it preserves biodiversity, which is necessary for keeping ecosystems healthy and balanced. When animals and plants are protected, forests, oceans, and rivers continue to provide clean air, water, food, and medicine that people rely on. It also supports communities whose income depends on farming, fisheries, and ecotourism. Protecting wildlife allows future generations to enjoy the richness of nature while also preserving cultural heritage. Most importantly, it teaches people compassion and responsibility toward other living creatures

DESCRIPTION

Our campaign, "Save Wildlife, Save Life," is an online campaign focusing on the protection of threatened species and conservation of biodiversity using affordable web platforms and mobile phones. Through websites and text campaigns, we will create awareness, offer education, and mobilize people to participate in wildlife protection even from home or school. The approach allows for greater outreach, affordability, and continuous interaction with the target population.

Data in Detail

Global Demand: More than 42,000 species are presently threatened (IUCN, 2023), demonstrating the importance of conservation.

Philippine Diversity: With more than 52,000 species, several are endemic, while close to 700 are threatened by deforestation, hunting, and climate change.

Youth Participation: Research indicates that youth are immensely active online, thus online campaigning is a great means through which awareness can be increased and action promoted.

Processing the Concept

In order to prepare and undertake the campaign, the following materials and processes will be created:

Website Development

- Profile pages of endangered species (facts, photographs, conservation status).
- Interactive content (quizzes, pledges, infographics).
- Blog section for articles about biodiversity and success stories.

Text Campaigns (SMS/Group Messaging)

- Short, powerful facts regarding endangered species.
- Call-to-action messages (e.g., "Say YES to saving the Philippine Eagle. Go to our site to find out how.").
- Weekly "Wildlife Facts" or tips on being eco-friendly.

Digital Information Materials

- Social media infographics and posters for sharing.
- QR codes to the advocacy website.
- Email/Newsletter updates to subscribers.

Partnership Letters/Proposals

- Official invitations to schools, LGUs, and orgs to help campaign.

- Collaboration with environmental NGOs on sharing contents or co-partnering in online activities.

Execution Plan

Website Launch

- Register a domain or free platform (e.g., Wix, WordPress).
- Upload advocacy contents (species profiles, conservation tips, activity announcements).
- Promote sites through social media, school websites, and QR codes on posters.

Text Blast Campaign

- Gather contact lists from student groups, clubs, or volunteers.
- Push planned awareness texts (e.g., "Did you know? Mangroves safeguard fish nurseries. Planting more mangroves saves marine life!").
- Instruct recipients to send on texts, promoting a chain effect.

Digital Wildlife Awareness Week

- Online galleries of student artwork or infographics.
- Livestream documentaries or webinars with guest experts.
- Online competitions (poster-making, eco-slogans, digital storytelling).

Adopt-a-Species (Online Version)

- Student groups or classes adopt an endangered species to symbolize.
- Students produce blog entries, TikTok/short videos, or online posters regarding their selected species.
- Highlight their work on the advocacy site and social media.

Expected Outcome

Wider Reach: Campaign promotes awareness beyond geographical communities, accessible across the country.

Young People's Engagement: Students are directly involved in digital content creation and sharing.

Extended Awareness: Online spaces offer ongoing education and updates.

Joint Action: More individuals will be aware of the need to protect wildlife and implement environmentally friendly practices.

VOLUNTEERS:

We are looking for committed individuals who are willing to contribute their time and skills in the following areas:

- **Educational Campaigns** – Conducting seminars, workshops, and school-based programs to raise awareness about wildlife protection.
- **Habitat Restoration** – Assisting in tree planting, coastal clean-ups, and other environmental rehabilitation projects.
- **Community Engagement** – Supporting outreach activities that encourage local participation and responsibility for biodiversity conservation.
- **Logistics and Documentation** – Helping with event organization, resource distribution, and recording progress for transparency.

Volunteering offers the opportunity to make a direct impact on the environment while fostering teamwork and community empowerment.

To help and not waste our efforts, we are raising funds to make this plan possible and cover the following costs:

Needs	Estimated Cost
Educational materials (flyers, posters, booklets)	₱ 1, 000
Outreach events	₱ 1, 000
Volunteer support	₱ 1, 000
TOTAL	₱ 3, 000

We are inviting everyone to join our **Wildlife Protection Advocacy**. Individuals that represent as a volunteer help maintain the liveliness of our planet. Your time and effort will directly contribute to protecting endangered species and preserving healthy ecosystems for future generations.

CONTACT INFORMATION:

If you're interested, you may contact the following representatives:

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Markus Parreño

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Or you may visit our website “www.swlsl-c7.com”, Thank you!